Ringier HTML5 implementation guidelines for Google Ad Manager and click handling

1. Define dimensions using meta tags

Use the size meta tags to define the dimensions that should be used to display your creative:<meta name="ad.size" content="width=[x],height=[y]">. HTML5 creatives can only have fixed dimensions, e.g. 300×250, 400×400 or 728×90. Dynamic sizes such as Fluid are not supported.

Example

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

2.   Set click tags and click-through URLs

If you create a ZIP file with the HTML5 set for uploading to Ad Manager, you must follow the specifications below. They apply to all browsers that support HTML5. Some creatives may not function as expected. It is therefore vital to test the HTML5 code before implementing it.

Ad Manager detects click tags when you upload assets. You can change the click-through URL used by a click tag at any time, even after you export tags.

- Insert click tags in the `<head>` of your HTML documents.

Example

```
<head>
    <meta name="ad.size" content="width=300,height=250">
    <script type="text/javascript">
      var clickTag = "http://www.google.com";
    </script>
</head>
```

- Use the `clickTag` variable as the destination in creatives.

Example

```
<a href="javascript:void(window.open(clickTag))">
    <img src="images/dclk.png" border=0>
</a>
```

- Make click tags easy for the ad server to read. Click tags should not include minification or obfuscation. You can use minifiers in the rest of your code and other files.
- Avoid hard-coded click-through URLs. Hard-coded URLs prevent Ad Manager from tracking clicks and prevent traffickers from updating the URL. Ad Manager will warn you if there are hard-coded URLs in your HTML5 code when you upload the bundle.