

HTML5 Creatives

MediaMath now supports HTML5 Creatives. Each T1AS HTML5 Creative must be uploaded with the following 2 components:

| Component | Overview |
|--|---|
| <p>HTML5 Asset Package: The zip file for the T1AS HTML5 creative.</p> | <ul style="list-style-type: none"> • This zip file must contain a root HTML document within the root directory: <ul style="list-style-type: none"> ○ The HTML5 Asset Package file name and the names of any files (HTML, Javascript, CSS or Image) within the Asset Package must not contain any blank spaces or non-English characters. ○ If the zip file has a single HTML document in the root directory, that HTML document will be used as the root document for the creative. ○ If the zip file has multiple HTML documents in the root directory, and one of them is named index.html, the index.html file will be used as the root HTML document. ○ If the zip file has multiple HTML documents in the root directory, and none of them are named index.html, the first HTML document detected by T1 Ad Server during upload will be used as the root HTML document. ○ As a best practice, it is recommended to have a single HTML document named index.html in the root directory of the zip file. ○ The root HTML document can be a maximum of 20,000 characters in length (including spaces and comments). ○ The root HTML document must have all tracked urls, including urls set via a Javascript, prepended with MediaMath’s unencoded click tracker. ○ The root HTML document must not have any <noscript> tags. • The zip file can also contain any of the following documents: CSS, Javascript, Image, Flash, Web Fonts and additional HTML documents. The file extensions supported by T1 Ad Server are: .SWF (Flash), .GIF, .JPG, .JPEG, .TIF, .TIFF, .PNG, .CSS, .HTML, .HTM, .JS, .WOFF, .WOFF2. • All resources referenced in the root HTML document must be referenced via relative links to files included in the HTML5 Asset Package. External images not included in the HTML5 Asset Package cannot be referenced from the root HTML document. • The assets included in the Asset Package must not use local storage or session storage. |
| <p>HTML5 Backup Image</p> | <p>Each T1 Ad Server HTML5 creative must have a single unique Backup Asset which is an Image Asset provided during upload. This Backup Image will be uploaded outside of the HTML5 Asset Package zip file. This Backup Image must have the same name as the HTML5 Asset Package. The Backup Image will be served when the creative is shown to users whose browser / environment has Javascript disabled. Since T1 Ad Server does not currently support responsive / resizable creative, the dimensions of the Backup Image selected will be used as the dimensions of the HTML5 creative.</p> |

- It is your responsibility to ensure that the creative uses graceful degradation and complies with guidelines recommended by the IAB. If the browser / environment the creative is served in does not support any features of HTML5 required by the creative, the creative must gracefully degrade to show alternate assets or a backup image. Compliance with [IAB guidelines](#) and exchange specific guidelines will improve the chances of a seamless creative approval and ad serving.
- MediaMath strongly recommends you to test the HTML5 creatives using an external testing toolkit such as the [IAB HTML5 Ad Validator](#).
- To ensure a seamless browsing experience for users, we recommend that your creative complies with the [file size and file load guidelines](#) recommended by the IAB. You can use the IAB HTML5 Ad Validator to determine the file size and file load specifications for your creative.
- T1AS does not yet support resizable HTML5 creatives. The detected dimensions of the HTML5 Backup Image will be used as the dimensions of the HTML5 creative. If your HTML5 creative is resizable, you can simply upload one

HTML5 Asset Package and multiple HTML5 Backup Images of the different dimensions you want the HTML5 creative to serve for.

- The HTML5 Asset Package zip file cannot contain zip files within it.
- If the HTML5 Asset Package contains Flash (.SWF) files, the creative will not serve in Chrome and on exchanges which do not support Flash (e.g. AdX).
- T1 Ad Server does not currently support SVG files within the HTML5 Asset Package.
- T1 Ad Server does not currently support video files within the HTML5 Asset Package.
- **T1 Ad Server HTML5 does not currently support expandables or MRAID.**

Click Trackers for HTML5 Creatives

For T1 Ad Server HTML5 creatives, the MediaMath click tracker will need to be manually added to each HTML5 creative's root HTML document (for creatives generated from most builders, this document is named index.html in the root directory of the HTML5 Asset Package zip file). All click through URLs must be located in the root HTML document and the MediaMath click tracker must be prepended to all click through URLs to ensure tracking of clicks during ad serving.

Below are guidelines on how the MediaMath click tracker can be added into the document for a sample set of scenarios. Please note that the guidelines do not cover all possible scenarios. It is up to you to ensure that the click tracker is included in the HTML document.

The MediaMath click tracker to be added to the root HTML document is: **[UNENCODED_CLICK_REDIRECT]**

If the Click Tracker is not added, T1 will not record clicks for the HTML5 creative.

Prerequisites:

- You will require a text editor to complete the procedure below. If you do not have one, we recommend [Sublime Text](#).

| Steps | Overview |
|--|---|
| Step 1: Open The Root HTML Document For Your Creative | Open the root HTML document for your HTML5 creative. In most cases, this is the document named 'index.html' in the HTML5 Asset Package. |



Scenario A: Click Implementation via Javascript Variables

HTML5 creatives may implement click throughs via Javascript variables. In such cases, the click through is often implemented via a variable named 'clickTag' (although different may have different names for the variable) enclosed within script tags as shown below:

```
/*  
  
<script type="text/javascript">  
  
  <--Javascript or HTML Markup-->  
  
  var clickTag = "https://www.mediamath.com";  
  
</script>  
  
*/
```

In this case, MediaMath's unencoded click tracker will be prepended to the click through url (<https://www.mediamath.com>) as shows below:

Step 2: Add
The
MediaMath
Click Tracker
To All
Clickable
Elements

```
/*  
  
<script type="text/javascript">  
  
  <--Javascript Markup-->  
  
  var clickTag = "[UNENCODED_CLICK_REDIRECT]https://www.mediamath.com";  
  
</script>  
  
*/
```

Please note that using the following method to implement click throughs in the body of the HTML document in FireFox will result in a successful redirect to the click through url in a new tab. However, the creative served in the original tab will disappear and be replaced by the text "[object Window]".

```
javascript:window.open("[UNENCODED_CLICK_REDIRECT]https://www.mediamath.com")
```

This is because FireFox expects a value to be returned for the Javascript function. If it does not receive a value, it replaces the HTML body with "[object Window]". This can be fixed by forcing the expression to return a value by modifying the click through expression to:

```
javascript:void(window.open("[UNENCODED_CLICK_REDIRECT]https://www.mediamath.com"));
```



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|-------------------------------------|---|
| | <p>▼ Scenario B: Click Implementation via HTML Attributes</p> <p>HTML5 creatives may implement click throughs via HTML attributes. In such cases, the click through is often implemented via the 'href' attribute which is enclosed in anchor <a> tags. as shown below:</p> <pre> <--HTML Markup--> </pre> <p>In this case, MediaMath's unencoded click tracker will be prepended to the click through url (https://www.mediamath.com) as shows below:</p> <pre> <--HTML Markup--> </pre> <p>Please note that using the href attribute to implement click throughs will result in the click through breaking when all of the following conditions are met:</p> <ul style="list-style-type: none">• The creative is served on a device with iOS version 9 or higher installed• The creative's click through redirects to the iOS App Store <p>To avoid broken redirects when the above conditions are met, please use an alternative method for implementation of click throughs.</p> |
| <p>Step 3: Save and Test</p> | <p>Save the root HTML document. Open the document in a web browser and try clicking on the creative. In your test, the click will lead you to an error page which has the local file path followed by the MediaMath Click Tracker and your click through URL in the browser address bar as shown below:</p> <p>file:///LocalFilePath/[UNENCODED_CLICK_REDIRECT]https://www.mediamath.com</p> <p>This is the expected result and a sign that your creative will click through as expected. This can be confirmed by testing the click through in T1 preview.</p> <p>During ad serving, the click tracker will be expanded to ensure that T1 tracks all clicks for impressions served and the click tracker redirects to the valid, desired click through URL.</p> |

| | |
|--|---|
| <p>Step 4: Zip Creative Contents</p> | <p>Select all of the files / folders of the creative and compress the contents into a zip file.</p> <p>You are now ready to upload your HTML5 creatives into T1.</p> <p>For an in-depth guide on uploading & editing creatives, please see: Display Tab</p> |
| <p>Why am I now seeing multiple vendor declarations (T1AS, Sizmek Expandable, etc)?</p> | <p>Since we are now retrieving Sizmek placement tags, our vendor auto-detection will detect both the T1AS vendor and a Sizmek vendor. Note: clients will not be billed for this new Sizmek vendor.</p> |
| <p>Do I/my clients need a Sizmek account?</p> | <p>No, there will not be individual accounts for each MediaMath client and you will not be billed by Sizmek. This entire integration will be run under the MediMath account and you will be billed for T1AS as normal.</p> |
| <p>Will I/my clients have access to see Sizmek reporting?</p> | <p>No, clients will continue to use T1 Reporting for T1AS creative reporting information after this initial integration. As we progress and begin to offer more rich media offerings, we will import Sizmek data in to T1 Reporting, but reporting will never be viewed on Sizmek.</p> |
| <p>This is nice, but when can I expect to see full HTML5, mobile & rich media support for T1AS?</p> | <p>This project is happening in three phases:</p> <ul style="list-style-type: none"> • Phase 1 (current): swf->HTML5-Hybrid conversion • Phase 2: Upload Standard HTML5 Banner - templates and ad builders • Phase 3: Upload advanced HTML5 and MRAID creatives - templates and ad builders |