

Ad unit guidelines for Lääkäriportaali attention value campaign

Attention value campaign

Your campaign package includes visibility on-site and on newsletters. Three different ad variants ensure your core messages are noted.

Lääkäriportaali website

Ad formats (see page 2)	Ad size (px)	Max. fileweight (kb)	Ad format	Visibility
1 Giant Panorama	980 x 400 px	200 kb	jpg, HTML5 or gif	Lääkäriportaali's inner pages in desktop view, varying with other possible advertisers on page load, excl. specific sections e.g. content marketing articles and educational section.
2 Medium Rectangle	300 x 250 px	80 kb	jpg, HTML5 or gif	Lääkäriportaali's inner pages in desktop and mobile view, mainly continuous visibility, excl. spesific sections e.g. content marketing articles and educational section.

Lääkäriportaali newsletter

Ad formats (see page 2)	Ad size (px)	Max. fileweight (kb)	Ad format	Visibility
2 Medium Rectangle	300 x 250 px	80 kb	jpg	Lääkäriportaali newsletters, 3 wks/mth
3 Newsletter Rectangle	600 x 250 px	100 kb	jpg	Lääkäriportaali newsletters, 1 wk/mth

Material delivery

Schedule: five (5) working days prior to campaign start to mainos@tervemedi.fi. If the materials are delivered late it may affect the campaign duration.

Please include:

- name of advertiser and campaign
- publish date
- url/landing page
- speciality in which the banners are displayed
- possible targetings
- if the campaign has several materials, please state the order or delivery% they're displayed

Material information

The banners can include only one link. HTML5 banners can have multiple links coded straight into the banner.

HTML5-Banners

- please see pages 3–5

Video banners

- format: mp4, max. size 20 mb

If you have any further questions, do not hesitate to ask.

Kind regards,

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Ad unit guidelines for Lääkäriportaali attention value campaign

Ad formats, Desktop, Inner pages

- 1 Giant Panorama,
980 x 400 px, 200 kb
- 2 Medium Rectangle,
one of the shown slots,
300 x 250 px, 80 kb



Ad formats, Mobile

- 2 Medium Rectangle,
one of the shown slots,
300 x 250 px, 80 kb



Ad formats, Newsletter

- 3 Newsletter Rectangle,
600 x 250 px, 100 kb
- 2 Medium Rectangle,
one of the shown slots,
300 x 250 px, 80 kb



HTML5 banners in Smart Ad Server

Technical specifications

File size:

All files included the html5 creative does affect to the creative size (images, scripts, fonts and CSS-files). The lower the file size is, the creative and the website where the creative is shown, will be loading faster.

Initial load:

Use only files which the creative needs to keep initial loading as low as possible.

- Optimize the images and postpone the loading of all heavier files
- let the file loading start by user activation (e.g. mouse over or click)

Structure:

Html5-file should include one index.html-file. Folder structure is supported, where CSS-files and images are in located their own folders or all the files can be in the same in folder.

General:

- html5 creatives must be SSL compatible (https).
- Character set is UTF-8 as default.
- html5 creative should in a be zip-file (rar-format is not supported).
- Links should open in a new window (*target="_blank"*)
- Using jQuery is not recommended in the html5 advertising.
- Size of the creative should be defined in a meta-tag information in order to make sure, that the creative is displaying in right size: `<meta name="ad.size" content="width=[x],height=[y]">`

How to define clickTAG on a html-script:

Smart follows IAB recommendations regarding clicks counting for HTML5 creatives. Adserver must be able to identify the click destination so creative must use the javascript "**clickTag**" variable(s) in the index.html file.

How to set up one clickTag in the html

```
var clickTag = "url of the click";
```



How to set up multiple clickTags in the html

```
var clickTag0 = "first click url";  
var clickTag1 = "second click url";  
var clickTag2 = "third click url";
```

Then creative has to use either of these two variables in html:

first example:

```
<a id="clickArea"></a>  
  
<script type="text/javascript">  
var clickArea = document.getElementById("clickArea");  
clickArea.onclick = function(){  
window.open(clickTag, "blank");  
}  
</script>
```

second example:

```
<a id="clickArea" target="_blank"></a>  
  
<script type="text/javascript">  
var clickArea = document.getElementById("clickArea");  
clickArea.href = clickTag;  
</script>
```

Clients has to add smart's javascript file in the <head></head> section, inside the HTML5 creative to provide the desired behavior:

```
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.1.js"></script>
```

Thing to notice

If creative is using clickTag like in second example (var clickArea = document.getElementById("clickArea"); clickArea.href = clickTag;) this is necessary to wait for the clicktag library initialization. It means that the smart javascript library must first replace javascript clicktag variables by smart click counter and then ad can be rendered.



How the ad will know when initialization is completed?

Just register the "init" function - it will callback when clicktag library finish task, e.g.:

```
<script>  
function init(){  
  /* this is a customer function which start building the ad */  
}  
  
sas.clicktag.register(function(){  
  init();  
});  
</script>
```

More information about the topic

Smart, HTML5 creatives best practices

<https://support.smartadserver.com/s/article/HTML5-creatives-best-practices>

Smart, HTML5 click management

<https://help.smartadserver.com/s/article/Click-counting-in-HTML5-creatives>

IAB HTML5 Ad Validator 1.0:

<http://html5.iabtechlab.com/>

IAB HTML5 for Digital Advertising v2.0:

<https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

If you require more help we can offer you and your organization technical AdOps support. Please contact support@relevant-digital.com or +358 45 123 3886 and let's talk how we can support and help you grow your ad business.

