

Sizmek Formats

HTML5 Rich Banner

Build Guide

SizmekTM

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Overview

The HTML5 Rich Banner is a set of templates created for the HTML5 Polite Banner that is a base format available on the Sizmek platform for displaying a HTML5 banner with rich media content. It is an interactive banner ad that loads an image within page content as well as UserAction and ClickThrough buttons. Some of the rich templates also contain video. The templates can be customized and extended to include a wide array of interactive features.

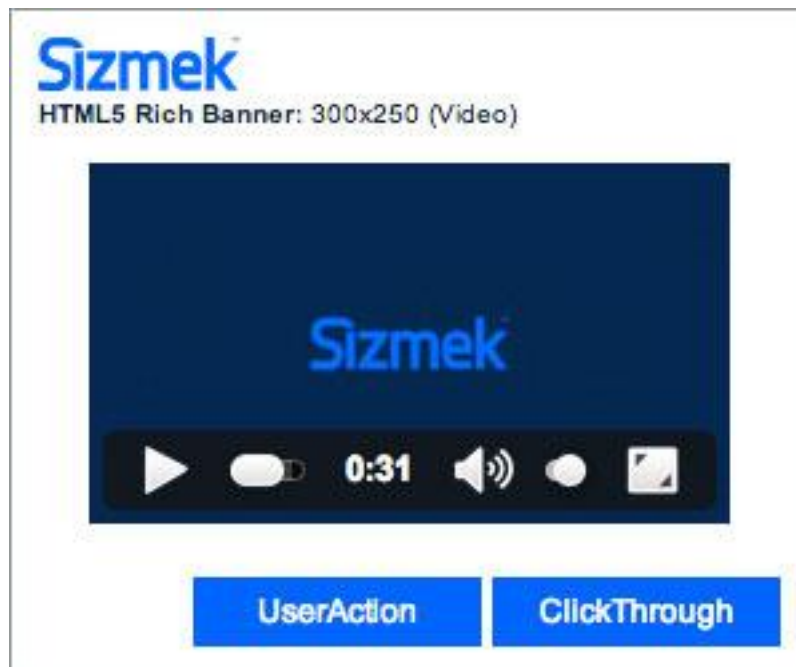
Although the HTML5 Rich Banner is not a Custom Format (it's used with the HTML5 Polite Banner base format), it's suggested that the templates from the Creative Zone be used for all HTML5 Polite Banner ad executions since they have been consistently maintained and tested and have new built-in capabilities such as support for both mobile web and MRAID in APP executions.

Clicking the UserAction button sends a custom interaction that is tracked in reports. Clicking on the ClickThrough button opens up an advertiser's site.

While the HTML5 Rich Banner can be customized to any size, templates with common sizes are already provided. See the chart on the side for complete list of templates available:

Banner Size	Video
160x600	No
160x600	Yes
300x600	No
300x600	Yes
300x250	No
300x250	Yes
320x50	No
728x90	No

The following illustration shows the 300x250 rich banner with video (using the Chrome video controls):



Supported Platforms

Platform	Supported Versions
iPhone	iOS 6.0 and later, including inAPP (MRAID)
iPad	iOS 6.0 and later, including inAPP (MRAID)
Android	Android 2.3 and later (including Tablet), including inAPP (MRAID)
Windows Phone	8.0 and later
Internet Explorer	9.0 and later
Firefox	18.0 and later
Chrome	26.0 and later
Safari	6.0 and later

Demos/Downloads

To download a template, view a demo of the Butterfly templates or get the latest copy of the build guide, please visit the [Formats & Features tab of the Creative Zone](#). For more information, contact your Creative Development Specialist.

Known Issues

- In some versions of iOS and Android, the video will play in full-screen, then reset back to a time of 0 when exiting full-screen. This is a nature of the native video player.

Implementing a HTML5 Rich Banner

Before you Begin

Make sure you have the following resources available:

- A HTML5 Rich Banner format workspace.
Download the workspace from Creative Zone and extract it, preserving the directory structure.

Included Template Files

HTML

The following HTML5 template files are included:

File Name	Description
index.html	The ad file, with the ad configuration and initialization code.

Styles

The following CSS files are included:

File Name	Description
styles/style.css	The style sheet for the ad and its elements.

Scripts

The following JavaScript files are included:

File Name	Description
scripts/script.js	Example code for the template
scripts/EBLoader.js	A script that loads EBLoader securely or insecurely.

Images

The following image template files are included:

File Name	Description
images/backup.jpg	The image if the ad is not displayed.
images/logo.png	The Sizmek logo.
images/poster.jpg	The poster image for the video (video template only)
images/play.png	The play button that overlay the poster image when video shows in App.

Videos (when applicable)

The following video template files are included:

File Name	Description
videos/video.mp4	The mp4 video for most browsers
videos/video.webm	The webm video for Firefox

Customizing an HTML5 Rich Banner

All of the HTML5 Rich Banner functionality is programmed in the template files. At minimum, the only changes you will need to make are to the loaded image and video assets and their respective styles.

Note: When updating or replacing images or videos, make sure to also update references to their filenames and dimensions found in index.html and style.css as necessary.

To update the layout and design of a template, open the index.html and style.css files in a text editor.

The functions available include:

Function Name	Description
initEB	Ensures EB is initialized before starting the ad.
startAd	Starts the ad.
initVideo	Initialize the video, this function will also detect if the ad is served in App (MRAID) and insert the video code that use for MRAID other than just use regular HTML5 video embed.
handleClickthroughButtonClick	Handles the click-through button click.
handleUserActionButtonClick	Handles the user-action button click.

EB Video Module

Templates that contain video load a video module. This module allows the video player to track video interactions and metrics. The code that loads this module looks like the code below.

```
<script type="text/javascript">EBModulesToLoad = ['Video'];</script>
```

This module already exists in the HTML5 Rich Banner templates with video. If you do not need this functionality, you can remove video module by deleting 'Video' from the EBModulesToLoad array.

Testing Your HTML5 Rich Banner

To test your ad locally, open **index.html** in a web browser and walk through the ad experience. You can use a web-debugging tool to view the source code and any data being sent or received by the ad.

Setting Up a HTML5 Rich Banner in the MediaMind Platform

To set up a HTML5 Rich Banner in the MediaMind platform:

1. Archive the workspace into a new ZIP file, preserving the directory structure. You can do this with WinZip, 7Zip, or another archiving program.
1. In the MediaMind platform, under **Creative Assets**, create a new Workspace by uploading the ZIP file.
2. Under the **Ads** section, create a new ad.
3. Fill out the form. Set **Ad Format** to **HTML5 Polite Banner**.
4. Save the ad.
5. [Create a new placement](#) for the ad.

Fill out the form. Set the **Placement type** to **In Banner** and the **Banner size** to the size of your ad. Make sure **This is an IM banner** is cleared.

After you've saved your placement, you can then generate preview tags to test on your web site.

Reported Custom Interactions

Currently, there are no custom interactions reported in the template, however, ad developers can always add their own custom interactions by using the following call.

```
EB.userActionCounter();
```


Change Log

October 21, 2014

- Update the template so it can work in both web browser and in App.

July 14, 2014

- Sizmek rebranding.
- Removed custom video player controls in favor of simpler native controls

March 10, 2015

- Modified template so it can load EBLoader.js in secure or insecure environments.
- Fixed bug in iOS Safari in which video controls are not centered horizontally when the video is less than 260px wide.

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