



Specifications for advertising material

CLICK MACROS

You can add tracking links to the HTML5 rich media banners to be delivered by you. Travelnews can also record clicks for HTML5 banners.

Supported macros for HTML5

MACRO	DESCRIPTION
[TRACKING_LINK]	Regular tracking macro
[TRACKING_LINK_ENCODED]	Decoded tracking macro
[RND]	Random number generator
[TIMESTAMP]	Current time stamp

Insertion of click macros via JavaScript

It is recommended to insert the macro in the INDEX.HTML file of the ad via JavaScript:

- Insert the following code element in the head area <HEAD> of the HTML file:

```
<script>>window.clickTag = '[TRACKING_LINK]';</script>
```

- Make sure that window.clickTag is present instead of the definitive URL in the click command:

```
window.open(window.clickTag, '_blank');
```

- Together with the advertising material, also transmit the URL to the landing page to us.