

# Banner Ad Specifications (HTML5)

## ■Delivery Method

SafeFrame is used in material delivery. Please keep in mind that SafeFrame is to be used when you prepare materials.

## ■Types of Material

We accept HTML5 only for the purpose of making moving banners. Those including other types such as arranging an input form are not accepted.

Regarding file size, sound volume (off in general) and duration seconds, loop etc., please refer to the medium material of each website or the submission specifications below.

[http://www.nikkeibp.com/adinfo/pdf/Banner\\_Ad\\_Specs.pdf](http://www.nikkeibp.com/adinfo/pdf/Banner_Ad_Specs.pdf)

## ■Link Destination (clickTag) (indicated in the script in <head> and the tag in <body>)

- Link destination must be directly indicated in creative.
- Please define link destination of variable clickTag in <head> and transfer it to link destination in <body>.
- Please transfer it to link destination of a newly opened windows, not directly.

Example:

- In <head>  

```
<script type="text/javascript">  
var clickTag = "http://adweb.nikkeibp.co.jp/";  
</script>
```
- In <body>  
Include description of opening new windows in Javascript.  

```
<a href="javascript:window.open(window.clickTag)">  
<canvas onClick="window.open(window.clickTag)" etc...
```

## ■In Using Canvas

- Creative follows the description of DCM guideline (below).  
<https://support.google.com/dcm/partner/answer/3145300?hl=en>
- In case of submitting it together with creative asset, please check in advance by DCM HTML5 Validator below. Also, please submit result URL with creative asset ZIP.
  - <https://h5validator.appspot.com/>

## ■Size Description

Please include the following meta tag in <head> of HTML.

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

## ■Confirmation of code

We might ask for confirmation of the meaning of the code in the materials.

## ■Banning SVG tag

Creative using SVG tag in HTML files is not supported. It is possible to prepare a .svg file and refer to this file in HTML.