

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

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