

In common:

- Html5-ads need to be provided as zip-file incl. html- and java-script-files or as tags delivered by third parties. The file must not be write protected.
- Please include the URL (click-tag) in your html5-Banner in the html- or javascript-file (see below).
- File-size: The overall size of the zip-file cannot be bigger than 1000 KB; depending on the number of images, each individual one should not be bigger than 80-100 KB.
- Please transfer the ad at least 3 days before the promotional period, so we can check the code.

Embedding a click-tag

- We recommend producing html5-ads with Adobe Animate CC and exporting them as html5-canvas.
- A **canvas** is a programmable img-tag, which simply generates a drawing-area. Via java-script you can fill and animate this area with images, text and forms. More infos: <https://www.sitepoint.com/html5-canvas-tutorial-introduction/>
- There won't be a response-button in the ad itself. The click-tag has to be embedded into the html-file, e.g. like this:

```
<html>
<head>
...
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript"> var
clickTag="http://www.dvz.de"; </script>
</head>
<a href="javascript:window.open(window.clickTag)">
<canvas id="canvas" width="300" height="250" style="-
display: block; background-color:rgba(255, 255, 255,
1.00)"></canvas>
</a>
</html>
```

The **click-tag-target** will be positioned in the **<head>**-area after the php-code by the variable *ClickTag*.

By the **<a>**-tag incl. the above appointed variable *ClickTag* the canvas-object will be enclosed and thus clickable.

more informations:

https://support.google.com/dfp_sb/answer/7046799?hl=en&ref_topic=7045707