Schibsted Specification for HTML based adverts v1.3

This is the specification for both the HTML banners and image banners. It's based on the INMA HTML5 specifications, with a few added points for better support in Xandr.

INMA HTML5 Spec: https://github.com/inma-no/advertsspec/blob/master/specification.md

No "console.log(" statements are allowed to be embedded in the code, as this can slow down our pages and break debugging processes on the sites.

NB! *Updates from the last version will always be highlighted in yellow.*

1. Dimensions

Height and width

Check formats on Schibsted Advertising

Size

- Follow the kB limit for each product here in compressed state (all files compressed/zipped together).
    - You can use the two latest minor versions of jQuery from Googles CDN service without its size counting against the total size of the ad.
    - Use of GSAP with the Cloudflare CDN won't count against total ad size.

```
<script src="https://cdnjs.cloudflare.com/ajax/libs/gsap/latest/TweenMax.min.js"></script>
```

- Resources loaded after a user interaction does not count against the total size of the ad.

Note: The size limitation is on the initial load. You can lazy load additional content, but for the first rendering this is the limit.

2. Limitations

- The HTML-file delivered should just be *one file* with all CSS required for the ad inline in the HTML.
- References to resources must be absolute and start with https://. Non-secure creatives (http) will not be displayed.
    - The servers used must receive A- or better in SSL Lab´s Server Test. See the Server Test result and SSL Lab´s Best Practices for tips on what to improve.
- Animation *prior to a user interaction* must be written using CSS3 Transitions, Transforms and/or Animation or with GSAP library hosted on Cloudflare CDN.
    - Non GSAP JavaScript animations are forbidden before a user interaction.
- Viewport can not be set to device width within the ad.
- The Geo Location APIs or other "HTML5"-APIs that require user confirmation, can only be used after a user interaction.
- JavaScript console methods are not allowed.
- Only use `event.preventDefault` or `event.stopPropagation` for touch-events moving horizontally +/- 30°.
- Do not use `touchstart` as an alias for `click`. Because `touchstart` is fired when the user is scrolling.
- Only trigger audio or video resources using `touch` or `mouse` events.

3. Click counter

We use Xandr as a platform, and they follow the IAB standard for adding click counters to your creatives.

Integrating the Xandr HTML5 Library with Ads Created in Google Web Designer:
https://docs.xandr.com/bundle/industry-reference/page/integrating-the-xandr-html5-library-with-ads-created-in-google-web-designer.html

Integrating the Xandr HTML5 Library with Ads Created in Adobe Edge:
https://docs.xandr.com/bundle/industry-reference/page/integrating-the-xandr-html5-library-with-ads-created-in-adobe-edge.html

Other HTML: Use IAB's HTML5 clickTag Standard on Xandr:
https://docs.xandr.com/bundle/industry-reference/page/use-iab-s-html5-clicktag-standard-on-xandr.html

4. Default styling of Banner

CSS rules can only be set to classes or IDs. You cannot set rules directly to elements like span or div. The container div element should only have the following styling:

```
display: block; /* browser default */
position: static; /* browser default */
width: XXXpx; //check formats
height: XXXpx; //check formats
cursor: pointer;
```

Additional styling must be done on a new div/element within that container (ex Banner in the sample below).

```
<div id="Banner" style="display:block;width:320px;height: 250px;">
    <div style="position:relative;"></div>
</div>
```

Read additional styling tips.

5. Banner delivery

Banners must be delivered in a zip file. Name the HTML file index.html and include it in the root of the zip file, not inside any folder. Folders for other resources can be used, just make sure you use relative links to those resources in your HTML file.

6. Third party code

- Secure javascript tags (https tags).