

Display Ads – Creative Specs - Tips

In the header part of the HTML document make sure the creative size is defined by adding the appropriate meta tag:

```
<meta name="ad.size" content="width=300,height=250"/>
```

(replace width and height values with your creative's dimensions)

If you are running an Awareness campaign, with no Adserving the creative will be hosted in TTD please add the TTD's click tag parameter;

```
<script type="text/javascript" charset="utf-8">
  function getParameterByName(name) {
    name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
    var regex = new RegExp("[\\?&]" + name + "=(^[&#]*)"),
        results = regex.exec(location.search);
    return results === null ? "" :
        decodeURIComponent(results[1].replace(/\+/g, " "));
  }
  var clickTAG = getParameterByName("clickTAG");
  //At this point, the value for the clickthrough URL is stored in
  the variable "window.clickTAG"
  //clickTAGs are case-sensitive, so make sure TAG/Tag/tag is
  uniform throughout the creative and any supporting files
</script>
</head>
```

This part to be added in the head section between <head> and </head>

In addition to the tag above a code block should be added and wrapped with an anchor tag which when clicked will retrieve the stored clickthrough URL from TTD.

```
<a href="javascript:window.open(window.clickTAG);void(0);">
```

Example

```
<a href="javascript:window.open(window.clickTAG);void(0);">
  
</a>
```

If creative are hosted on Campaign Manager 360 (aka DCM, CM360) creative must include an enabler and exit. See Google Support for more details

<https://support.google.com/campaignmanager/answer/3145300>

If Creative are made in Adobe Animate and exported as HTML5 and hosted on DCM then in head section between <head> and </head> add creative size is definition and clicktag

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

and in body search for <canvas id="canvas"
directly before it add

and search for </canvas> and directly after it paste