

Sizmek Formats

HTML5 Standard Banner

Build Guide

SizmekTM

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Overview

The HTML5 Standard Banner is an ad that loads an image within page content and has the ability to click through to view an advertiser’s site.

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

Banner Size
160x600
300x600
300x250
320x50
728x90

The following illustration shows the 300x250 standard banner:



Supported Platforms

Platform	Supported Versions
iPhone	iOS 5.0 and later
iPad	iOS 5.0 and later
Android	Android 2.3 and later (including Tablet)

Windows Phone	8.0 and later (including Tablet)
Internet Explorer	9.0 and later
Firefox	18.0 and later
Chrome	26.0 and later
Safari	6.0 and later

Demos/Downloads

Click to download the template(s) :

[300x250](#)

[728x90](#)

[160x600](#)

[320x50](#)

[300x600](#)

For more information, contact your Creative Development Specialist.

Known Issues

- None

Recommended Specs

Format: In-Page Standard

Ad Size: Various

Metrics: All standard reporting metrics are supported.

Implementing an HTML5 Standard Banner

Before you Begin

Make sure you have the following resources available:

- An HTML5 Standard 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.
style.css	The style sheet for the ad and its elements.

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.

Customizing an HTML5 Standard Banner

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

Note: When updating or replacing images, 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.
handleClickthroughButtonClick	Handles the click-through button click.

Testing Your HTML5 Standard Banner

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

Setting Up an HTML5 Standard Banner in the Sizmek MDX Platform

To set up a HTML5 Standard Banner in the Sizmek MDX 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 Sizmek MDX 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 Standard 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.

Interactions

General

Name	Description
ebAdDuration	Total time that the ad was shown in the current impression
ebUserInteraction	User interacted with the ad (unique per impression)
ebAboveTheFold	Ad was displayed on screen without scrolling (unique per impression)
ebAboveTheFoldDuration	Time that the ad was above the fold

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