

How to add HTML5 Banners

- 🔍 If you're unsure of a term click the **A** at the top of the page, to highlight terms in the page. Click the highlighted term to see the definition without needing to leave the page.

In order to add HTML 5 banners in the NetRefer system you can follow these steps:

- 1 If you don't already have access to the Media FTP, this will need to be requested along with permissions to create folders.
- 2 Each banner and its content (javascript files, images etc) must be placed in a separate folder. All folders would then need to be transferred via FTP to the main directory, not the 'awaitingprocessing' folder.
- 3 Test the uploaded banners by visiting their direct path, for example: https://netrefer-a.akamaihd.net/companyname/foldername/banner_test.html This path will reflect the actual file location, so will be different from the one shown here.
- 4 Create a new Media of type 'Banner' in the NetRefer system, by navigating to Media> Media Insertion> *Add New Media* and select 'Banner' from the drop-down menu and select 'Type' HTML5 and fill in the media details as [usual](#).
- 5 Paste the following iFrame code in the HTML editor: **<iframe src="MEDIA URL" width="SIZE" height="SIZE" scrolling="no" frameborder="0" seamless></iframe>** into the 'HTML5 Media Source Code' section.



- 6 Replace the 'MEDIA URL' tag with the path/URL of the banner i.e. the link used in Step 3 when testing the actual banner
- 7 Replace the 'SIZE' tags with the actual banner dimensions, these can be obtained by viewing the size of the background image of the banner.

8

When all three tags have been changed there should be an iFrame code that looks similar to the one below:

```
<iframe src=""https://netrefer-a.akamaihd.net/companyname/foldername/banner_test.html?clickTag=https://ads.clientdomain.com/redirect.aspx?[netreferclickurl]" width="728" height="110" scrolling="no" frameborder="0" seamless></iframe>
```

The <https://ads.clientdomain.com> will need to reflect your own adserver URL.

9

If the tags are correct then the system will show a banner preview underneath the HTML editor in the HTML viewer.

10

You need to ensure that the click is handled within the banner itself. The [netreferclickurl] parameter is dynamically generated by NetRefer depending on the affiliate and the media item being used. You can see this being replaced when you retrieve the tracking code for the affiliate and media item selected e.g. <https://ads.clientdomain.com/redirect.aspx?pid=25087&bid=1817>

In your HTML file you have to therefore read parameter clickTag, which in this case will have the value: <https://ads.clientdomain.com/redirect.aspx?pid=25087&bid=1817>

You can now use this clickTag value on any clickable link or button within the HTML file.

Do not hardcode the value of [netreferclickurl] within the code, as this is generated dynamically, so will need to be retrieved dynamically. Hardcoding this will mean that the traffic and subsequent activity is not tracked and attributed correctly.

11

Click the **Add Media and Preview** button to create the new banner within the NetRefer system.

12

The system will then display a summary of the banner that has been added along with a preview of the media itself and the Media ID.



For additional assistance please contact [NetRefer Support](#)