
HTML5 TECHNICAL SPECIFICATION

REQUIREMENTS FOR HTML5 BANNER SUBMISSION

HTML5 banners must be submitted at least 2 (two) full business days before the first day of the start of the campaign. If the deadlines for submission of advertising materials are not complied with, *Jauns.lv* un *Otkrito.lv* doesn't guarantee the placement of advertising materials on the site. No compensation will be paid if deadlines are not complied with.

Main requirements:

- If there is more than 1 file used, the banner's contents must be placed in a *.zip archive;
- Max size of any single image file: 50kb;
- When using 3rd party tags to serve banners, same size restrictions apply;
- External resources must not be used – most banner design tools allow saving all assets including JS libraries within the zipped archive. An unarchived HTML file should be able to display the banner correctly without an active internet connection;
- Max number of files in the archive is 10;
- All requests must be made using a secure connection (HTTPS://) - that includes any media assets, 3rd party ad serving tags and tracking tags/pixels. The only exception to this rule is the target landing page URL.

Clicktag and size tags:

- If *Google Web Designer* is used for banner creation, the clickTag must be implemented by following the steps described here (when creating the banner, select *DoubleClick* as the environment): <https://goo.gl/MyPTs1>
- If any other software (incl. *Adobe Animate CC*) is used, the banner must follow the clickTag and size meta tag requirements described here: <https://goo.gl/9HGkLE>

Video files in banners:

MP4 (H.264/MPEG-4 AVC) files are accepted for video banners. The maximum file size is **1,5MB**. Before preparation of the banner, the MP4 file must be sent to the address: martins.gaspersons@rigasvilni.lv. It will be stored on *Jauns.lv* servers and a URL to the file will be sent back, which, in turn, must be integrated in HTML banner.

Best practices:

- If JPG, GIF, PNG images are used, they should be placed in a single sprite;
- Images should be compressed, finding a good balance between quality and size;
- Minimize JS code, making it more compact;
- Send the URL, to which the banner forwards, separately. It should not be integrated in the banner's code.

BANNER SUBMISSION

The banners must be submitted no later than 2 days before the start of the campaign by sending them to: martins.gaspersons@rigasvilni.lv

If all technical requirements and submission dates are not met, *jauns.lv* is not responsible for the quality of the advertisement!