

Clickonometrics Sp z.o.o.

HTML5 technical specification for advertisers

Components of creation:

The following elements must be provided by advertising agencies:

-Zipped files must contain HTML file. These file must be packed together with graphics, scripts and other materials. File manifest.json is not required.

In addition: manifest.json (if provided) and the HTML file should be located in the root directory of the zip.file

The HTML file which is the source of the banner should contain the following code before the closing tag </head>

```
<link type="text/css" rel="stylesheet" href="//static.clickonometrics.pl/html5.css" />
<script type="text/javascript" src="//static.clickonometrics.pl/clickTag.js"></script>
<script>
    var CCM_clickTag = CCM_getClickTag({ //method CCM_getClickTag() returns CCM_clickTag
        clickTarget: 'canvas', //change the string canvas to link id which href will be replaced
        automatically with clickTag
    });
</script>
```

Additional code which can be used with redirect:

```
<script>
    var CCM_CountGo = CCM_getCountGo({ //method CCM_getClickTag() returns CCM_clickTag
        clickTarget: 'canvas', //change the string canvas to link id which href will be replaced
        automatically with clickTag
        redirect: 'http://redirecturl.com' //url to redirect after click
    });
</script>
```

File manifest.json (if provided) should specify the dimensions of the ad and the HTML file that is used as a banner's source. Example values:

```
{
  "version": "1.0",
  "title": "Banner name",
  "width": "750",
  "height": "200",
  "clicktags": {
    "clickTAG": "http://landingpagehere.com"
  },
  "source": "index.html"
}
```

Other

If you have questions, please send an email to traffic@clickonometrics.pl