

SSP and Publisher Ad Server

▼ Creative Studio

Better Ads Standard

▼ Building HTML5 Ads

HTML5 Banner Specifications

HTML5 Banner Formats

Adform HTML5 Components

Other Building Tools

> Building Mobile Ads

> Building Video Ads

> Building DCO Ads

Building For RTB

> Building with HTML5 Studio

Good To Know

Publisher Certification Guide

Product Updates

Standard HTML Ad

2020.12.03

- **Banner Preview** (<https://www.adform.com/BannerTags/Views/Test/Test.aspx?key=Njk4NzU3Ng%3D%3D>)
- **Banner Sources** (<https://studio.adform.com/banners/workspace/b64921e30ea73ec5b5c8de58c71759ed6>).

A Standard HTML Ad consists of one **HTML** file and **manifest.json** file zipped together with images, scripts and other material.



Please note, that **manifest.json** and the **HTML** files should be in **the root directory of the .zip file**, not in the deeper directories. More info about the file structure could be found [here](https://www.adformhelp.com/s/article/UUID-8bb7ab75-b4f5-0dbe-391e-769728db2409) (<https://www.adformhelp.com/s/article/UUID-8bb7ab75-b4f5-0dbe-391e-769728db2409>).

1. The **manifest.json** file should define **thead dimension** and **the HTML file** which should be used as a banner source.

```
{

  "version": "1.0",

  "title": "930x180 standard html",
  "description": "",

  "width" : "930",
  "height": "180",

  "events": {
    "enabled": 1,
    "list": { }
  },

  "clicktags": {
    "clickTAG": "http://www.adform.com"
  },

  "source": "930x180.html"
}
```



Create banners easier by using Adform's **HTML5 Studio** (<http://studio.adform.com/>). It generates the **manifest.json** file and other Adform-related files, as well as enables you to build, testing and previewing HTML5 banners effortlessly.

2. When producing an HTML banner it is important to implement the **clickTAG** variable. In other words, to make the banner clickable.
3. The HTML file should include the Adfrom DHTML library which enables the banner to receive a clickTAG variable:

```
<script>
document.write('<script src="'+ (window.API_URL || 'https://s1.adform.net/banners/scripts/rmb/Adform.DH
TML.js?bv='+ Math.random()) +' "></script>');
</script>
```

4. The clickTAG value, landing visitor to it, can be assigned to the banner by using the JavaScript code:

```
<script>
  var banner = document.getElementById('banner');
  clickTAGvalue = dhtml.getVar("clickTAG", "http://www.example.com"); //banner will receive clickTAG
value - if not defined, banner will land to example.com
  landingpagetarget = dhtml.getVar("landingPageTarget", "_blank"); //landingPageTarget variable enabl
es to change target from Adform system.

  banner.onclick = function() {
    window.open(clickTAGvalue, landingpagetarget); //when banner is clicked it will open new windo
w directing to clickTAG value
  }
</script>
```