

# JavaScript Creatives (HTML5)

HTML5 - a banner type of creatives, that created using JavaScript, HTML, and CSS. They can include images, animations, videos, or any combination of these elements. The creatives can support a variety of engagements: taps, shakes, clicks, etc.

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## HTML5 (js) creative requirements:

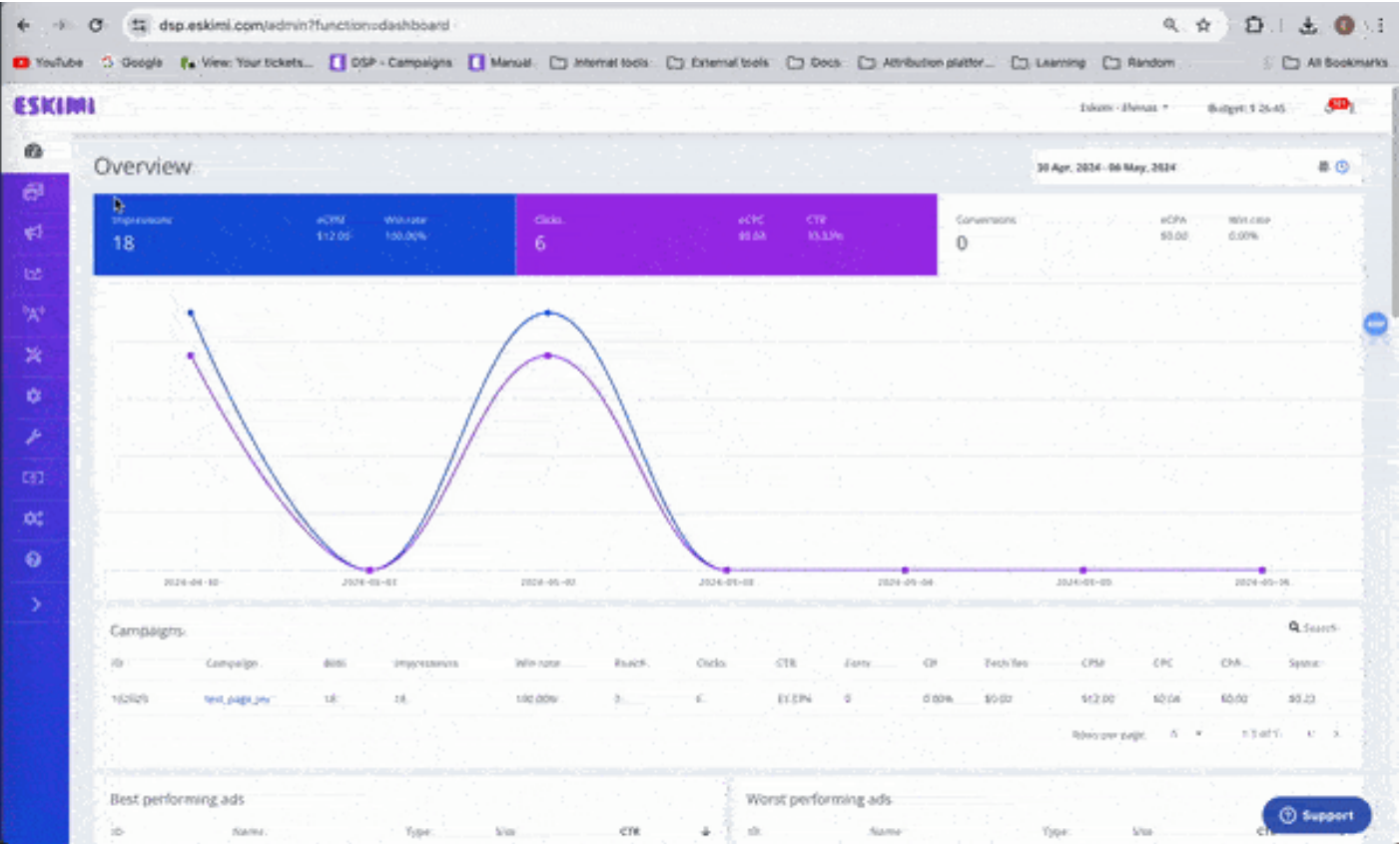
- Creative must be **full SSL compliant** (all requests from https). The landing page also https
- HTML file must be called as **index.html**
- HTML5 creative **must have ClickTag macros**, one of {CLICK\_URL}, {CLICK\_URL\_ENC}, {CLICK\_URL\_ASYNC}. Click tag has to be inserted in the main RM creative file (if it's HTML5 - index.html file; if it's a JavaScript tag - main JS tag).
- All creatives must open the landing page (click URL) in a new tab/window. The target window for the click-through URL must be set to "**\_blank**" so the click-through will open in a new window. Do not leave the target statement undeclared.
- Ads must remain static after **30 seconds**.
- Creatives may not exceed a **150K initial load**. The total download cannot exceed 5MB.
- HTML5 creative code has to be valid and pass validator - <https://validator.w3.org>. Also no errors in the browser console.

For Google Web Designer or GWD requirements. Please read this article: [Google Web Designer banner creation](#).

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## HTML5 (js) creative uploading process:

Step 1: Log in to your DSP account, go to Creative Sets



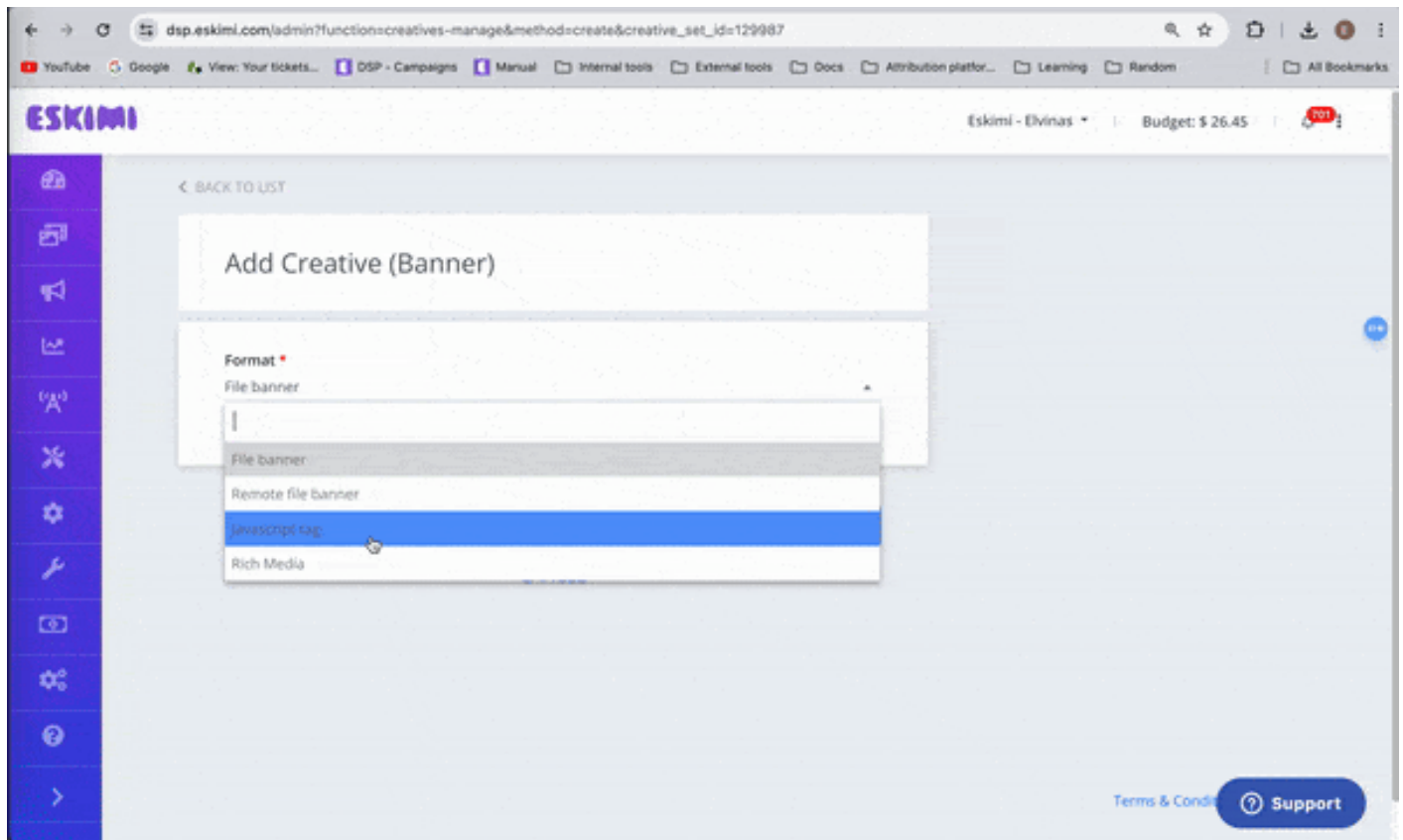
Step 2: On the new page click "Add creative set"

Step 3: On the next page indicate the creative sets Title and select the Banner format.

The screenshot shows the 'Creative sets / Creatives' page. At the top, there is a search bar and a filter button. Below the header, there is a table of creative sets:

| Title    | Creative format | Creative count | Status | Created at          |  |
|----------|-----------------|----------------|--------|---------------------|--|
| test     | Banner          | 0              | Active | 2024-05-06 16:16:36 |  |
| test     | Banner          | 0              | Active | 2024-05-06 16:14:30 |  |
| test     | Banner          | 1              | Active | 2024-05-06 15:56:15 |  |
| test     | Banner          | 1              | Active | 2024-05-06 15:48:05 |  |
| test     | Banner          | 0              | Active | 2024-05-06 15:12:28 |  |
| test     | Banner          | 2              | Active | 2024-05-06 15:09:08 |  |
| Spin2win | Banner          | 9              | Active | 2024-04-29 13:18:00 |  |
|          | Banner          | 25             | Active | 2024-04-29 12:58:28 |  |

**Step 4:** Then select Javascript tag format and click "Continue".



**Step 5:** You will see 2 ways to upload the creatives.

1. **Direct JS tag upload** - For this method you just need to enter the size of the creative and PASTE the JS code in the code block.

### Floating ad support

☐ Tag is floating ad

☒ Minify tag

Width \*

300

Height

Height \*

50

Upload zip

Choose files

JavaScript tag \*

+ Insert macro

```
1 <!DOCTYPE html>
2 <!--
3     NOTES:
4     1. All tokens are represented by '$' sign in the template.
5     2. You can write your code only wherever mentioned.
6     3. All occurrences of existing tokens will be replaced by their
7       appropriate values.
8     4. Blank lines will be removed automatically.
9     5. Remove unnecessary comments before creating your template.
10 --><html>
11 <head><base href="https://dsp-media.eskimi.com/upload/rm/upload
12 /6638c86ef1b49/Fenikss_S 300x50/" target="_blank"><meta http-equiv
13 ="Content-Type" content="text/html; charset=UTF-8">
14 <meta name="ad.size" content="width=300,height=50">
15 <script type="text/javascript">
16     var clickTag = "https://www.feniksscasino.lv/lv";
17     &acirc;&#128;&#139;</script>
18 <meta charset="UTF-8">
19 <meta name="authoring-tool" content="Adobe_Animate_CC">
20 <title>Fenikss_S 300x50</title>
21 <!-- write your code here -->
22 <script src="https://code.createjs.com/1.0.0/createjs.min.js"></script>
23 <script src="https://dsp-media.eskimi.com/upload/rm/upload
24 /6638c86ef1b49/Fenikss_S%20300x50/Fenikss_S%20300x50.js"></script>
25 </script>
```

2. **Click on Mass File Upload** (used for single creative uploads as well) -> click on Choose File -> select creatives you want to upload. The creatives size will be detected automatically if it's visible in the index.html file.

### SafeFrame support

☐ Enable SafeFrame

### Floating ad support

☐ Tag is floating ad


☒ Minify tag

## JS tag upload

## Mass file upload

### Upload zip

Choose files

|                        |                |                |   |
|------------------------|----------------|----------------|---|
| 1 Fenikss_S 300x50.zip | Width *<br>300 | Height *<br>50 |   |
|------------------------|----------------|----------------|---|

Revision #15

Created 27 January 2021 11:48:10 by Alina

Updated 6 May 2024 13:40:19 by Tomas Ivanauskas