Ringier Advertising TechOps

Ringier Advertising HTML5 Guideline Implementation of the Xandr framework (formerly Appnexus) and click handling

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1.   Step-by-step guide

1.1   Integration of Xandr framework (formerly Appnexus)

 The Xandr framework (formerly Appnexus) must be integrated into all HTML ads. This line of code should (whenever possible) be added to the head. If this is not possible, then it should be the first element underneath the <body> element. This is not recommended, however.

Recommended option

```html
<!DOCTYPE html>
<html>
<head>
    <!-- Hier sollte das Appnexus Framework sein -->
    <script type="text/javascript" src="https://acdn.adnxs.com/html5-lib/1.3.0/appnexus-html5-lib.min.js"></script>
</head>

<body>
    <div id="Werbemittel_ID">
        <!-- Ich bin ein Werbemittel-Code -->
    </div>
</body>
</html>
```

Non-recommended option

```html
<!DOCTYPE html>
<html>
<head>

</head>

<body>
    <script type="text/javascript" src="https://acdn.adnxs.com/html5-lib/1.3.0/appnexus-html5-lib.min.js"></script>
    <div id="Werbemittel_ID">
        <!-- Ich bin ein Werbemittel-Code -->
    </div>
</body>
</html>
```

Script call for the framework:

```html
<script type="text/javascript" src="https://acdn.adnxs.com/html5-lib/1.4.1/appnexus-html5-lib.min.js"></script>
```

1.2   Link with the clickTag function

The target URL should not be integrated directly into the code.
In each case, it is retrieved dynamically by the ad server using the JavaScript function.

Option 1: HTML Links (<a href=…)
For HTML links, the URL is assigned with an onClick event:

```
<a href="javascript:void(0)" onClick="window.open(APPNEXUS.getClickTag(), '_blank');">
    <!-- Your banner markup goes here. -->
</a>
```

```
<a href="javascript:void(0)" onClick="window.open(APPNEXUS.getClickTag(), '_blank');">
<!-- Your banner markup goes here. -->
</a>
```

Example file with simple HTML can be downloaded here:
https://www.ringier-advertising.ch/wp-content/uploads/2020/12/einfaches_HTML.zip

Option 2: linking with JavaScript
This method dynamically links the target URL to a variable (in this example, clickTag) using the function. It can then be included as desired in the JavaScript code.

```
<script type="text/javascript">
    var clickTag = APPNEXUS.getClickTag();
</script>
```

```
<script type="text/javascript">
var clickTag = APPNEXUS.getClickTag();
</script>
```

Here is another possible example:
An EventListener is registered for an HTML element. When the user clicks on it, a new window opens with the target URL that has been stored on the ad server.

```
<script type="text/javascript">
document.getElementById("MyID").addEventListener('click',function ()
{
    window.open(window.clickTag,'_blank');
});
</script>
```

```
<script type="text/javascript">
var clickTag = APPNEXUS.getClickTag();
document.getElementById("HeaderBox").addEventListener('click',function ()
{
window.open(window.clickTag,'_blank');
});
```

1.3   Using Adobe Edge and Google Web Designer

If the HTML code is provided by Google or Adobe, an excellent guide is already available on the Appnexus page:
https://docs.xandr.com/bundle/industry-reference/page/use-iab-s-html5-clicktag-standard-on-xandr.html

Here is some additional information about AppNexus, along with guides for Adobe Edge and Google Web Designer:
https://docs.xandr.com/bundle/industry-reference/page/build-an-html5-xandr-creative-in-adobe-edge.html

https://docs.xandr.com/bundle/industry-reference/page/integrating-the-xandr-html5-library-with-ads-created-in-google-web-designer.html

2.   Self-testing the ads

The Appnexus framework provides an option for testing the ad before sending. If the click test fails, the ad requires additional modifications before it can be sent.

Testing:
In your browser, open the HTML code containing the changes that have been made. Clicking it would now take you to an error page (null).
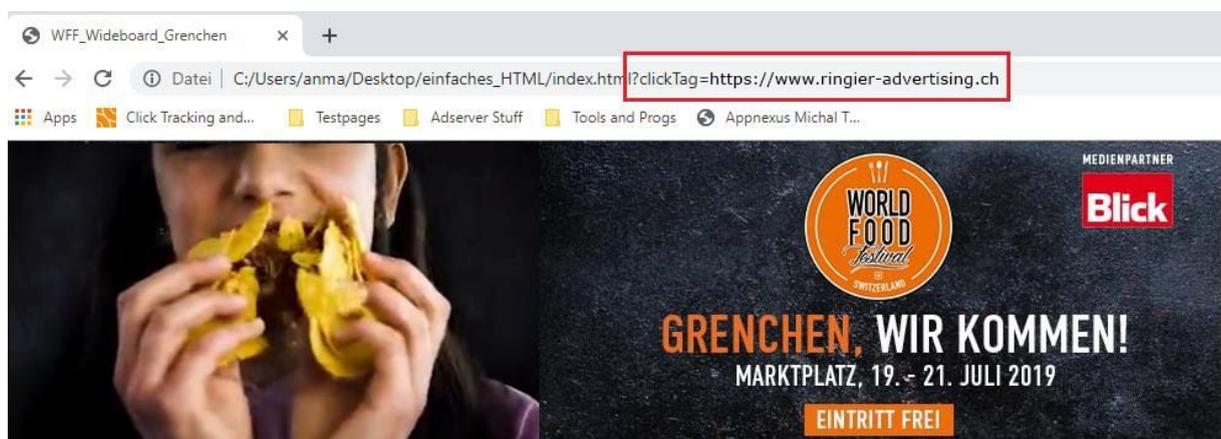

(Screen for example banner)

Now add the following parameter to the URL
->?clickTag=https://www.ringier-advertising.ch

and reload the page with the modified URL. The framework now generates an APPNEXUS object and correctly includes the clicks in the metrics.

Inside the red border here:

If the specified landing page now opens in a new tab, everything is working correctly.
Please use the Ringier Advertising landing page in each case to ensure that the customer website is not 'erroneously' retrieved.
This testing ensures that the ad and link will work properly, that any fallback URLs are not retrieved in the ad, and that we are able to reliably include the click in our metrics.