

Appendix A – HTML5 Guidelines and Best Practices

Submission Options

HTML5 executions are accepted as 3rd party tags and as ZIP files (containing all code and assets). All files must conform to IAB specs.

Compressed ZIP files should include:

- A single HTML file with all relevant JS/CSS/HTML code inline
- All image assets in the root folder *(images that are not used should not be included in the ZIP as this increases file weight)
- A text file list of all assets referenced in the HTML file (for implementation purposes)

The following best practices should be observed when coding the HTML5 ad:

- Click tracking macro appended to the front of any urls that are expected to be clickable - %%CLICK_URL_UNESC%%
- All assets should live in the same root folder as the HTML file (no subfolders allowed)

Please follow submission timelines as per the Pelmorex Ad Specs guidelines. HTML5 executions may require additional testing time.

File Weight Guides

Creative Size	File Weight Maximum	Notes
728x90 300x250 Catfish	100kb including assets	HTML5 compressed (.zip) file allowance includes all assets contained within an ad package, which would be displayed upon loading. Duplicate assets for high resolution displays are considered one asset in the ad package, contributing respectively to the overall file size. Includes HTML, images, CSS, JavaScript, font files, media and any other files which contribute to the ad display, zipped.
300x600	150kb including assets	
300x50 320x50	50kb including assets	
600x100 640x100	100kb including assets	