HTML 5 advertising formats specifications

for iBillboard Ad server

Data size of HTML 5 banners

It depends on the banner format. According to SPIR regulations, each format has recommended data size.

List:

Official name	Dimensions in px	Complete data size
Leaderboard	728x90,745x100, 750x100, 970x100, 998x100	40 KB
Square	250x250	30 KB
Skyscraper	120x600	40 KB
Wide Skyscraper	160x600	40 KB
Medium Rectangle	300x250	40 KB
Full Banner	468x60	20 KB
Ikona	88x31	5 KB
Button	120x60, 120x90	10 KB
Square Button	125x125	12 KB
Half banner	234x60	10 KB
Half page ad	300x500, 300x600	40 KB
Megaboard	728x120, 745x200, 750x200,970x100	40 KB
Interstitial, Overlay	640x480x, 800x600	40 KB
Rectangle	120x150, 120x300, 180x150	40 KB
Rectangle	300x250, 480x300, 500x300	40 KB

Banner data consist all served bytes for its display, so it includes fonts, libraries, external pictures etc. Check folder size for sure, with included all files and external pictures.

SOURCE : http://www.spir.cz/sites/default/files/reklamni_standardy_spir_2009_update_11.2011.pdf

In general, banners size should not exceed 100 KB.

Few hints on how to reducing the data size:

Use suitable image formats (jpg, png, gif), check it (or modify), if the image is used in final dimension 1:1 (source is not bigger than visible area or banner dimensions) and optimize number of colors (gif, png) or use bigger compression (jpg)

Choose format of images by final result and its properties. Use JPG for photos, with a lot of colors. Use PNG for icons, illustrations and images with transparent background. Similarly use GIF for illustrations which haven't got many colors. Try to use images, for all other things there is CSS.

Do double check of script, html and css codes. If you write html banner manually (without any convertors) there should not be problem, but if you use some CSS generator or similar, big files are generated because automatically generated code include useless parts of the code. So delete comments and useless parts of code.

Try not to use external libraries and fonts. Use them only if it is really necessary and if you are sure, that will not affect publishers webpage (we do not know what kind of page it is). If necessary use only fonts and letters used in banner (with exception of fillable form kind of banners), and only use parts of external libraries, which are important for banner properties.

Online plug-in for Photoshop for PNG compression - https://tinypng.com/

Banner clicks (clicks from banner to target URL):

Define clicks in body part of HTML banner by <a> with href and target attribute. Href URL could be arbitrary – it will be changed to dynamic variable when banner will be implemented to Ad server.

If you use attribute **target**, which could be changed too, implement _top value (it will open target URL in original browser window even if will be banner is implemented through iFrame).

For click counting in Ad server, following code must be implemented in HTML, it must be implemented between <script> and </script> tags in head of HTML. This code will replace href value with requested REDIRECT.

```
function getQueryParam(paramName) {

var qs=location.search;
qs=qs.substr(qs.indexOf("?")+1);
allParams=qs.split("&");
for (i=0;i<allParams.length;i++) {
keyVal=allParams[i].split("=");
if (keyVal[0]==paramName){
return unescape(keyVal[1]);
}
}
return null;
}
document.addEventListener("DOMContentLoaded", function(event) {
var aredir = document.getElementsByTagName('a');
for ( i=0; i<aredir.length; i++){
  aredir[i].href= getQueryParam('redir');
  aredir[i].target= getQueryParam('bbtarget');
}
});
```

Other banner elements

Each source of pictures, CSS files and JS libraries should be defined without subfolders, for example:
<img src ="logo.jpg"> NOT <img crc="img/logo.jpg">
So put all source files and index files to one same folder.

TIP : Pictures can be defined as data src in Base64 encode, so the pictures are not as external file (there is not another browser calling) but they are directly as data written in <img> sign.
Example of converter : http://dataurl.net

Test of HTML banner in standard and mobile browsers should be total responsibility of the banner producer/creator!