

Display Banners Guidelines



Online display banners

Please supply the following 5 sizes to digital@themediapeople.london as either
HTML5 | GIF | JPEG

All banners must have a 1 pixel border of contrasting colour.
Any creative supplied that do not mee the requirements set out on this document will be sent back and we will ask you to re-supply.

| Ad Unit | Dimensions / Ad Sizes | Max File Size Backup GIF/JPEG | Max File Size Main HTML5/GIF |
|------------------|-----------------------|-------------------------------|------------------------------|
| Medium Rectangle | 300 x 250 | 2MB | 10MB |
| Skyscraper | 120 x 600 | 2MB | 10MB |
| Wide Skyscraper | 160 x 600 | 2MB | 10MB |
| Leaderboard | 728 x 90 | 2MB | 10MB |
| Standard Mobile | 320 x 50 | 2MB | 10MB |

Online display banners - Animations guidelines

1. Length of animation must not exceed 15 seconds. No looping beyond 15 seconds.
2. Animation is recommended to be part of subload.
3. JavaScript used for animation must be executed as asynchronous load and CSS used must be inline.
4. Animation may be host initiated, i.e. user action is not required to play animation.
5. Animation is recommended to start when the ad is within view.
6. Flashing, high contrast, fast moving and bright colour animation are not recommended.

Asset options for display creatives

Image assets

- Display creatives can use standard images (GIF, JPEG, PNG, or WBMP) as the primary asset.
- You can upload high-density image assets up to twice the dimensions of your creative and up to a 10 MB file size.
- Use the ins tag for placements with high-density image assets since this tag type properly populates screen density.

HTML5 assets

- Primary HTML5 asset
 - Upload your HTML5 asset as a .zip or .adz containing a maximum of 100 files, and at least one click tag.
 - The maximum file size of the .zip or .adz file is 10 MB.
- Polite load file
 - An image file that is under 40 KB. It can be the same asset as your backup image. If you upload multiple image files, choose the one you want in the Polite load file menu.
 - The polite load image dimensions should match your backup image dimensions.#
- Backup image
 - Add a backup image if your primary asset is HTML5. If you upload multiple image assets, choose them in the Backup image menu in your creative properties.
 - Dimensions should match the HTML5 assets.

Prepare HTML5 assets

To set up display creatives with HTML5, upload your HTML5 creative to Campaign Manager in the form of a .zip file. The .zip should consist of an HTML file plus any files referenced by the HTML file.

1. Create a folder.
2. Add your HTML file plus any assets referenced by the file. Don't include any other files. You may organize your assets into subfolders, but do not compress these subfolders.

What to include

- **HTML file:** The primary asset of your HTML5 creative is the HTML file. This is the entry point for your creative. It must be a complete HTML document that includes at least one click tag and can load into an iFrame. Campaign Manager serves the iFrame along with your assets. See below for click tag help.
- **Other files:** Include any other files that are referenced by the HTML file. Do not include any files that are not referenced.

Supported file types and limits for your .zip file

- **Supported file types:** HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, SVG, EOT, OTF, TTF, WOFF, WOFF2
- **Maximum number of files per .zip:** 100
- **Maximum size:** 10 MB

3. Compress the folder into a .zip file.



HTML5 assets (what not to include)

What not to include

- No .zips within .zips: Do not include any .zip files within your HTML5 .zip file. However, if you have several separate HTML5 .zip files for several separate HTML5 creatives, you can zip these files together and batch upload them to Campaign Manager.
- No unreferenced files: As noted above, only include files if they are referenced by the HTML file.
- No local or session storage: Campaign Manager does not accept HTML5 assets that use local storage or session storage.
- No % in the name: Do not include a percent symbol (%) in the names of any of the files in your asset.
- No backup assets: Do not include backup assets in your HTML5 .zip file *unless* they are referenced by the HTML file.
 - The trafficker must upload a separate backup image to Campaign Manager. This image is used if Campaign Manager cannot use your primary assets because they are not supported. Do not include this backup image with your HTML5 .zip file.
 - However, some HTML files may be coded to use their own backup assets when a browser can't handle all the features. In this case, you'll need to include a backup image in your .zip *in addition* to the file the trafficker must upload separately.



General guidelines

Dimension guidelines

Unlike images or videos, HTML documents don't have dimensions on their own. For this reason, use the *size meta tag* to indicate the intended size for your creative. The size meta tag is an optional parameter in your HTML document. It's the best way to be sure your creative renders at the right dimensions. You can enter the dimensions as shown below:

```
<meta name="ad.size" content="width=300,height=250">
```

Click tag guidelines

Click tags define landing pages for each exit on your creatives with HTML5 assets. An exit is any area that can be clicked that directs the browser to a landing page. Each click tag defines the landing page for a different exit.

When an exit gets a click, the creative calls Campaign Manager for the landing page associated with that exit. You can set this landing page in your creative or your ad, depending on your needs.

Campaign Manager detects click tags when you upload your assets. You can change the landing page your click tag uses anytime, even after you export tags. That's because the click tag is a standard variable, a placeholder for the landing page rather than a hardcoded value.

There are some best practices for setting up your click tags since the ad-level overrides the creative-level settings in display creatives:

- Make sure your creative uses the click tag variable as the click destination.
- The click tag should be easy for the ad server to read—no minification or obfuscation, though you can use minifiers in the rest of your code and in other files.
- We do not recommend hard-coded URLs in your asset because that prevents Campaign Manager from tracking clicks and prevents traffickers from updating the URL. After upload, Campaign Manager will warn you if there are hardcoded URLs in the asset.

<https://support.google.com/dcm/answer/3145300>

Here's an example of a click tag inserted in an HTML document:

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "http://www.google.com"; </script>
</head>
[The rest of your creative code goes here.] </html>
```

Make sure your creative uses the click tag variable as the landing page URL:

```
<a href="javascript:window.open(window.clickTag)">

</a>
```

Creatives folder structure

