Specifications for advertising material

HTML-5 ADVERTISING MATERIAL

Compliance with these specifications is not necessary when using Redirects.

Delivery of physical HTML-5 advertising material + trackings

When delivering the physical HTML-5 advertising material, it must be ensured that trackings (Click Command and Tracking Pixel) are already included in the advertising material files.

Delivery of a fallback image in JPG, PNG or GIF format is also necessary. Travelnews reserves the right to use this fallback image in case the HTML-5 advertising material was not placed in accordance with the below mentioned technical specifications.

Important: The complete HTML file must not exceed a file size of 100 KB.

Folder structure

All the necessary document should be located in a folder. This must not have any sub-folders.

The folder must be compressed into a zip file.

Alternatively, the necessary files (images, videos, etc.) could even be hosted on an external server. In that case, you may send us only the index.html file. The source code must be provided with absolute URL's (to the web server).

Source code

Remove all tags with HTML basic structure from your file:

```
<html>
 <head>
  <title></title>
 </head>
 <body>
 </body>
</html>
```

Links to the landing page can be directly defined in the source code*:

```
<a href="…" target="_blank"></a>
```

*Note: Clicks can only be counted by Travelnews if the following click macros are used.

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All the scripts must either be directly entered in index.html as <script> or be called up externally.

All names for classes, variables and functions must be unique.

CSS style sheet

The styles must be directly implemented in the code of the advertising material. To do that, use the following declaration:

```
<style type="text/css"></style>
```

Allowed charsets: UTF-16 UTF-8 US-ASCII ISO08859-1 ISO08859-2 ISO08859-3.

Audio/Streaming

Audio must be user-initiated by clicking within the banner which must contain clearly visible "mute" and "stop" functionality or a graphically depicted speaker.

The user has to be able to switch sound on/off at all times, irrespective of the length of the sound element.

- Audio elements may not loop
- Audio may never be started by mouse-over functionality

Click Macros

See separate paper.