

# REQUIREMENTS FOR HTML BANNERS

## FILE FORMATS

### 1) .ZIP

HTML file with presentation of advertising solution should be in .ZIP archive file, usage of the following file types is allowed as well:

- .CSS
- .JS
- .HTML
- .GIF
- .PNG
- .JPG
- .JPEG
- .SVG

### 2) .HTML

## NUMBER AND STRUCTURE OF FILES

Number of the files should correspond to the number of banner solutions. For example, if there is only one variant in English language then **one .HTML or .ZIP file should be sent**. If there are two creatives – one in English language and second in Russian language – then for each language a separate file is needed – ENG.zip or ENG.html and RU.zip or RU.html.

Domain URL for the landing page should be sent together with banner creatives.

### **If ZIP archive is sent:**

- total number of files in the archive should not exceed **15**;
- only one .HTML file is allowed;
- we strongly recommend to use **index.html** name for .HTML file or to use any other suitable short name;
- it is inadvisable to use file names that could cause reaction from ad blocker software, like, for example, ads.html;
- after ZIP file uncompressing .HTML file of the solution should be accessible in the first level, it is not allowed to hide HTML into other folders.

## SIZE

According the banner solution for which HTML code is written.

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# REQUIREMENTS FOR HTML BANNERS

## WEIGHT

Up to 300 KB for all uncompressed banner elements combined, up to 150KB – for images.

## LINK (URL) AND CLICKS COUNT

Links to the landing page should be embedded into the banner code. If third party scripts are used for clicks count they should be embedded into the code as well.

Number of links to the landing page is not limited.

All links should lead to one domain. If HTML file contains links to different domains it is necessary to inform banner administrator about this issue at [ads@co.inbox.lv](mailto:ads@co.inbox.lv). Otherwise all links will open pages of only one domain (out of those available in the HTML code).

By default Mail.ee banner exchange system will gather total amount of clicks from all landing page URLs.

Link has to be connected only with web page of advertising campaign. It is recommended to use only Latin letters while creating the link. After clicking on a banner the link should open in a new window.

## OUTER RESOURCES AND TRACKING CODES FOR THIRD PARTY STATISTICS

It is allowed to embed URLs to outer sources into HTML code. Statistics tracking codes should be embedded into banner code as well.

In such cases **the following security measures are mandatory:**

Links to scripts, .CSS and images should correspond to SSL standard, i.e. should start with **HTTPS://** or protocolrelative links should be used.

Example: `src="//mans.domens.lv/pirmabilde.jpg"`

If a banner with irrelevant link is placed on SSL product, the safety of the product may be endangered and users will be warned with special messages. Besides, the banner itself may be displayed incorrectly and even won't be displayed at all.

**Banners that do not correspond to SSL standard will not be placed.** If protocol in the content of a third person's banner will be changed from safe to unsafe during the banner's demonstration it will be removed immediately and the client will be informed about that.

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# ***REQUIREMENTS FOR HTML BANNERS***

## ***CODE CORRECTNESS AND BANNER VIEW***

HTML code should be written in correspondence with all HTML standards.

Mail.ee does not guarantee identical and correct view of banners in different browsers. When writing HTML banner code you have to make sure that it is displayed correctly in all popular browsers. For example, Firefox 39.0+/MSIE 9.0+/Chrome 44.0+/Safari 7.0 +.

Mail.ee is not responsible for situations when a banner is displayed incorrectly or differently in some browsers because of incorrect/undebugged code.

When using HTML5 tags in banners it should be taken into account that some users still use browsers without HTML5 support.

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