

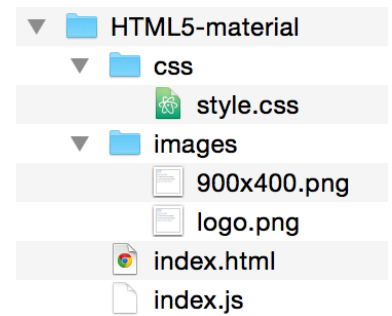
# Technical requirements for HTML5 creative

## Size and Format

The HTML5 creative should be delivered as a compressed file bundle (.zip). The bundle's size must not exceed the limits specified on the ad format.

## Creative Structure

A creative may use a folder hierarchy to allow resources such as stylesheets and images to live in separate folders. There must be at least one file with a .html extension in the bundle's root level (typically index.html). If you wish to remove the user agent's default body margin you can do so in the HTML file.



## Landing Page URLs

Landing page URLs in the creative should start with <http://> or <https://>, and open in a new browser tab/window when clicked.

Examples:

```
<a href="http://www.example.com" target="_blank">...</a>  
<span onclick="window.open('http://www.example.com', '_blank')">...</span>
```

The URLs will automatically be replaced with their corresponding click-tracking URL. Make sure to follow the example(s) above to ensure that the replacement logic doesn't fail. Avoid using iframes in your creatives, as this may cause click-tracking to fail. If you're creating links via JavaScript, make sure that all the links are in the document when the creative is fully loaded (i.e. before the parent iframe's 'onload' event triggers, or before 'compositionReady' for content created in Adobe Edge).

If you wish to use your own click-tracking URL, simply replace the landing page URL with the corresponding click-tracking URL.