

REQUIREMENTS FOR HTML5 BANNERS:

- Index.html - document, in which the banner is displayed
- Banners can be of two types – static and animated
- Size: animated banners – 160KB max, static banners – 80KB max
- HTML banners must have clickTAG links

OPTIMIZATION

- Low number of documents,
- Correct choice of image formats:

SVG - for icons

PNG – for illustrations with opacity or one consistent color

JPG – for pictures

- Joined and compressed styles (CSS) (more here: <http://csscompressor.com/>)
- Picture compression (more here: <https://tinypng.com/>)
- Joined and compressed executable code (Javascript) (more here: <http://jsccompress.com/>)
- As low as possible usage of unnecessary external libraries / frameworks
- CSS animations instead of Javascript

SINGLE LINK (clickTAG)

- Description of a single clickTAG link in banner:
onclick="window.open('https://link.com', '_blank');"

HTML BANNER WITH A clickTAG – EXAMPLE

```
<html>
```

```
    <head>
```

```
    </head>
```

```
    <body>
```

```
        <!-- clickTAG assigning -->
```

```
        <div id="clickTAG" onclick="window.open('https://link.com', '_blank');" style="width: Width (in pixels)
of a clickable area; height: Height (in pixels) of a clickable area ; position: absolute; cursor: pointer; z-
index: 999; top: 0; left: 0"></div>
```

```
        <!-- Your content -->
```

```
        <div id="banner"></div>
```

```
    </body>
```

```
</html>
```

MULTI LINK (multi-clickTAGs) – EXAMPLE

- Description of multiple links in a banner:

```
    window.open('https://link.com', '_blank'),
```

```
    window.open('https://link2.com', '_blank'),
```

```
    window.open('https://link3.com', '_blank')
```