

OVK (Circle of Online Marketers)

HTML 5 Guidelines

Meanwhile, HTML5 advertising media has become the standard in Online Advertising. However, in practice some functionalities cause difficulties, depending on the surrounding web page. For this reason, the **Ad Technology Unit developed HTML5 Snippets** that provide technical recommendations for the production, delivery and delivery of HTML5 advertising materials and are based on International Standards (IAB)

These HTML5 Snippets are meant to help creative / online agencies and publishers / marketers to easily establish creation functionality as well as to ensure its proper execution within web pages. **The Snippets do not require a library and can be used independently for any delivery systems, websites and advertising materials.**

Functionality	Provided / Required Snippets	
	Website	Creative Ad
Expand Collapse	X	X
Local Connect		X
Clicktag		X
Close	X	X

Please follow link below to find out more about individual functions, including detailed instructions:
<https://github.com/Unitadtechnologystandards/HTML5Lib>

- If you're an creative online agency please use the respective files with the prefix "*creative*"
- If you're a publisher or marketer please use the files with the prefix "*publisher*"

Here is an example based on the function "Expand / Collapse":

- creative_expand-collapse.md
- publisher_expand-collapse.md

If you have any questions or suggestions, please send an e-mail to:
schwarz@bvdw.org

Latest Update: 06. February 2019