

# HTML 5 FORMATS

BURDA INTERNATIONAL CZ, S.R.O. (HEREINAFTER BURDA) ALSO ACCEPTS AD BANNERS IN THE HTML 5 FORMAT IN VARIANTS AS FOLLOWS:

HTML banner is ad served at the client`s. The client shall then provide Burda with the proper ad server script, or

The client shall provide Burda with complete and ready-made HTML 5 creative according to the below specified technical requirements

Client shall be responsible for the banner proper behaviour on different devices (either desktop and mobile – the creative shall be responsive) and in different browsers. Client shall ensure the banner works in all most used browsers, so that Burda will be able to grant the number of impressions booked by the client.

Maximum data size shall not exceed the data size defined in the technical specification of each format, yet it shall not exceed (if not defined otherwise in the technical specifications of the format) 100 kB in case of animated creative, and 2MB in case of creative including video.

Note: video creative is extra charged.

## REDUCING DATA SIZE - USEFUL TIPS:

Select the appropriate image format (jpg, png, gif), check (or edit) if the image is actually used in the target size of 1:1 (and the source is not larger than the visible area or the banner size) and optimize it – reduce the number of colours (gif, png) or increase the compression (jpg).

Choose the image format according to the target result and its properties. Use JPG for photos with a wide range of colours. Use PNG for icons, illustrations, and pictures with a transparent background. Use GIF similarly - for simple illustrations with fewer colours. Try to use the least number of pictures, use CSS for all other items.

Check the script code, html and css. In case of manual code writing, you shall not face the issue, yet when preparing CSS using generators, you may often result in huge robot outcomes that decorate invisible parts. You shall therefore remove comments and unused parts of the code.

External libraries and fonts, if necessary, and if not affecting the supporting page (you do not know about in advance), shall be loaded in the minimum required version - fonts with the actual characters only (if the banner is not created as a form for entering names, for example). As for libraries, only sections that relate to the properties used in the banner shall be applied.

Below you may find the link to the online device and plugin for Photoshop to compress PNG:

<https://tinypng.com/>

## BANNER CLICKS (GOOGLE AD MANAGER):

Each banner must have a defined click tag. The first part is a script located in the header of the HTML document:

```
<head>  
  <script type="text/javascript">var clickTag = „“;</script>  
</head>
```

We recommend leaving the clickTag variable blank, as in the example above. The destination url must be provided separately and will be entered directly in the advertising system.

The second part is setting up the click in the banner itself:

```
<body>  
  <a href="javascript:window.open(window.clickTag)" >  
    <div id="banner">  
      .  
      .  
      .  
    </div>  
  </a>  
</body>
```

See [Google Ad Manager Help](#) for more information.