

HTML5 Banner Ads

Adtima no longer accepts Adobe Flash (swfs) for rendering display ads on our network. This is driven by recent browser setting updates from Google Chrome, and existing browser settings from Mozilla Firefox and Apple Safari, that limits Flash display ad capabilities displayed on web pages.

It is time to start building your ads in HTML5.



Recommended Tools for building HTML5 Ads

Adobe Flash Professional (is now Adobe Animate) HTML5 Canvas



Flash Professional CC enables you to create an HTML5 Canvas document with rich artwork, graphics, animations, and so on. A new document type (HTML5 Canvas) has been added to Flash Pro that provides native support for creating rich and interactive HTML5 content. It means that you can use the traditional Flash Professional timeline, workspace, and tools to create content, but produce HTML5 output.

New to Flash CC HTML5 Canvas? Learn how to create and publish an HTML5 canvas document: <https://helpx.adobe.com/flash/how-to/creating-publishing-html5-canvas-document.html>

Google Web Designer



You can create and animate contents using the drawing tools, text and 3D objects provided. Once you're done creating your content, Google Web Designer outputs clean human-readable HTML5, CSS3, and JavaScript. It offers a library of components that lets you add image galleries, videos, ad network tools, and more.

For more information: <https://www.google.com/webdesigner/>

Adobe Edge



Adobe Edge Animate lets web designers create interactive HTML animations for web, digital publishing, rich media advertising and more, reaching both desktop and mobile with ease.

Preparing your ads

Before delivering your ad, take a look at the following checklist to ensure your ads run smoothly on Adtima.

How Adtima serve expandable/companion ad

Adtima Ad Server treats expandable banner ad as two separate banners:

- Standard banner (i.e. 300x250 standard banner)
- Expansion banner (i.e. 600x250 expansion)

Each banner, like any other banner, is wrapped inside an iframe. Dimension of the iframe is set relatively to the contained banner. All the banner's contents, therefore are bound inside that area, says 300x250 in case of 300x250 standard banner.

Interactions (i.e.: expansion) between banners are handled by Adtima's render engine, not by banners themselves. These two banners are attached to a single booking (placement)

Click tracking

Also known as ClickTAG. You don't have to add ClickTAG into your banner, Adtima Ad Server handles ClickTAG automatically.

Asset Compression

To compress assets, use PNG "crushers" and other forms of images compression. Try <http://tinypng.com>

Minimize File Counts

To help in reducing the overall weight of an ad, the number of individual files included for download should be minimized.

Backup Image

Make sure to send backup image alongside with your ad.

Ad Packaging

Archive your ad files into a single .zip file. The Zip file should follow the guidelines below:

- There must be a **index.html** file in the root folder.
- File may be organized in subfolders or maybe present solely within the root folder.
- All code and assets needed to run the ad should be contained in the .zip file. All code and assets should be relatively referred to by the index.html file.

In-banner video

If you have video in your ad, DO NOT embed your video. It should be sent to Adtima's support team for implementation.

Browser support

HTML5 is supported in all modern browsers (Chrome 40 and above; Firefox 35 and above; Internet Explorer 10 and above (including Edge); Opera 20 and above; Safari 7.0 and above).

Browser Support Matrix <http://html5test.com/results/desktop.html>

Browsers automatically handle unrecognized elements as inline elements and older browsers can be “taught” to handle “unknown” HTML elements. However, Internet Explorer 8 and earlier does NOT support styling of unknown elements (so a backup image needs to be served).

HTML5 defines eight new semantic, block-level elements. To secure correct behavior in older browsers, set the CSS display property to block. For example:

```
header, section, footer, aside, nav, main, article, figure {display: block;}
```