



## HTML5 Standard Banner Specs

MediaMind's HTML5 solution supports multimedia and extended application development without the need for third-party plug-ins, such as Flash. You can start creating a HTML5 ad from a MediaMind template or write the code yourself using the MediaMind API for tracking outlined in this document. Using HTML5 allows you to create ads for desktop, mobile and in-app devices.

A HTML5 Standard Banner ad consists of a Default image and basic HTML that loads in with the page content and will track single click-through interactions and impressions. The standard banner does not support custom interactions or advanced features such as data capture, video, etc.

**IMPORTANT:** You must ensure your publisher is certified before creating HTML5 ads and campaigns. Please contact your Creative Account Manager for more information.

### Ad Components

- **HTML** – Single file named **index.html** containing the whole ad experience.
- **Javascript** – Controls the ad behaviour, playback and functionality.
- **CSS** – Defines the styles and animations.
- **Assets folder** – Contains any images and video assets.
- **MediaMind Tracking Code** – Tracks user interactions within your ad.

### Ad Specifications

- **Default Image (max file size 40kb)** – the ad's dimensions are determined according to the size of the default image
- **Workspace folder (max file size 100kb)** – contains all the ad components

### Creating the Ad

To create a HTML5 ad, you must use an application that supports authoring of HTML, such as Adobe Dreamweaver or any text editor. Write the code for the ad, compress all your ad files to a ZIP, and then upload your ad to the MediaMind platform.

Once your ad is uploaded, the MediaMind platform will scan your files for all custom interactions and these will be added to the MediaMind platform.

## Implementing the MediaMind API

1. The HTML mark-up must all be contained within a single HTML file named **index.html**
2. To use the API, you must include the following code to the <head> tag.

```
<script type="text/javascript" src="http://ds.serving-sys-dev.com/BurstingScript/EBLoader.js"></script>
```

3. To initialize the API add the following code as early as possible to the body element.

```
<script type="text/javascript">

function onInit() {
// show the creative and start the flow
}

if (!EB.isInitialized()) {
    EB.addEventListener(EBG.EventName.EB_INITIALIZED,
onInit);
}
else {
    onInit();
}

</script>
```

4. **Click Tracking:** The following code can be used to click-through to a URL and track user interactions within your ad.

```
// Javascript clickthrough command
EB.clickthrough();
```

This will open a new window using the default URL defined in the ad setup within MediaMind.

## Uploading to MediaMind

Before you can setup a HTML5 ad in the Mediamind platform you must first create workspace folder. A Workspace is a folder that contains all of the ad components. When you are finished authoring your ad, put all of its files in one folder and compress that folder to a ZIP. When uploaded to the MediaMind platform, the ZIP's files will automatically be extracted, creating a Workspace on the MediaMind platform.

1. From the main menu, select **Manage > Creative Assets**.
2. Select the folder to where you want to upload your Workspace.  
Or  
Create a new folder by clicking **New > Create New Folder**.
3. Create a new asset by clicking **New > Upload Creative Asset**.
4. Click **Add**, and then browse for and select the ZIP file that you are uploading. You can use the Shift key to select multiple files.
5. Click **Upload**.
6. Once the ZIP file has been uploaded, the file's contents are extracted into the workspace folder and a special folder icon appears indicating that the folder is a workspace:



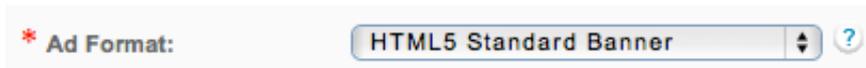
Once your Workspace has been uploaded, you can add, replace, and preview your assets.

## Creating the Ad

The HTML5 Polite banner format is similar to the Standard Banner but instead of selecting an swf file, you select a workspace (created when you upload a ZIP to MediaMind).

1. From the main menu, select **Manage > Ads**.
2. On the toolbar, click **New > Create New Ad**.

3. In the **Ad Name** field, enter a unique name for your ad.
4. From the **Ad Format** drop-down list, select **HTML5 Standard Banner**.



5. Expand the **Creative** section.
6. In the **HTML5 Polite Banner** area, in the **Workspace Folder** area, add a workspace to your ad. Once a workspace is selected, you will be able to see and preview all of the assets and files in the **Ad Assets List** area.
7. In the **Default Image** area, click **Select**, then search for the default image for your ad. By default, the workspace you previously selected opens up automatically.
8. In the **Clickthrough URL** field, enter the ad clickthrough URL.
9. Click **Save** to save your ad.

## Assigning & Attaching the Ad

### Assign to Campaign

Once you have created your HTML5 ad, you can now assign it to a campaign and placements. This allows you to decide when and where your ad will run and will apply all targeting and delivery group settings to the ad.

1. From the main menu, go to **Mange > Ads**.
2. From the list of ads select the ad you are assigning and select **Assign**



> **Assign to Media Agency/Campaign.**

3. In the **Assign Ads** screen, from the **Media Agency** drop-down list, select the name of the media agency you are assigning your ad to. Once you select a media agency, all campaigns that are defined for the selected agency are displayed in the **Campaign** drop-down list.
4. From the **Campaign Name** drop-down list, select the name of the campaign you are assigning your ad to.

5. When you are done, click **Assign**



Or

If you want to move on to the attachment step, click **Assign & Attach**.



## Attaching to Placements

1. From the main menu, select **Manage > Campaigns**.
2. From the list of campaigns, select the campaign you have assigned your ads too and select **Edit > Ads > Attachment**
3. To attach an ad to a placement, select the desired ad from the available master ads on the left side. From the list of placements on the right, select the placements to which you want to attach this ad, and click **Attach**



Once you have attached your master ad, an ad copy is created for each placement selected and attached to it.

## Publishing the Ad

Once the ad is attached to placements and approved, to give publisher access to generate code package and serve the ad live.

Right click on the ad and select **Review > Publish Ad**

## Additional Help:

[HTML5 Standard Banner template](#)

[Online Help](#)

[HTML5 API Documentation](#)

## Contact Us:

If you have any questions or issues, please feel free to contact your Creative Account Manager or [creativeau@sizmek.com](mailto:creativeau@sizmek.com)