HTML5 CANVAS CREATIVE

**SPECIFICATION FOR DISPLAY AND TRACKING
COMPLIANCE IN MOJO ADSERVER**

ABOUT HTML5 CREATIVE

HTML5 creative are an alternative to Flash™ formatted creative. The goal of utilizing HTML5 creative is to accommodate ads across multiple display devices. HTML5 has provided one solution, but is not yet widely adopted and requires different creative specifications than Flash formatted creative. Additionally, there is no guarantee that HTML5 creative will display correctly on all mobile devices. This is due to unique attributes of each device, including screen size (e.g., tablet vs. smart phone), operating system, and resolution. Before developing the creative, it is advisable to understand the demographic of your audience's devices and build accordingly.

CODING GUIDELINES

1. **Use Relative Path references for all resource files, excluding those within JavaScript references**

    - Use relative paths at the root level (no subfolders) for all external and source references (resources). This includes all images, .js files, .css files and any other necessary resources.
    - Provide all of the resource files in a single zip folder to Mediaplex. All external and source files will be hosted on Mediaplex image servers.

2. **Add the HTML5 Doctype code**

    To prevent IE from Entering Quirks Mode html5 creative should begin with the following:

```
<!doctype html>
<head>
<meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
```

3. **Using the <canvas> tag for animated banners**

    Older web browsers (including recently outdated versions of Microsoft's Internet Explorer) are limited in their support for HTML5 utilizing the <canvas> element. Mediaplex will serve a back-up image in these situations to ensure a graceful degradation of user experience.

    In order to force the backup image to display, the following code is added inside the <canvas> tag:

```
<a href="<mpvc/>http://<mpck/>" target="_blank"><img src="[ALT IMAGE FILE
NAME]" width="XXX" height="XXX" border="0" /></a>
```

    [ALT IMAGE FILE NAME] is replaced with the exact URL of the backup image hosted by Mediaplex (e.g., `src="VCM_Bloomingdales_LoyalList_300x250_MTBv94.jpg"`)

4. Adding a single clickTAG

To track and redirect clicks through Mediaplex from a HTML5 creative, use the <mpck/> macro which resolves to the Mediaplex click request when the creative is delivered. Additionally, this should be prefaced with the vendor click macro <mpvc/> to allow for the insertion of a site tracking URL during implementation.

a. Add the clickTAG directly in the HTML.
    The Mediaiplex click tracking and vendor click macros can be added directly into a html <a> tag, as illustrated in the code:

```
<a href="<mpvc/>http://<mpck/>" target="_blank">Click Here</a>
```

b. Add the clickTAG as a JavaScript Variable
    The clickTAG can also be stored in a JavaScript variable and then later referenced in any JS statement.

```
<script type="text/javascript">
    var clickTAG = "<mpvc/>http://<mpck/>";
    document.location = clickTAG;
</script>
```

5. Adding multiple clickTAGs

To define multiple click-thru URLs, append the Mediaplex click tracking macro with a unique name value pair for each unique landing page.

a. Add the clickTAG directly in the HTML.

    In the example below, the Mediaplex click tracking macro is appended with &ck=1 for the first landing page, &ck=2 for the second landing page, etc.

```
<a href="<mpvc/>http://<mpck/>&ck=1" target="_blank">Click 1</a>
<a href="<mpvc/>http://<mpck/>&ck=2" target="_blank">Click 2</a>
<a href="<mpvc/>http://<mpck/>&ck=3" target="_blank">Click 3</a>
```

b. Add the clickTAG as a JavaScript Variable

    In the example below, the Mediaplex click tracking macro is appended with &ck=1 for the first landing page, &ck=2 for the second landing page, etc.

```
<script type="text/javascript">
    var clickTAG = "<mpvc/>http://<mpck/>";
    document.location = clickTAG + "&ck=1";
    document.location = clickTAG + "&ck=2";
</script>
```

6. **Support for the JS Include Field**

If you plan to use the JS Include URL field to serve partner pixels with each impression, add this tag to your HTML5 creative. Place the tag towards the bottom of the HTML file (i.e., just inside the closing </body> tag).

```
<script type="text/javascript" src="http://<mpjs/>"></script>
```

CONFIGURATION IN MOJO ADSERVER

1. **Upload the zipped file containing the resource files into MOJO Adserver at the Campaign level Files tab**.

2. **Once the resources are loaded into the Files tab, upload the parent HTML file to the Campaign level Creative tab as an HTML creative**.

3. **Assign the HTML5 creative to the placement(s) where it will be served.**

4. **Configuring Placements for creative with multiple click-thrus**

If the creative contains multiple click-thrus as described in point five of the Coding Guidelines above, create a Data Match rule for each unique click-thru to associate the parameter value with the appropriate landing page URL.

Data Match rules are configured under the Rules tab of the Campaign or Placement running the creative. Example: Data match rule for ck=1

```
<datamatch name="ck"><![CDATA[1]]></datamatch>
```

For more information on configuring Data Match rules in MOJO Adserver, contact Mediaplex customer support at customersupport@mediaplex.com | 1-866-417-1271, or refer to Mediaplex Help documentation regarding Rules/Targeting Directives.

TESTING

All HTML5 banners and their click-thru URLs must be thoroughly tested before sending ad tags to the publisher(s).

Test banners in all current web browsers, including:

- Firefox
- Microsoft Internet Explorer
- Google Chrome

After the HTML5 creative has been uploaded into MOJO Adserver and associated with the appropriate placement(s) follow these steps to test:

1. Be sure that the correct click-thru URL has been entered for the creative, placement, or campaign and that any Data Match rules have been set for multiple click-thrus.
2. Click the placement's Submit link to submit the placement changes.
3. Click the Active link to display a test page for the placement. When presented with a choice of tag types, click on IFRAME Only.
4. When the creative is displayed, click in the appropriate area(s) of the creative to test the clickTAG(s). If everything is configured properly you will be redirected to the correct landing page(s). If you have more than one creative in rotation in the placement, you can refresh the test page until another creative is displayed and repeat the click-thru test. Be sure that the destination page is opening up in a new tab or window.

NOTE: *for full service clients only – Mediaplex will perform this final test. However, Mediaplex can only test for proper operation and supply you with recommendations. We cannot make any changes to the creative on your behalf.*

TRAFFICKING THE AD TAG

Traffic the ad tag to your site contact in one of the Iframe Only format.