

HTML5 Assets

- The HTML5 creative have to be delivered as an ZIP asset (max 300 KB, SSL compatible).

- The clickTag variable have to be defined in HTML5 code as following:

```
<script type="text/javascript">
var clickTag = "http://www.example-target-url.com";
</script>
```

And then use it as the creative destination:

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

</a>
```

- An exit is any clickable area that directs the browser to a landing page. The clickTag variable define click-through URLs for each exit on your HTML5 creative. Learn more about adding HTML5 exits in the Google Web Designer Help: <https://support.google.com/richmedia/answer/2672517?hl=en>

- Ad server detects clickTag when upload assets. Make sure your creative uses the clickTag variable as the click destination. The clickTag should be easy to read for the ad server - no minification or obfuscation, though you can use minifiers in the rest of your code and other files. We don't recommend to hardcode the click-through URLs in your asset because it prevents ad server from tracking clicks.

- You can validate your HTML5 creatives here:

<https://h5validator.appspot.com/dcm/asset>

- Google Web Designer:

<https://webdesigner.withgoogle.com/>

- Google Studio

<https://support.google.com/richmedia/answer/2389093?hl=de>