

VoterX Creative Ad Specs - Display, Video, High Impact

Site/Placement	Ad Dimension	Approved File Type	Max File Size	Location Requirements	Animation Requirements	Max Frame Rate	User-Initiated Audio Approved?	Notes
Cross Platform Standard Banners	300x250, 728x90, 160x600, 300x50 and 300x60	All (JPG, GIF, HTML, HTML5 - see tab 2 if utilizing HTML assets)	Up to 10 MB zip file	3 spots	15 seconds	24 fps	Yes	1 pixel black border is required on all sides
Mobile or Click-to-Call Mobile	300x250, 300x60	All (JPG, GIF, HTML, HTML5 - see tab 2 if utilizing HTML assets)	Up to 10 MB zip file	3 spots	15 seconds	24 fps	Yes	1 pixel black border is required on all sides
Cross-Platform Interstitials	640x600, 300x250, 320x480	All (JPG, GIF, HTML, HTML5 - see tab 2 if utilizing HTML assets)	Up to 10 MB zip file	3 spots		24 fps	Yes	1 pixel black border is required on all sides
Pre-Roll Video	640x360, 640x480px aspect ratio - 16:9 or 4:3 (15 or 30 Seconds Video)	HPEG-4 Part 14	2 MB (50) + 4 MB (300)	N/A	:15 or :30 seconds	23.98 or 29.97	Yes	Can include 300x250 companion banner; both VAST and VPAID tags accepted
Connected TV	1280x720px (15 or 30 Seconds Video)	H.264, H.265, AAC	75MB	N/A	:15 or :30 seconds	N/A	Yes	Video bitrate: above 15,000 kbps. Video should be streamed to length. Do not include dates, banners or countdowns. First Color: None, progressive scan only. H.264 VBT 2.0 and 3.0 Supported
Digital Out-of-Home (DOOH)	1920x1080, 1080x1920, 1400x400 *Header by vendor	Static: JPG Video: MOV or MP4	10MB	N/A	:15 or :30 seconds	N/A	Yes	We can accept 1st impression tracking pixels (i.e., DPA, Wootix, etc.). We can handle a 500 character max URL for tracking purposes with 30 party ad servers. Impressions will be site served; therefore, billing will be off of Display Ad serving numbers. *Head 2 day lead time
Rising Star Billboard	970x250	All - HTML, HTML5 - see tab 2 if utilizing HTML assets, Image, Flash	Up to 10 MB zip file	3 spots	30 seconds	24 fps	Yes	Needs Click Button that will collapse the billboard; Clickable to "Show Ad" text with icon (80x20 image) or "Show Ad" text/icon with redaction branding in 62x68 px or 118x24 px image; 1 pixel black border is required on all sides. Colored BG's image is not a requirement and Layout: 15 pixels buffer at top, right, and left. 270x40 top area beneath top buffer. 15 px buffer between top area and Module 1. 10 px buffer between module 1 and 2. 15 px buffer between module 2 and 3. 10 pixel buffer at the bottom.
Rising Star Portrait	3 expanding modules placed in a 300x350 window. Module 1: 270x40 expands to 613x60; Module 2 and 3: 270x20 expands to 456x30	All - HTML, HTML5 - see tab 2 if utilizing HTML assets, Flash, Image and Video. Logo requires only Image file	Up to 10 MB zip file	3 spots	15 seconds	24 fps	Yes	
Rising Star Filmstrip	300x600 Window in which total ad size of 300x3000 scrolls (5 300x600 segments)	All - HTML, HTML5 - see tab 2 if utilizing HTML assets, Flash and Image	Up to 10 MB zip file	3 spots	15 seconds	24 fps	Yes	No expansion; 1 pixel black border is required on all sides
Rising Star Slidekick	Base Unit: 300x250, 300x600, 970x500 Expanded: 850x700	Base Unit: Flash, Image and Third party (Only Frame) Expanded: Flash, Image, Video, Web URL and Third Party (Only Frame)	60K; 2.2 MB subsequent load	3 spots	15 seconds	24 fps	Yes	Close X on expanded Slidekick that closes and returns user to publisher page content. User-initiated expand control in the in-page display unit "slide" page content to the left
Rising Star Slider	Base Unit: 970x90, Expanded: 970x50 behind slider bar	Approved File Types & Formats: Expanded Unit: Flash, Image, Video, Web URL and Third Party (Only Frame) Bar: One file: Image, PNG, GIF and Flash Two File: Image & Flash	60K; 2.2 MB subsequent load	3 spots	30 seconds max	24 fps	Yes	Click or mousedown initiates slider content. Must contain "Close X" in expanded slider bar and in slider content.
Rising Star Pushdown	Base Unit: 970x90, Expanded: 970x145	One file: Image and Flash Two files: Image and Flash	80K initial; 2.2 MB subsequent load	3 spots	15 seconds	24 fps	Yes	Close button on expanded pushdown, initiated by click. Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click. Expanding Pushdown ad units "Scroll" image content. www.voterx.com/learn-more
Rising Star Mobile Adhesion Banner	Mobile Portrait: 320x50/Landscape: 480x50 Tablet Portrait: 768x100/Landscape: 1024x90	All - HTML, HTML5 - see tab 2 if utilizing HTML assets, Image, Flash	40K total load	3 spots	15 seconds	N/A	No	Video not allowed
Email Login Page	1440x1024 + sign info: 600x150, 1200x800 + sign info: 720x650	JPG, GIF	200K	N/A	N/A	N/A	No	Site served, static only, no audio Creative design elements cannot be placed above, below, or to the right of the sign info box.
Expandable Banners	300x250 (600x250), 728x90 (728x15), 160x600 (600x600)	All (JPG, GIF, HTML, HTML5 - see tab 2 if utilizing HTML assets)	150K	3 spots	15 seconds	24 fps	Yes	1 pixel black border is required on all sides
In Banner Video	300x250, 160x600, 728x90, 300x600	HPEG-4 Part 14, HTML5 or GGG	500 K initial load, 1.1 MB subsequent load	3 spots	15 sec (unlimited for user initiated)	24 fps	Yes	No expansion

VoterX Creative Ad Specs - Native

Site/Placement	Image	Approved File Type	Max File Size	Ad Location Name	Ad Title	Ad Description	Duration (Sec)	Leadtime (Days)	Notes
Cross-Platform Native Text Links (Static)	1200x627 & 627x627	All File: 30-50 Characters, Ad Description: 20-150 Characters, & Company Name: 35 Characters Max	All (JPG, GIF, HTML, HTML5)	2 MB	N/A	N/A	N/A	N/A	Lifestyle Images Preferred Containing Little to No Overlaid Text
Cross-Platform Native Carousel (Static)	3-5 Sets of 1200x627 & 627x627	3-5 Sets of All File: 20-50 Characters Per Card, Ad Description: 20-150 Characters Per Card, & Company Name: 35 Characters Max	All (JPG, GIF, HTML, HTML5)	2 MB	N/A	15 Seconds	N/A	N/A	Ad allows three (3) to five (5) clicks, Lifestyle Images Preferred Containing Little to No Overlaid Text
Cross-Platform Native Text Links (Video)	640x360 or 640x480	All File: 20-50 Characters Per Card, Ad Description: 20-150 Characters Per Card, & Company Name: 35 Characters Max	MP4	30 MB for every 30 seconds	N/A	N/A	N/A	N/A	Minimum 15 Second Duration; Lifestyle Images Preferred Containing Little to No Overlaid Text
Cross-Platform Native Carousel (Video)	3-5 Sets of 640x360 or 640x480	3-5 Sets of All File: 20-50 Characters Per Card, Ad Description: 20-150 Characters Per Card, & Company Name: 35 Characters Max	MP4	30 MB for every 30 seconds	N/A	15 Seconds	N/A	N/A	Ad allows five (5) to five (5) clicks; Minimum 15 Second Duration; Lifestyle Images Preferred Containing Little to No Overlaid Text

VoterX Creative Ad Specs - Social & Streaming

Package Name	Ad Dimension	Text Requirement	Approved File Type	Max File Size	Looping Requirements	Animation Requirements	Max Frame Rate	User-Initiated Audio Approved?	Notes
Hulu CTV	High Definition: 1280x720 or 1920x1080 (16:9) 720x1080 (4:3) Standard Definition: 720x480 (4:3 or 16:9)	N/A	MOV, MP4	10 GB	N/A	N/A	Up to 60a	Yes	Code: Apple ProRes 422 HQ codec preferred, H.264 codec approved Third Party Tags: Hulu accepts standard tags and supports VAST from Hulu-approved vendors. Timeline: 5 business days traffic and loading lead time from the receipt of the final creative.
Facebook In-Feed	1080x1080 (1:1)	Headline (25 Characters Max), Text (120 Characters Max), Link Description (30 Characters Max)	JPG or PNG	30MB	N/A	N/A	N/A	No	To maximize ad delivery, use an image that contains little or no overlaid text. Images that contain more than 20% overlaid text are prohibited.
Facebook Carousel (Static)	2-10 Sets of the Following: 1080x1080	2-10 Sets of the Following: Headline (Max of 40 Characters Text), Description (Max of 20 Characters Text), and Call To Action (Options Listed in Notes)	JPG or PNG	30MB	N/A	N/A	N/A	No	To maximize ad delivery, use an image that contains little or no overlaid text. Images that contain more than 20% overlaid text are prohibited. The following Call To Action buttons are supported on this placement: Shop Now, Book Now, Learn More, Get Download, Sign Up, Download, Watch Now, Apply Now, Donate Now, Contact Us, Request Time, See Menu, Send Message, Learn More, Play Game.
Facebook Feed Video	Minimum Video Width & Height in Pixels: 320x320 - Video Ratio: 9:16 to 16:9; Aspect Ratio: 300x400 to 400x300	2:000 Characters Max; Maximum of 30 Hashtags in Text; 2 Lines of Text Will Appear Before Transition Occurs	MOV, MP4	4GB Max		:01 - :60	N/A	Yes	The following call-to-action buttons are supported on this placement: Shop Now, Book Now, Learn More, Get Download, Sign Up, Download, Watch Now, Send Message, Learn More, Play Game, Video Captions (Optional); Video thumbnail images that consist of more than 20% text are experienced reduced delivery. Photo Stories are visible for 5 seconds or until the user swipes out of the story, regardless of how long they are. (200 pixels) of the top and bottom of the image are from top and bottom to avoid covering these key elements with the profile icon or call-to-action. This means, if your video is 1080x1920, ensure key elements appear within a 1080x1420 title safe area. To maximize ad delivery, use an image that contains little or no overlaid text. Images that contain more than 20% overlaid text are prohibited.
Facebook Stories	1080x1920 (9:16)	N/A	JPG or PNG	30MB	N/A	N/A	N/A	No	To maximize ad delivery, use an image that contains little or no overlaid text. Images that contain more than 20% overlaid text are prohibited.
Instagram In-Feed	1080x1080 (1:1)	Two Rows of Text Displayed; Character Counts May Vary	JPG or PNG	30MB	N/A	N/A	N/A	No	To maximize ad delivery, use an image that contains little or no overlaid text. Images that contain more than 20% overlaid text are prohibited.
Instagram Carousel (Static)	2-10 Sets of the Following: 1080x1080	2-10 Sets of the Following: Description (Max of 2000 Characters Text), Only First Two Lines Displayed	JPG or PNG	30MB	N/A	N/A	N/A	No	To maximize ad delivery, use an image that contains little or no overlaid text. Images that contain more than 20% overlaid text are prohibited. The following Call To Action buttons are supported on this placement: Shop Now, Book Now, Learn More, Get Download, Sign Up, Download, Watch Now, Send Message, Learn More, Play Game, Video Captions (Optional); Video thumbnail images that consist of more than 20% text are experienced reduced delivery. Photo Stories are visible for 5 seconds or until the user swipes out of the story, regardless of how long they are. (200 pixels) of the top and bottom of the image are from top and bottom to avoid covering these key elements with the profile icon or call-to-action. This means, if your video is 1080x1920, ensure key elements appear within a 1080x1420 title safe area. To maximize ad delivery, use an image that contains little or no overlaid text. Images that contain more than 20% overlaid text are prohibited.
Instagram Feed Video	Minimum Video Width in Pixels: 500; 1.91:1 to 4.5 Aspect Ratio	2:000 Characters Max; Maximum of 30 Hashtags in Text; 2 Lines of Text Will Appear Before Transition Occurs	MOV, MP4	4GB Max		:01 - :60	N/A	Yes	The following call-to-action buttons are supported on this placement: Shop Now, Book Now, Learn More, Get Download, Sign Up, Download, Watch Now, Send Message, Learn More, Play Game, Video Captions (Optional); Video thumbnail images that consist of more than 20% text are experienced reduced delivery. Photo Stories are visible for 5 seconds or until the user swipes out of the story, regardless of how long they are. (200 pixels) of the top and bottom of the image are from top and bottom to avoid covering these key elements with the profile icon or call-to-action. This means, if your video is 1080x1920, ensure key elements appear within a 1080x1420 title safe area. To maximize ad delivery, use an image that contains little or no overlaid text. Images that contain more than 20% overlaid text are prohibited.
Instagram Stories	1080x1920 (9:16)	N/A	JPG or PNG	30MB	N/A	N/A	N/A	No	To maximize ad delivery, use an image that contains little or no overlaid text. Images that contain more than 20% overlaid text are prohibited.

Ad Type	Dimensions/Resolution/Aspect Ratio	Brand Name (25 Characters Max) & Headline (34 Characters Max)	Format	File Size	Duration	File Type	Audio	Text	Other
Snap Ads	1080x1920, 9:16 Aspect Ratio		MOV, MP4, or H.264 encoded	32 MB	-55 - 155	N/A			Yes
YouTube In-Stream Video	640x360 or 640x480; 16:9 or 4:3 Aspect Ratio	N/A	H.264 Part 14, H.263 or OGG	1G		N/A		15 - 30	N/A
YouTube Companion Display Unit	300x60	N/A	JPG	150KB		N/A		N/A	N/A
Spotify Video Takeover	720x1280 and 1280x720; 9:16 and 16:9 Aspect Ratio	N/A	MOV, MP4	500 MB		N/A		15 - 30	NTSC or PAL, compatible
Spotify Companion Display Unit	640x640	N/A	JPG (non animated)	200 KB		N/A		N/A	N/A
Spotify Audio	30 seconds or less	N/A	WAV, MP3	1MB		N/A		N/A	N/A
Pandora Audio	10, 15, 30 seconds	N/A	MP3, Bit Rate 320 kbps	N/A		N/A		N/A	N/A
Pandora Companion Display Unit	500x500	N/A	JPG, PNG (non animated)	100 kb		N/A		N/A	N/A
Pinterest Promoted Pins	600x900 or 600x560	<500 Characters for Pin Description	PNG or JPEG	2MB		N/A		N/A	N/A
Pinterest Video Pins	600x600 or 600x900	<600 Characters for Pin Description	.mp4 or .mov	2MB		N/A		30 Min Max	N/A
Twitter - Main Text Tweet	N/A	Copy: 280 character max	N/A	N/A		N/A		N/A	N/A
Twitter - Single Image Tweet/GIF	16:9 aspect ratio 600x375 pixels min, 1200x675 pixels recommended	Copy: 280 character max	JPG, PNG, GIF	3MB		N/A		N/A	N/A
Twitter - Multi-Image Tweet	2 images: 7:8 aspect ratio 3 images: 1st image 7:8, 2nd and 3rd images 4:3 aspect ratio 4 images: 2:1 aspect ratio	Copy: 280 character max	JPG, PNG	10MB		N/A		N/A	N/A
Twitter - Image Card (App/WebSite)	1:1 aspect ratio, 800x800 pixels 1:91 aspect ratio, 800x418 pixels	Copy: 280 character max Title: 70 characters max	JPG, PNG	3MB		N/A		N/A	N/A
Twitter - Promoted Video	11:1 or 16:9 aspect ratio 720x1280 (portrait), 1280x720 (landscape), 720x720 (square) video resolution	Copy: 280 character max Title: 70 character max Description: 200 character max	MP4, MOV	1GB	All videos that are 60 seconds or less will automatically loop.			2 min, 20 sec max	30 FPS
Twitter - Video Card (App/WebSite)	11:1 or 16:9 aspect ratio	Copy: 280 character max Title: 70 character max Description: 200 character max	MP4, MOV	1GB	All videos that are 60 seconds or less will automatically loop.			2 min, 20 sec max	30 FPS

A call-to-action and card is required for Instagram for desktop users or required for Snap Ads with attachments. The following call-to-action buttons are supported on this placement: Apple News, Book Now, Buy Tickets, Download, Get Now, Install Now, Listen Now, Open App, Open Now, Play, Read, Shop Now, Sign Up, Subscribe, Sign Up, Use App, View, Watch, Watch Content. To prevent overlap with the following elements, Snapchat suggests avoiding placement of apps or other graphic elements within 10% of the top and bottom of creative. An "Ad" logo is added by Snapchat and appears on the lower right corner of the Snap Ad. No text overlays (in other colored rectangles) above or below graphics, text, or text located on the top and bottom of creative) for readability of the ad and/or privacy of the system. No directional graphics that encourage users to "tap" or "swipe".

The following call-to-action buttons are supported on this placement: Move My, Get My, Visit, Buy, Buy Tickets, Get Directions, Share, Visit Profile, Learn More, Trend Alerts, Download, Buy Now, Shop Now. All users from the USA must not be logging, after logging, or window-browsing. No restricted videos. Video must be submitted without headers that state "Content Restricted" or "Companion Display Unit To Be Served Where Available".

Volume: MP3 - 16-bit 44.1 kHz, MP4 - at least 120 kbps, compressed to 16-bit 44.1 kHz compressed. All audio should play when 1:58 TP, to avoid audio distortion when transcoding. Text: Please provide an advertiser name and CTA to replace a name and artist's name. Advertiser - 45 characters maximum. CTA (optional): HOME, INFO, GET, INFO, VISIT, SITE, BUY, TICKETS, GET COUPON, SHARE, VISIT, PROFILE, LEARN MORE, FIND STORES, DOWNLOAD, BUY NOW, SHOP NOW, LISTEN NOW

Site/Placement	Ad Format	Approved File Type	Max File Size	Image	Notes
Audio	30 - 180 recommended, up to 2 min available	MP3, AAC, WAV	10MB	1936x1066 Minimum	3rd Party Impression Tracking Pixel and Ad Tag Allowed - Optional
Audio Companion Banner	300x250, 640x640	JPG, GIF, HTML	2MB	N/A	3rd Party Impression and Click Tracking Pixel Allowed - Optional

Creative Ad Specs - LinkedIn

Site/Placement	Image	Approved File Type	Max File Size	Introductory Text	Landing Page URL	Title	Description Text	Video & SlideShow Sharing
LinkedIn Sponsored Content (Link Sharing)	1391x1600 (1200x627px); Image must be more than 400px in width. Recommended PPI (pixels per inch) is 72	jpg, gif (non animated), or png (no flash)	2MB	1. 150 characters max to avoid truncation (unless by design). 2. Truncation is based on padding, not character limit. 3. On desktop, 600 characters max text is truncated around 150 characters and displays "read more" to expand text. 4. Important: You can insert any legally required language.	1. Characters count toward introductory text limitation 2. All URLs must have the "http://" or "https://" 3. URLs longer than 23 characters are shortened	70 characters max to avoid truncation.	Description text will only show if: 1. Link shares with image less than 200 pixels wide 2. Ads on certain versions of the LinkedIn mobile website that views an ad that has been delivered beyond feed	1. YouTube, Vimeo, and SlideShare URLs are supported. 2. The ad will not be available in your LinkedIn account. 3. Note: Only the first click to play videos will be shared. 4. To change the displayed thumbnail preview, you must change the thumbnail image with your video service provider.
LinkedIn Sponsored Content (Embedded Rich Media)	1391x1600 (1200x627px); Image must be more than 400px in width. Recommended PPI (pixels per inch) is 72	JPG, GIF (non animated), PNG, PSD, PPT, PPS, PPTX, PPSX, POT, POTX, DOC, DOCX, RTF (MSOFFICE), Apple iWork Pages, CSV, CSV	100MB	1. 150 characters max to avoid truncation (unless by design). 2. Truncation is based on padding, not character limit. 3. On desktop, 600 characters max text is truncated around 150 characters and displays "read more" to expand text. 4. Important: You can insert any legally required language.	1. Characters count toward introductory text limitation 2. All URLs must have the "http://" or "https://" 3. URLs longer than 23 characters are shortened	1. Sponsored Rich Media (paid updates) clicks through to landing page. 2. Organic Rich Media (updates viewed on Company Page) opens image in a light box.	Videos are NOT supported at this time.	Same as LinkedIn Sponsored Content (Link Sharing)
LinkedIn Sponsored InMail	300x250 (Click-through URL)	jpg, gif (non animated), or png (no flash)	40K	3 Clickable Links Max	URL in Hyperlink or CTA Button; no sublinks; Click Tracking Yes; Impression Tracking No	Character Max Specifications (including spaces & punctuation): 1. Sender's Name: 30 characters 2. Subject Line: 60 characters 3. Body Copy: 1500 characters 4. Hyperlinked Text in Body: 70 characters 5. Call-to-Action (CTA) Button Copy: 20 characters 6. Content URL: 200 characters		

HOW TO PREPARE HTML5 ASSETS FOR CAMPAIGN MANAGER

ABOUT HTML5

CREATIVES THAT USE HTML5:

1. Display creatives - non-rich media creatives that can use image or HTML5. Display creatives offer:
 - Click tag reporting on individual exits
 - Polite loading
2. Rich Media - All other HTML5 creatives use rich media elements, so they must be created in Studio (e.g. display expanding or display interstitial creatives). You can get HTML5 rich media creatives from Studio and set them up in Campaign Manager. This includes rich media display banner HTML5 creatives, which use rich media elements.

Compatibility: HTML5 creatives don't require third-party plugins or special file types. This makes them compatible with most mobile devices, including iOS.

PREPARE HTML5 ASSETS

To set up display creatives with HTML5, upload your HTML5 creative to Campaign Manager in the form of a .zip file. The .zip should consist of an HTML file plus any files referenced by the HTML file.

1. Create a folder.
2. Add your HTML file plus any assets referenced by the file. Don't include any other files. You may organize your assets into subfolders, but do not compress these subfolders.

What to include in your .zip file:

- HTML file: The primary asset of your HTML5 creative is the HTML file. This is the entry point for your creative. It must be a complete HTML document that includes at least one click tag and can load into an iFrame. Campaign Manager serves the iFrame along with your assets. See below for click tag help.
- Other files: Include any other files that are referenced by the HTML file. Do not include any files that are not referenced.

What not to include:

- No .zips within .zips: Do not include any .zip files within your HTML5 .zip file. However, if you have several separate HTML5 .zip files for several separate HTML5 creatives, you can zip these files together and batch upload them to Campaign Manager.
- No unreferenced files: As noted above, only include files if they are referenced by the HTML file.
- No local or session storage: Campaign Manager does not accept HTML5 assets that use local storage or session storage.
- No % in the name: Do not include a percent symbol (%) in the names of any of the files in your asset.
- No backup assets: Do not include backup assets in your HTML5 .zip file unless they are referenced by the HTML file.

3. Compress the folder into a .zip file.
4. The trafficker can now upload this .zip file to Campaign Manager in Trafficking.

SUPPORTED FILE TYPES & LIMITS FOR YOUR .ZIP:

Supported file types:
HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, SVG, EOT, OTF, TTF, WOFF, WOFF2 (no video)
Maximum number of files per .zip: 100
Maximum size: 10 MB

HELP WITH .ADZ FILES

Campaign Manager also accepts HTML5 creatives in the form of an .adz file. Just treat the .adz file exactly as you would a .zip file. For your purposes, there is no difference between .adz and .zip.

- Compress the folder into a .zip file. Need help compressing folders? Try the Windows or Apple help centers.
- The trafficker can now upload this .zip file to Campaign Manager in Trafficking

LEARN MORE ABOUT TRAFFICKING:

Why doesn't Campaign Manager allow JavaScript APIs for local storage or session storage? To help protect user privacy, Campaign Manager does not accept HTML5 assets that use local storage or session storage. If your upload is rejected for this reason, work with your developer to remove the forbidden APIs. Then try uploading the asset again. Specifically, you cannot upload HTML5 assets with the following JavaScript APIs: indexedDB, localStorage, openDatabase, sessionStorage

DEVELOPER GUIDELINES

DIMENSIONS:

Unlike images or videos, HTML documents don't have dimensions on their own. For this reason, use the size meta tag to indicate the intended size for your creative. The size meta tag is an optional parameter in your HTML document. It's the best way to be sure your creative renders at the right dimensions.

You can enter the dimensions as shown below:
<meta name="ad.size" content="width=300,height=250">

CLICKTAGS:

Click tags define landing pages for each exit on your creatives with HTML5 assets. Each click tag defines the landing page for a different exit.

When an exit gets a click, the creative calls Campaign Manager for the landing page associated with that exit. You can set this landing page in your creative or your ad, depending on your needs.

Campaign Manager detects click tags when you upload your assets. You can change the landing page your click tag uses anytime, even after you export tags. That's because the click tag is a standard variable, a placeholder for the landing page rather than a hardcoded value.

There are some best practices for setting up your click tags since the ad-level overrides the creative-level settings in display creatives:

- Make sure your creative uses the click tag variable as the click destination.
- The click tag should be easy for the ad server to read—no minification or obfuscation, though you can use minifiers in the rest of your code and in other files.
- We do not recommend hard-coded URLs in your asset because that prevents Campaign Manager from tracking clicks and prevents traffickers from updating the URL. After upload, Campaign Manager will warn you if there are hardcoded URLs in the asset.

SAMPLE CLICK TAG INSERTION:

Here's an example of a click tag inserted in an HTML document:

```
<html><head>
<meta name="ad.size"
content="width=300,height=250">
<script type="text/javascript">
var clickTag = "https://www.google.com"; </script>
</head>
```

Make sure your creative uses the click tag variable as the landing page URL. Make sure you replace 'www.google.com' with your actual click URL, it's used here as an example only.

```
<a href="javascript:window.open(window.clickTag)">
</a>
```

SUPPORTED FILE TYPES & LIMITS FOR YOUR .ZIP:

Google Web Designer's Tap Area component is fully compatible with Campaign Manager. No custom code is required.

To add a click tag using a Tap Area:

1. Be sure your ad has a button or other clear visual call-to-action element for the user to click or touch
2. Drag the Tap Area component from the Interaction folder of the Components panel to the stage, and position it over the call to action
3. Click the new event button in the Events panel
4. In the event dialog, select the following options:
Target: The Tap Area Component (gwd-taparea_1)
Event: Tap Area > Touch/Click
Action: Google Ad > Exit ad
Note: A similar action, Exit Ad (overrides URL), doesn't allow you to modify the URL outside of the creative, such as within Studio or Campaign Manager, and should only be used for dynamic ads.
Receiver: gwd-ad
Configuration
Metrics ID - A label (e.g., "CTA") to make reports easier to understand.
URL - The exit URL.
Collapse on exit - For expandable ads, check to collapse the ad when the user closes the ad.
Pause media on exit - Check to stop video and audio playback when the user closes the ad.
Collapsed page on exit - For expandable ads, the page to show when the user closes the ad.

SAMPLE FILES & LINKS

SAMPLE HTML DOCUMENT

Here's an example of a complete HTML document for an HTML5 creative. The click tag and size meta tag are shown in bold.

Because this creative is so simple, no other assets are needed. If this were your HTML5 creative, you'd compress it into either a .zip or .adz file and send it to your Campaign Manager trafficker.

HTML5 FILES WITH CLICK TAGS:

These HTML5 files are used to dynamically change URLs and record clicks with the Campaign Manager ad servers.

Simple

Calls a click tag upon a click.
[Download: Simple HTML5 file](#)

Including Parameter

Calls clickTag when the button is clicked. This example demonstrates passing a parameter to the destination URL (e.g., a zip code).
[Download: HTML5 file with parameter](#)

Including a # sign example

Coded to break up the tracking call to Campaign Manager and the landing page URL of the button. This needs to be done for any creative that clicks through to a destination URL that contains a pound sign (#).
[Download: HTML5 file with a pound sign](#)

Multiple click tags

Contains multiple click tags.
[Download: HTML5 file with multiple click tags](#)

Loader

.zip containing two .zip files, the parent file and the child file. The parent loads the child file.
[Download: HTML5 parent and child files](#)

HTML5 files with Floodlight tags

These are samples of HTML5 files that are used for recording user interactions in non-rich media creatives.

On click: Calls an image Floodlight tag when the button is clicked.

[Download: HTML5 file calls image Floodlight on click](#)
[Download: HTML5 file calls dynamic Floodlight on click](#)

On load: Calls an image Floodlight tag when the HTML5 is loaded.

[Download: HTML5 file calls image Floodlight on load](#)
[Download: HTML5 file calls dynamic Floodlight on load](#)

HTML5 files with special tracking

This is a sample of an HTML5 file that is used for recording user interactions in non-rich media creatives.

1x1 tracking pixel: Calls a Campaign Manager 1x1 tracking pixel when it loads.

[Download: HTML5 file with special tracking](#)

RESOURCES:

[Campaign Manger Guide](#)
[IAB and Studio](#)
[Display creative setup \(Campaign Manager users only\)](#)
[Rich media build guide \(Studio users\)](#)
[Download a sample ZIP file](#)
[HTML Validator](#)

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