# HTML5 WITH LOCATION BASED ADVERTISING

## SUPPORTED AD TYPES
JPEG; PNG; GIF; or 3rd party script tags for HTML 5 creative

## BANNER SIZES
**Required:** 320x50

**Other:** 300x250, 320x480, 728x90, 300x50

## FILE WEIGHTS Suggested under 40KB

## LENGTH All animated creative should freeze after 30 seconds of animation

## MINIMUM/MAXIMUM
**Min:** 100,000 impressions/mo

**Max:** 90 day campaign

## HTML5 BEST PRACTICES

- When creating HTML5 ads, include the .JS in HTML [especially when using Adobe Animate]

- Make a spritesheet for images.

- Once published go back into the HTML5 file and update the image source link to be public/global *Where the image spritesheet or image assets are located on the server they will be housed at.*

- Add the correct DCM to the file here: https://support.google.com/dcm/ partneranswer/3145300?hl=en **DCM needs to be added from the get-go.**

## VENDOR/ADVERTISER REQUIRMENTS

- The vendor/advertiser must provide a standalone file that can be uploaded as is (without calling local files).

- The vendor/advertiser should confirm that the ads render in an html tester like this one: http://www.w3schools.com/html/tryit. asp?filename=tryhtml_default

## LIVE WITHIN 3 BUSINESS DAYS
from complete submission of all campaign materials