

PREPARING ASSETS FOR DCM

This article details how to prepare assets for DCM (DoubleClick Campaign Manager).

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ABOUT HTML5 CREATIVES

Creatives that use HTML5:

Display creatives are non-rich media creatives that can use image or HTML5. Display creatives offer:

- click tag reporting on individual exits
- polite loading

HTML5 banners are non-rich media creatives that use HTML5 and appear within set borders on a page.

Rich media All other HTML5 creatives use rich media elements, so they must be created in Studio (e.g., display expanding or display interstitial creatives). You can get HTML5 rich media creatives from Studio and set them up in DCM. This includes rich media display banner HTML5 creatives, which use Rich Media elements.

PREPARE AND UPLOAD HTML5 ASSETS

To set up display creatives with HTML5, upload your HTML5 creative to DCM in the form of a .zip file. The .zip should consist of an HTML file plus any files referenced by the HTML file.

1. Create a folder.
2. Add your HTML file plus any assets referenced by the file. Don't include any other files. You may organize your assets into subfolders, but do not compress these subfolders.

What to include

- **HTML file:** The primary asset of your HTML5 creative is the HTML file. This is the entry point for your creative. It must be a complete HTML document that includes at least one click tag and can load into an iFrame. • • DCM serves the iFrame along with your assets. See below for click tag help.
- **Other files:** Include any other files that are referenced by the HTML file. Do not include any files that are not referenced.



What not to include

- No .zips within .zips: Do not include any .zip files within your HTML5 .zip file. However, if you have several separate HTML5 .zip files for several separate HTML5 creatives, you can zip these files together and batch upload them to DCM.
- No unreferenced files: As noted above, only include files if they referenced by the HTML file.
- No local or session storage: DCM does not accept HTML5 assets that use local storage or session storage.
- No % in the name: Do not include a percent symbol (%) in the names of any of the files in your asset.
- No backup assets: Do not include backup assets in your HTML5 .zip file unless they are referenced by the HTML file.
- The trafficker must upload a separate backup image to DCM. This image is used if DCM cannot use your primary assets because they are not supported. Do not include this backup image with your HTML5 .zip file.
- However, some HTML files may be coded to use their own backup assets when a browser can't handle all the features. In this case, you'll need to include a backup image in your .zip in addition to the file the trafficker must upload separately.

Supported file types and limits for your .zip file

- Supported file types: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, and SVG.
- Maximum number of files: Your .zip can include up to 100 files.
- Maximum size: Unlimited.

Sample HTML5 .zip file

Download a sample [.zip file](#)

3. Compress the folder into a .zip file.

DEVELOPER GUIDELINES

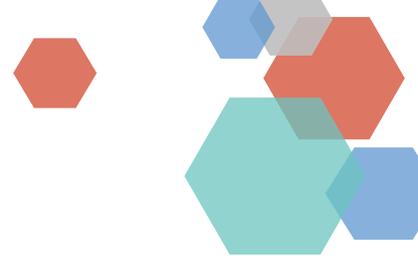
Dimensions

Set creative dimensions in your HTML file with the size meta tag: `<meta name="ad.size" content="width=[x],height=[y]">`.

Unlike images or videos, HTML documents don't have dimensions on their own. For this reason, use the size meta tag to indicate the intended size for your creative. The size meta tag is an optional parameter in your HTML document. It's the best way to be sure your creative renders at the right dimensions.

HTML5 creatives can have fixed dimensions or flexible dimensions.

- Fixed dimensions are regular dimensions. E.g., 300x250 or 400x400. Traffickers can only assign these creatives to placements of the same size.
- Flexible dimensions adjust to the size of your placement. In DCM, a flexible dimension is indicated with a zero. E.g., 0x0, 300x0, or 0x250. Traffickers in DCM can assign to flexible creatives to any size placement.



Click Tags

Click tags define click-through URLs for each exit on your creatives with HTML5 assets. An exit is any area that can be clicked that directs the browser to a landing page. Each click tag defines the click-through URL for a different exit.

When an exit gets a click, the creative calls DCM for the click-through URL associated with that exit. You can set this URL in your creative or your ad, depending on your needs and the type of creative you're using. If you set click tags in both your creative and your ad, they are prioritized differently in each type of creative:

DCM detects click tags when you upload your assets. You can change the click-through URL your click tag uses anytime, even after you export tags. That's because the click tag is a standard variable, a placeholder for the URL rather than a hardcoded URL.

There are some best practices for setting up your click tags:

- HTML5 banner: The creative-level setting overrides the ad-level settings.
 - Display with HTML5: The ad-level setting overrides the creative-level settings.
 - Make sure your creative uses the click tag variable as the click destination.
 - The click tag should be easy for the ad server to read—no minification or obfuscation, though you can use minifiers in the rest of your code and in other files.
- We do not recommend hard-coded click-through URLs in your asset because that prevents DCM from tracking clicks and prevents traffickers from updating the URL. After upload, DCM will warn you if there are hardcoded URLs in the asset.

Sample Click Tag Insertion

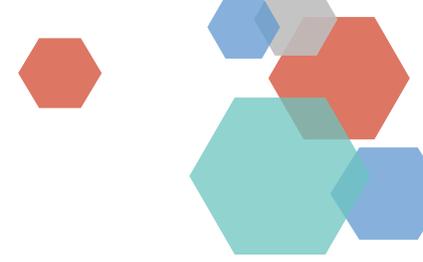
Here's an example of a click tag inserted in an HTML document:

```
<html>
  <head>
    <meta name="ad.size" content="width=300,height=250">
    <script type="text/javascript">
      var clickTag = "http://www.google.com"; </script>
    </head>
```

[The rest of your creative code goes here.] </html>

Make sure your creative uses the click tag variable as the click-through URL:

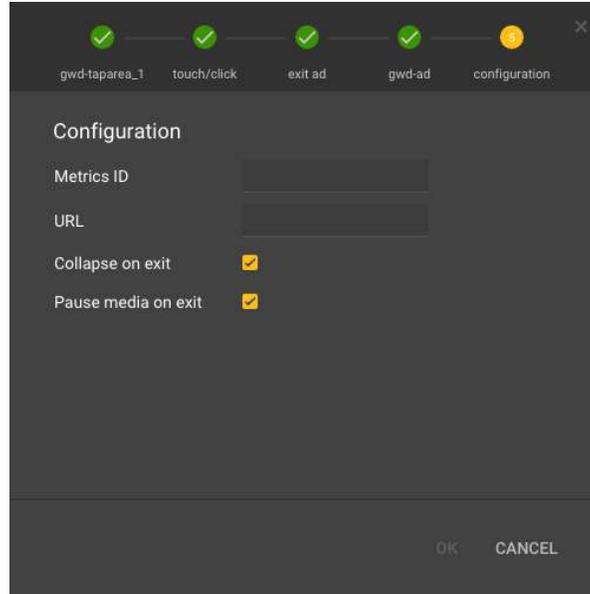
```
<a href="javascript:window.open(window.clickTag)">
  
</a>
```



Using Google Web Designer For Exit Events

Google Web Designer's [Tap Area component](#) is fully compatible with DoubleClick Campaign Manager. No custom code is required.

To add a click tag using a Tap Area:



1. Be sure your creative has a button or other clear visual call-to-action element for the user to click or tap.
2. Drag the Tap Area component from the components pane to the stage and position it over the call to action.
3. Click the new event button in the events panel.

In the event dialog, select the following options:

Target	The TapArea component (gwd-taparea_1)
Event	Tap Area > Touch/Click
Target	Google Ad > Exit
Receiver	gwd-ad
Configuration	<p>Metrics ID: A label, such as "Buy Product" that will make your reporting meaningful.</p> <p>URL: The landing page URL to direct people to when they click your call to action.</p> <p>Collapse on exit (expanding ads only) Check this box if you want expanding ads to collapse whenever the user taps an exit.</p> <p>Pause media on exit Check this box if you want to pause any video or audio whenever the user taps an exit.</p>

CREATIVE VALIDATOR

Once your creative is finished it is a good idea to test it in [DoubleClick's HTML Creative Validator](#). If any issues arise it will help you diagnose the problem.