**GTxcel – Additional HTML5 Ad Guidelines**

Formats

For your HTML5 ad to work properly in both iPad and iPhone devices, make sure your HTML is set up either to be responsive or to include different layouts for iPad landscape, iPad portrait and iPhone. A user viewing the app in a format you have not provided will not see your ad.

The final format you will provide is a zipped package of html and assets, which should be uploaded through Order Entry. You may create these files by hand or with a interactive HTML5 animation tool. If you are using a recommended tool, you should be able to export and zip the project file. Recommended creation tools include the following:

* Adobe Edge
* Sencha
* Tumult Hype

Image Sizes

If you plan to use background images for your ads or simply repurpose static creative, jpg images at 72 DPI at the retina resolution for a given screen (for example, 2048 x 1536 for iPad) will give the best balance between quality and performance. Images that have a larger DPI or larger resolutions will take longer to load without any benefit in quality.

Creation tips

* You should usually configure links to open in a new window (such as when linking to the advertiser’s site)
* Use percentages or media queries to scale your ad
* If you want to create a single fluid ad that scales to fit the device, use percentage-based sizing.
* If you want to create several layouts so that your ad optimizes on different devices, you should use media queries. Within each breakpoint, you will usually still want to use percentages so that your add stretches to fit on each device.
* Do not rely on the viewport tag for scaling, since HTML5 ads in the reading view of GTxcel are displayed within an iframe. If you are using Tumult Hype, please be aware that it’s default scaling method uses viewport. You will need to choose one of the above approaches instead.

HTML package needs to include

* An index file
* Any necessary html files
* All referenced assets (e.g. images) should be included, so they can be visible when users are offline.

Limitations

* Full-screen is the only supported size for HTML5 ads.
* Iframe content is not recommended
* Do not use Javascript to take over the browser window
* Be aware that excessive swipe-based interactivity can make it difficult for your readers to navigate away from the ad to the next article.
* For your ad to function in offline mode as well as online, all referenced files should be included (use relative paths) in the zip file  – not referenced from external websites – with the exception of video
* Video:
  + You can include embed code for third party Video services (YouTube, Vimeo, etc.) Be aware that streaming video cannot be made available to offline users.
  + If you are capable of hosting your own video, you can embed it in an ad using the standard HTML5 <video> tag. Make sure that your video file is in a format that is compatible with mobile devices.