

HTML5 DYNAMIC CREATIVE BUILD GUIDE

Ad Sizes supported:

MREC	300x250
Leaderboard	728x90
Half Page	300x600

Please refer to our [Auto Network Specifications](#) for file size limits.

Font Usage

If you wish to use Google Fonts for your creative, this has been approved for use across the assessed publishers as an authorised third-party shared domain and will count towards your Shared Library file weight.

Ad Guidelines

All HTML5 ads must include the following components:

```
<!DOCTYPE html>
```

```
<html>
```

```
<body>
```

Click Tag Requirements

An example of a click tag inserted in an HTML document:

```
<html>
```

```
<head>
```

```
<meta name="ad.size" content="width=300,height=250">
```

```
<script type="text/javascript">
```

```
var clickTag = ""; </script>
```

```
</head>
```

[The rest of your creative code goes here.]

```
<a href="javascript:window.open(window.clickTag)">
```

```

```

```
</a>
```

Title Length

The title and price of the vehicle is dynamic so your design must cater for both short and long values. For example:

Short name:	2014 Audi A4
Long name:	2009 Mercedes-Benz C200 Kompressor Avantgarde Sports Automatic
Short price:	\$12,999
Long price:	\$3,699,999

Boarder

The creative needs to have a solid 1 pixel border around the advert being a light grey in colour.

Terms and Conditions

If advertising for Finance or Insurance, It is recommended terms and conditions to be displayed. This can usually be displayed by a little button in the corner of the design which can be rolled over.

Available Dynamic Parameters

Dynamic values can be passed into the creative via ad calls in two ways.

1. Param= Option

Values are separated from the standard ad tag calls to avoid conflicts with targeting. There are no special characters passing through tags only alphanumeric.

Please note values are encoded and will need to be decoded for user viewability.

For example

mercedesbenz will need to render as Mercedes-Benz

alpharomeo as Alpha-Romeo

astonmartin as Aston Martin

rangerover as Range Rover

Example of param= values

```
param=carloc%3dnsw%26make%3dvolkswagen%26model%3dgolf%26variant%3d90tsitrendline%26gearbox%3dmanual%26cylinder%3d4%26body%3dhatchback%26year%3d2010%26redbook%3dvo  
lk10aa%26imgloc%3dprivate%2fcp5497665265640775675.jpg%26lplate%3dbnw60y
```

2. Standard tag Option

Fields available below for dynamic targeting

Paramater	Macro	Sample Value Passed Through
make	%%make%%	volkswagen
model	%%model%%	golf
price_cs	%%price_cs%%	100150
year_cs	%%year_cs%%	2010
car	%%car%%	volkswagengolf
lifestyle	%%lifestyle%%	firstcar
col	%%col%%	grey
loc	%%loc%%	nsw
subloc	%%subloc%%	southcoast
pcode	%%pcode%%	2548
kw	%%kw%%	User search – only results pages
cat	%%cat%%	hatchback
subcat	%%subcat%%	hatch
greenstar	%%greenstar%%	75
ancap	%%ancap%%	5
fuel	%%fuel%%	petrolpremiumulp

Example of standard tag option:

site=cs.allcars/area=searchresults/special_offer=/make=bmw/model=120i/car=bmw120i/group_cs=bmw/cat=hatch/subcat=/certified=/col=/ver=/lifestyle=/pcode=/loc=/subloc=/price_cs=minmax/year_cs=minmax/kw=/adv=nwdlpv/greenstar=/ancap=

Additional Notes

- Dynamic values can be passed through on search results based on users search.
- Ad must be capable of serving generic creative where dynamic values are not present.
- Code must not be minified.
- To avoid/remove unnecessary jQuery calls, consider using Web API and Vanilla Javascript. Overall, jQuery is not recommended for HTML5 creatives.
- Where possible, use CSS animations over Javascript, jQuery, Greensock or other non-CSS libraries to minimise file weight.
- Instead of providing a massive font file containing hundreds of icons/glyphs that you may or may not use, please consider loading only the characters required. This is referred to as font subsetting.


- Limit animation effects that are CPU intensive by avoiding or reducing the usage of:
 - o loops and timers
 - o setInterval
 - o setTimeout
 - o requestAnimationFrame
 - o Minimize DOM access
 - o Avoid eval() to avoid security risks
 - o Avoid global variables

- The following are strictly prohibited and will be rejected:
 - o indexedDB
 - o localStorage
 - o openDatabase
 - o sessionStorage

Example creative

2004 Toyota Landcruiser Prado VX Auto 4x4

Private Seller Car



\$17,990*

- Automatic**
TRANSMISSION
- 6cyl 4.0L**
ENGINE
- SUV**
BODY TYPE
- 211,000 km**
ODOMETER

Automatic
TRANSMISSION

6cyl 4.0L
ENGINE

SUV
BODY TYPE

211,000 km
ODOMETER

Key Details

- SUV
- 4 speed
- 6 cylinder Petrol 4.0
- 211000 km
- 13.8L / 100km
- 5 doors 8 seat
- Ancap Rating ★★★★★

Seller's Comment

For sale is a 2004 Toyota Prado VX V6 4 speed auto 4x4

YOU WILL LOVE THESE FEATURES

Dual climate control air conditioning

Enquire on this car

Your details will only be sent to the seller of this car and no one else.

Name

Email Postcode

Telephone

Comments

Send Enquiry

Seller's Details


Contact Name Justin Job

Location Shailer Park, QLD 4128

Distance [Distance from me?](#)

Seller's phone number [View](#)

INSURE THIS 2004 TOYOTA LANDCRUISERPRADO WITH BINGLE.



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OWN THIS CAR NOW

You can drive away this **2008 Land Rover Range Rover Sport** from only **\$269[^]** per week



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SIMPLY SMARTER FINANCE

[^]Repayment is an estimate based on a Chattel Mortgage and is subject to approval. Excludes fees and government charges.



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SPT KU31
205/50R17 93W
Only \$172**

**CONTINENTAL
CONTISPORTCONTACT**

Example URL

<https://www.carsales.com.au/private/details/Toyota-Corolla-2013/SSE-AD-4948052/?gts=SSE-AD-4948052>ssaleid=SSE-AD-4948052&rankingType=Spotlight&test=dynamic>

[Download Sample Files](#)

For more information please contact: adops@mediamotive.com.au