Creative Overview

CreativeTypes

Following types of creatives can be delivered:

1) HTML5
2) 3rd Party JavaScript
3) Flash (SWF)
4) Image (GIF, PNG, JPG)

Creative Dimensions

Along several custom dimensions following standard dimensions are available:

Wide Skyscraper 160x600
Max expandable dimension: 400x600

Medium Rectangle 300x250
Max expandable dimension: 500x500

Leaderboard 728x90
Max expandable dimension: 728x500

Halfpage Ad 300x600
Max expandable dimension: 600x600

Wideboard 994x250
Max expandable dimension: None

Maxiboard 994x118
Max expandable dimension: None

Creative Specifications

1) HTML5 Creatives

For the delivery of HTML5 creatives following specifications apply:

a) The graphic file needs to be uploaded within a CDN and the creative code needs to be properly referenced in the html code that has been set in the system as a **3rd Party JavaScript creative**; this applies also to potential additional needed JavaScripts or CSS files.
b) Click-Tracker and impression-tracker need to be embedded within the creative code (if needed).
c) If using a cache buster it needs to be embedded within the creative code with strict following variable: **{RANDOM}**
d) The click-tracker will be called with following macros: **{CLICK_URL}** (landing page URL unencoded) or **{CLICK_URL_ENC}** (langing page URL encoded) **Make sure to not escape these macros, otherwise the system will not be able to recognize and use them.**

2) 3rd Party JavaScript Creatives

For the delivery of 3rd Party JavaScript creatives following specifications apply:

a) The creative code needs to be set in the system as a 3rd Party creative.
b) If graphic file or flash used, they must be referenced in the creative code and they need to be uploaded within a CDN
c) Click-tracker and impression-tracker need to be embedded within the creative code (if needed).
d) If using a cache buster it needs to be embedded within the creative code with strict following variable: **{RANDOM}**
e) The click-tracker will be called with following macros: **{CLICK_URL}** (landing page URL unencoded) or **{CLICK_URL_ENC}** (landing page URL encoded). **Make sure to not escape these macros, otherwise the system will not be able to recognize and use them.**

3) Flash Creatives

For the delivery of hosted flash creatives following specifications apply:

a) A flash creatives based on a SWF file with a size of not more than 100 KB.
b) A fallback image creative based on a GIF, PNG or JPG file with a size of not more than 100 KB.
c) A click-through URL
d) An Impression tracking URL (if needed)
e) The landing page needs to be called in a separate new browser window.
f) **An embedded clickTAG with following strict variable:**

on (release) {
if (clickTAG.substr(0,5) == "http:") {
getURL(clickTAG,'_blank');
}
}

4) Image Creatives

For the delivery of hosted image creatives following specifications apply:

a) A Image creative based on a GIF, PNG or JPG file; the size of a single creative shall be not more than 100 KB.
b) A click-through URL
c) An Impression tracking URL (if needed)