

HTML5 banner specification on SME.sk

Data size of HTML5 banners

- depends on the banner format
- banner data are all bytes transferred to user to display banner, including fonts, libraries, external images, etc. You just need to check the folder size with the project files used, and in case of external fonts also what the browser is downloading from external sources
- generally, banners should not exceed a maximum of 100KB

Tips for reducing data size:

- use as few images as possible and use CSS as much as possible
- select the appropriate image format (.jpg, .png, .gif)
Select the image format according to the target result and its properties
 - use .jpg for pictures with a great variety of colors
 - use .png for icons, illustrations and pictures with a transparent background
 - use .gif for simple illustrations with fewer colors
- check if the image is used in the 1:1 target ratio, i.e. the source is not bigger than the visible area or size in the banner
- optimize / reduce the number of colors (gif, png) or increase compression (.jpg).
- check the script code, html and css
When preparing CSS from generators, they often produce unnecessary big results.
- remove html and css comments from the script code as well as unused parts of the code
- use external libraries and fonts only if they are necessary

Banner click-throughs to the advertiser's landing page

Define a click in HTML banners for DFP as requested at this address:

<https://support.google.com/admanager/answer/7046799?hl=en>

Other banner elements

Individual graphic element sources, CSS files and JavaScript libraries should be defined without subfolders, i.e. in one root directory.

e.g. as follows:

```
<img src = "logo.jpg">
```

and not

```
<img src = "obrazky/logo.jpg">
```

Testing banner behavior in both standard and mobile browsers is fully in the hands of the producer / vendor of the creative and it is his responsibility, that his banner behaves correctly in every browser.