

# HTML5

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## clickTAG implementation

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## Introduction

The aim of this guide is to show all those requirements necessary for a correct delivery of a banner in HTML5 format.

Due to the block of the technology Adobe Flash on several browser (Google Chrome, Firefox, Safari), as an alternative to Flash, it is possible to use HTML5 technology, which has similar functionalities but better performances.

HTML5 banner is delivered by ad.agio on a "good" iframe that verifies IAB specifications.

In the following guide we will show you how to correctly implement the click, depending on the tool used by each Agency to produce materials.

NB. If your creative uses external resources or plugin (eg. JQuery), they must be included either as physical resources in the .zip package or directly in the .html file as external resources.

## Google Web Designer

It is necessary to modify .html file in the following way.

Step 1- Before closing the </head> tag you have to insert the following code:

```
<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/[\/]/, "\\");
var regex = new RegExp("[\\?&]" + name + "=(^&#]*)");
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>
```

```

<script data-source="gwdtaparea_min.js" data-version="3" data-exports-type="gwd-taparea" type="text/javascript">
b.attachedCallback=function(){this.b||(this.c=this.h.bind(this),this.g=this.u.bind(this),this.b=this
b.u=function(a){this.addEventListener("touchmove",this.b,!1);this.addEventListener("touchend",this.f
b.attributeChangedCallback=null;document.registerElement("gwd-taparea",{prototype:f.prototype});}()
</script>
<!-- HTML5 -->
<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/\[\]/, "\\[").replace(/\]/, "\\]");
var regex = new RegExp("[\\?&]" + name + "=[^&#]*");
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>
<!-- HTML5 -->
</head>

```

Step 2- Inside the anonymous javascript function put the following code:

```

document.getElementById('gwd-ad').style.cursor = "pointer";
document.getElementById('gwd-ad').setAttribute("onclick","window.open(clickTAG)");

```

You should have a similar result:

```

<body>
<gwd-genericad id="gwd-ad">
...
...
...
<gwd-exit metric="clickTag" url="http://google.com"></gwd-exit>
</gwd-genericad>
<script type="text/javascript" id="gwd-init-code">
(function() {
document.body.style.opacity = "0";
var gwdAd = document.getElementById('gwd-ad');
document.getElementById('gwd-ad').style.cursor = "pointer";
document.getElementById('gwd-ad').setAttribute("onclick","window.open(clickTAG)");
/**
 * Handles the DOMContentLoaded event. The DOMContentLoaded event is
 * fired when the document has been completely loaded and parsed

```

## Google web designer (gwd- taparea function)

When you are using Google Web Designer as tool, you have to check if you are in the gwd- taparea case.

You can check if you are in this case, if you find a similar script:

```

<script type="text/javascript" gwd-
events="handlers">gwd.auto_Gwd_taparea_1Click=function(event){gwd.actions.gwdDoublecli
ck.exit("gwd-
ad","300x510_abritel","http://pubads.g.doubleclick.net/gampad/clk?id=94567945&iu=/3825894
5/lmfr/clickcommand",true,true)}</script>

```

```

b.s=function(){var a=this.getAttribute("exit-override-url");a&&!d("tapareaexit",this,{url:a}).detail.handl
b.attributeChangedCallback=null;document.registerElement("gwd-taparea",{prototype:k.prototype});})();
</script>
<script type="text/javascript" gwd-events="support">var gwd=gwd||{};gwd.actions=gwd.actions||{};gwd.act:
gwd.actions.events.getElementById=function(id){var element=document.getElementById(id);if(!element){var
"[is=gwd-pagedeck]");if(pageDeck){if(typeof pageDeck.getElementById=="function"){element=pageDeck.getEl:
case"document.body":element=document.body;break;case"document":element=document;break;case>window":elem:
element};gwd.actions.events.addHandler=function(eventTarget,eventName,eventHandler,useCapture){var targ:
(eventTarget);if(targetElement){targetElement.addEventListener(eventName,eventHandler,useCapture)};gwd:
eventTarget,eventName,eventHandler,useCapture){var targetElement=gwd.actions.events.getElementById(event:
targetElement.removeEventListener(eventName,eventHandler,useCapture)};gwd.actions.events.setInlineStyle:
gwd.actions.events.getElementById(id);if(!element||!styles){return}var transitionProperty=element.style:
"-webkit-transition";var prevTransition=element.style[transitionProperty];var splitStyles=styles.split(,
splitStyles.forEach(function(splitStyle){if(splitStyle){var regex=new RegExp("[[:] (?![/]{2})") ;nameValue:
nameValue[1]?nameValue[1].trim():null;if(!(nameValue[0]&&nameValue[1])){return}element.style.setProperty:
restoreTransition(event){var el=event.target;el.style.transition=prevTransition;el.removeEventListener(,
element.addEventListener("transitionend",restoreTransition,false);element.addEventListener("webkitTrans:
gwd.actions.gwdDoubleClick=gwd.actions.gwdDoubleClick||{};gwd.actions.gwdDoubleClick.exit=function(rece:
opt_pauseMedia){gwd.actions.events.getElementById(receiver).exit(exitId,url,opt_collapseOnExit,opt_pause:
<script type="text/javascript" gwd-events="handlers">gwd.auto_Gwd_taparea_1Click=function(event){gwd.act:
"300x510_abritel".clickTAG,true,true)}</script>
<script type="text/javascript" gwd-events="registration">gwd.actions.events.registerEventHandlers=funct:
"gwd-taparea_1","click",gwd.auto_Gwd_taparea_1Click,false)};gwd.actions.events.deregisterEventHandlers=:
gwd.actions.events.removeHandler("gwd-taparea_1","click",gwd.auto_Gwd_taparea_1Click,false)};document.ac:
gwd.actions.events.registerEventHandlers);document.addEventListener("unload",gwd.actions.events.deregist:
<script type="text/javascript">
function getParameterByName (name) {
name = name.replace(/[[]/, "\\[").replace(/[\]]/, "\\]");
var regex = new RegExp("[\\?&]" + name + "=[^&#]*") ,
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>
</head>
<body>
<gwd-doubleclick id="gwd-ad" polite-load="">
<gwd-metric-configuration>
<gwd-metric-event source="gwd-taparea_1" event="tapareaexit" metric="" exit="Exit"></gwd-metric-eve:

```

In this case, you have to replace the code in the previous box with the following one:

```

<script type="text/javascript" gwd-
events="handlers">gwd.auto_Gwd_taparea_1Click=function(event){gwd.actions.gwdDoublecli
ck.exit("gwd-ad","300x510_abritel",clickTAG,true,true)}</script>

```

You can place the code, as in the following example, before the getParameterByName function:

```

b.s=function(){var a=this.getAttribute("exit-override-url");a&&!d("tapareaexit",this,{url:a}).
b.attributeChangedCallback=null;document.registerElement("gwd-taparea",{prototype:k.prototype}
</script>
<script type="text/javascript" gwd-events="support">var gwd=gwd||{};gwd.actions=gwd.actions|
gwd.actions.events.getElementById=function(id){var element=document.getElementById(id);if(!e
"[is=gwd-pagedeck]");if(pageDeck){if(typeof pageDeck.getElementById=="function"){element=pa
case"document.body":element=document.body;break;case"document":element=document;break;case"v
element};gwd.actions.events.addHandler=function(eventTarget,eventName,eventHandler,useCaptu
(eventTarget);if(targetElement){targetElement.addEventListener(eventName,eventHandler,useCap
eventTarget,eventName,eventHandler,useCapture){var targetElement=gwd.actions.events.getEleme
targetElement.removeEventListener(eventName,eventHandler,useCapture)}};gwd.actions.events.se
gwd.actions.events.getElementById(id);if(!element||!styles){return}var transitionProperty=el
"-webkit-transition";var prevTransition=element.style[transitionProperty];var splitStyles=st
splitStyles.forEach(function(splitStyle){if(splitStyle){var regex=new RegExp("[:](?![/]{2})"
nameValue[1]?nameValue[1].trim():null;if(!(nameValue[0]&&nameValue[1])){return}element.style
restoreTransition(event){var el=event.target;el.style.transition=prevTransition;el.removeEve
element.addEventListener("transitionend",restoreTransition,false);element.addEventListener('
gwd.actions.gwdDoubleClick=gwd.actions.gwdDoubleClick||{};gwd.actions.gwdDoubleClick.exit=fi
opt pauseMedia){gwd.actions.events.getElementById(receiver).exit(exitId,url,opt collapseOnEx
<script type="text/javascript" gwd-events="handlers">gwd.auto_Gwd_taparea_1Click=function(e
"300x510_abritel",clickTAG,true,true)}</script>
<script type="text/javascript" gwd-events="registration">gwd.actions.events.registerEventHar
"gwd-taparea_1","click",gwd.auto_Gwd_taparea_1Click,false);gwd.actions.events.deregisterEve
gwd.actions.events.removeHandler("gwd-taparea_1","click",gwd.auto_Gwd_taparea_1Click,false)
gwd.actions.events.registerEventHandlers);document.addEventListener("unload",gwd.actions.eve
<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/[[]]/, "\\[");
var regex = new RegExp("[\\?&]" + name + "=(^&#)*");
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>
</head>
<body>
<gwd-doubleclick id="gwd-ad" polite-load="">

```

## Adobe Edge

If you are using this tool, you have to modify .html file in the following way.

Step 1- Insert the following code before closing the </head> tag:

```
<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
var regex = new RegExp("[\\?&]" + name + "=(^&#)*");
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>
```

```
<!DOCTYPE html>
<html>
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
  <meta http-equiv="X-UA-Compatible" content="IE=Edge"/>
  <title>index</title>
  <!--Adobe Edge Runtime-->
  <script type="text/javascript" charset="utf-8" src="http://animate.adobe.com/runtime/6.0.1" >
  <style>
    .edgeLoad-EDGE-7222353 { visibility:hidden; }
  </style>
  <script>
    AdobeEdge.loadComposition('index', 'EDGE-7222353', {
      scaleToFit: "none",
      centerStage: "none",
      minW: "0px",
      maxW: "undefined",
      width: "940px",
      height: "250px"
    }, {"dom":{}});
  </script>
  <script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
var regex = new RegExp("[\\?&]" + name + "=(^&#)*");
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>
</head>
<body style="margin:0;padding:0;">
  <div id="Stage" class="EDGE-7222353">
```





```

1
2
3
4
5
6
7
8
9
10
11
12
13
14
(function(compId){var _null,y=true,n=false,x1="4.0.0",x2="rgba(255,255,255,0.0)",x3="6.0.0.400",e10="slide_1",x4="rgba(0,0,0,0)",o="opacity",x5="rgba(255,255,255,1)",g="image",e11="slide_2",m="rect",x12="5.0.0",i="name";var
g5="Background_300.jpg",g7="copy_300_1.png",g6="copy_300_2.png";var im="image/",aud="media/",vid="media/",js="js/",font="font",opts={gAudioPreloadPreference:'auto',gVideoPreloadPreference:'auto'},resources=[],symbols
=[{stage:'v1,x1,mv,x2,b1,x3,ctf1,og1,x1in,cm(dom){(id:'bg',ctg,r:['0px','0px','300px','230px'],'auto','auto'),f:[x4,img5,'0px','0px']},{id:'slide_2',ctg,r:['0px','0px','300px','250px'],'auto','auto'},o:'0',f:[x4,img6,'0px','0px']
}],ids:'slide_1',ctg,r:['0px','0px','300px','230px'],'auto','auto'],o:'0',f:[x4,img7,'0px','0px']},{id:'clickTAG',ctg,r:['0px','0px','300px','230px'],'auto','auto'],cu:['mouseenter','0','0',f:[x5],e10,'rgba(0,0,0)','1']},style:{
'$Stage':{isStage:true,z:['null','null','300px','250px'],'auto','auto'},overflow:'hidden',f:[x9]}});ct:(d:6000,aty,data:[{"e1d1":0,0,250,"linear",e10,'0','1'}],[{"e1d1":0,0,250,"linear",e10,'0','1'}],[{"e1d1":0,0,0,"linear",e11
,'0','0'}],[{"e1d1":0,0,0,250,"linear",e11,'0','1'}],[{"e1d1":0,0,250,"linear",e11,'1','0'}]]);AdobeEdge.registerCompositionDefn(compId,symbols,font,scripts,resources,opts)})(EDGE-301339478);
//Edge symbol: 'stage'
3
4
5
6
7
8
9
10
11
12
13
14
(function(symbolName){Symbol.bindTriggerAction(compId,symbolName,"Default Timeline",6000,function(sym,e){this.play(8)});
//Edge binding end
//Edge symbol: 'clickTAG'
//Symbol bindTriggerAction(compId,symbolName,"$clickTAG","click",function(sym,e){try{var strsrch=window.location.search;if(typeof(strsrch.length)!="undefined"){if(strsrch.length>0){clickTAG=strsrch.split("clickTAG=")[1];}
//Edge binding end
})}catch(e){console.log(e)}});
//Edge binding end
})("stage");
//Edge symbol end: 'stage'
})(AdobeEdge.$,AdobeEdge,"EDGE-301339478");

```

## Adobe Animate

If you are using this tool, in order to implement clickTAG, you can follow the same specification of the previous tool “Adobe Edge” of this document.

## Swiffy

If you use this tool, you have to modify .html file and insert the following code before closing the </head> tag:

```

<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
var regex = new RegExp("[\\?&]" + name + "=(^[^#&]*)");
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>

```

```

<!doctype html>
<html>
  <head>
    <meta charset="utf-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <title>Swiffy Output</title>
    <!-- Script HTML5 -->
    <script type="text/javascript">
      function getParameterByName(name) {
        name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
        var regex = new RegExp("[\\?&]" + name + "=([^\&#]*)");
        results = regex.exec(location.search);
        return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
      }
      var clickTAG = getParameterByName('clickTAG');
    </script>
    <!-- fine Script HTML5 -->
    <script type="text/javascript" src="https://www.gstatic.com/swiffy/v7.4/runtime.js"></script>
    <script>
      swiffyobject = {"as3":false,"frameRate":30,"frameCount":19,"backgroundColor":-1,"frameSize":{
    </script>
    <style>html, body {width: 100%; height: 100%;}</style>
  </head>
  <body style="margin: 0; overflow: hidden">
    <div id="swiffycontainer" style="width: 940px; height: 240px">
    </div>
  </body>
</html>

```

.swf file could have or not already implemented the clickTAG parameter. Let's analyze the two different sub-cases:

### .swf file with clickTAG

If .swf file has already clickTAG parameter implementation, we could have 2 more sub-cases:

#### Case 1: clickTag explicit

If you find var clickTag specifically defined, than you have to delete the following block of code from head section:

```

<script type="text/javascript">var clickTag = "http://www.capturiconic.renault.it/";
</script>

```

## Example:

```

<!doctype html>
<html>
  <head>
    <meta charset="utf-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <title>Swiffy Output</title>

    <script type="text/javascript">
      var clickTAG = "http://www.capturiconic.renault.it/";
    </script>

    <script type="text/javascript" src="https://www.gstatic.com/swiffy/v7.4/r/
  <script>
    swiffyobject = {"as3":false,"frameRate":24,"frameCount":294,"background
  </script>
  <style>html, body {width: 100%; height: 100%;}</style>
</head>
<body style="margin: 0; overflow: hidden">
  <a href="javascript:window.open(window.clickTAG)">
  <div id="swiffycontainer" style="width: 620px; height: 350px">
  ...

```

## Case 2: clickTag implicit

If you don't have a clickTag var specifically defined as in previous example, then look up if in your code there is already clickTag, like in the following example:

```

<!doctype html>
<html>
  <head>
    <meta charset="utf-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <title>Swiffy Output</title>
    <script type="text/javascript" src="https://www.gstatic.com/swiffy/v7.4/runtime.js"></script>
  <script>
    swiffyobject = {"as3":false,"frameRate":18,"frameCount":181,"backgroundColor":-16777216,"frame
    10000},"fileSize":24386,"v":"7.4.1","internedStrings":[":::6Y:","::4F:","::
    "::::U:","::IM:","::1D:","::8R:","::5L:","::L:","::C:","::4613f:","::4613f
    "0347d:","::0347d26g254i","::000f000e","::4H:","::Z:","::A:","::4P:","::
    "::::2J:","::7D:","::000j000j","::7T:","::a:000ea000f:a:000Ec","::W:","::2J
    "data":["#33"],"fill":0}], "flat": true, "bounds": "#19", "fillstyles": [{"color": -16777216, "type": 3
    "matrix": 0}, {"paths": [{"data": [
    ":93n0fa9b2ga9E:a0c2Gc:46I6Ea:1va8d:a:4Nalf4iaa:a3f5Ia:5na8d:a:1Va2E:a9E3ia8E3Ic:3v:a:1va9d:a:
    :7Hc:6zBa5I3va0e:at0Ea4i:at0eale:a5I3Vc:8lba:1va8p:a:4Da0L:a:6Da4j:a:3Da4J:a:5Da8k:a:3Dc:4d:a:
    c0hb3c3c1h3cb4e:1i9Ca1C1Cb9Bz8Ezb8B:6DUbRTR9Da:Ab:8Br8DbsT6dTb9b:6eyalc6Cb4C4C7H4Cc:2f38cb8c:8
    a:6Gc:63Tpa5c5ha9F:a4c5Hc:66oPb5c:7evbv7v7ea:ab:5cV7ebVv7Eua5D:a:8Oc:49G2jb3d:3d9bb:9b1D9ba9F:
    5jBa3K5za9e:ax9Ea1k:ax9ea0f:a2K5Zc:2i1fba:3za5l:b5d:1gRb7b57b4Ea:Ab:6D9D5Fb5cR5c6Ea:Ab:7BR5DbWf
    :1Ec:1e:a:3za7e:a:7Pa8l7pa9d:a:3za7E:a:2pa3L2Pc:1x:a:3za3j:b1f:0j8Cb9c8C9c4Ib:6E9C3Ib9C8C0J8C
    :2e:a:3za8e:a:4Ha5d:a6e4ha8f:a4F4Ib6eV6e2Hb:8CV0Fb7B7B7B7c:65RDb1D:6FvbZv27ea:ab:6cx5ebrn3fy
    V7b0Fa:Ab:3CV1EbSQ2F8Bb4CH5DobKFKSa:Ab:W3cWb0c:9fza0c3Db2D4C8I4Cc:5w:b1D:6FvbZv27ea:ab:6cx5ebr
    fU7bV7b0Fa:Ab:3CV1EbRQ1F8Ba5DobLFLSa:Ab:W4cWb1c:8fzalc3Db2D4C8I4Cc"],"fill":0}], "flat": true,
    "type": 1}], "id": 2, "type": 1}, {"frameCount": 1, "id": 3, "type": 7, "tags": [{"depth": 1, "id": 2, "type": 3
    "colortransform": "#0", "type": 3, "matrix": "8868B::8868B284d234d"}, {"paths": [{"data": [":000j000j
    true, "bounds": "TT040j040j", "edges": "#31", "linestyles": [{"color": -10079488, "width": 40}], "id": 4,
    }, {"paths": [{"data": [":#33"], "fill": 0}], "flat": true, "bounds": "#19", "fillstyles": [{"color": -1711
    "records": [{"transform": ":::::", "depth": 1, "id": 5, "states": 8}], "id": 6, "type": 10, "actions": [{"a
    }, {"type": 305, "value": "clickTag"}, {"type": 78}, {"type": 305, "value": " blank"}, {"method": 0, "type"
    : 6, "type": 3, "matrix": "3691d:5696c:"}, {"type": 2}, {"depth": 4, "replace": true, "colortransform": "
    "type": 2}, {"depth": 4, "replace": true, "colortransform": "#10", "type": 3, "matrix": "700c:700c646c84
    "colortransform": "#25", "type": 3, "matrix": "105r:105r364c669c"}, {"type": 2}, {"depth": 4, "replace
    "1260c:1260c107c511c"}, {"type": 2}, {"depth": 4, "replace": true, "colortransform": "#28", "type": 3,
    "depth": 4, "replace": true, "colortransform": "#20", "type": 3, "matrix": "3807e:3807e65z240c"}, {"ty
    ":#2", "type": 3, "matrix": "3201f:3201f82x127c"}, {"type": 2}, {"depth": 4, "replace": true, "colortrar
    "1343g:1343g22w029c"}, {"type": 2}, {"depth": 4, "replace": true, "colortransform": "#36", "type": 3, "n
    "]:
    ":70j8db8c:8c1ca:ab:1c7C1ca9D:a:3Fc:0Tma0c1ga9E:a9b1Gc:90ePb9b:8dubst8da:ab:9bR9dbSt8Dtb9B:8f

```

In this case only, you have to do nothing.

### .swf without clickTAG

If .swf file has not clickTAG parameter implementation, than you have to add the following code after the div with id “swiffycontainer”:

```
<script type='text/javascript'>
document.getElementById('swiffycontainer').style.cursor="pointer";
document.getElementById('swiffycontainer').setAttribute("onclick","window.open(clickTAG)"
);
</script>
```

```
<body style="margin: 0; overflow: hidden">
  <div id="swiffycontainer" style="width: 300px; height: 250px">
    <script type='text/javascript'>
      document.getElementById('swiffycontainer').style.cursor="pointer";
      document.getElementById('swiffycontainer').setAttribute("onclick","window.open(clickTAG)");
    </script>
    <script>
      var stage = new swiffy.Stage(document.getElementById('swiffycontainer'),
        swiffyobject, {});
      stage.start();
    </script>
  </body>
```

### Wbrm Animation

In case of wbrm\_animation, in .html file you have to add the following code in the <head> section:

```
<script type="text/javascript">
  function getParameterByName(name) {
    name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
    var regex = new RegExp("[\\?&]" + name + "=[^&#]*"),
    results = regex.exec(location.search);
    return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
  }
  var clickTAG = getParameterByName('clickTAG');
</script>
```

Like in the following example:

```

<!DOCTYPE html>
<html>
<head>
<meta charset="UTF-8">
<title>wbrm_animation</title>

<script src="http://code.createjs.com/easeljs-0.8.1.min.js"></script>
<script src="http://code.createjs.com/tweenjs-0.6.1.min.js"></script>
<script src="http://code.createjs.com/movieclip-0.8.1.min.js"></script>
<script src="http://code.createjs.com/preloadjs-0.6.1.min.js"></script>
<script src="wbrm_animation.js"></script>

<script type="text/javascript">
    function getParameterByName(name) {
        name = name.replace(/\[\]/, "\\[").replace(/\]/, "\\]");
        var regex = new RegExp("[\\?&]" + name + "=[^&#]*"),
            results = regex.exec(location.search);
        return results == null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
    }
    var clickTAG = getParameterByName('clickTAG');
</script>

<script>
var canvas, stage, exportRoot;

function init() {
    canvas = document.getElementById("canvas");
    images = images||{};
    ss = ss||{};

    var loader = new createjs.LoadQueue(false);
    loader.addEventListener("fileload", handleFileLoad);
    loader.addEventListener("complete", handleComplete);
    loader.loadFile({src:"./wbrm_animation_atlas.json", type:"spritesheet", id:"wbrm_animation_atlas_", true});
    loader.loadManifest(lib.properties.manifest);
}

function handleFileLoad(evt) {
    if (evt.item.type == "image") { images[evt.item.id] = evt.result; }
}

```

Moreover you have to put the following code, before the </body> tag:

```

<script type='text/javascript'>
document.getElementById('canvas').onclick = function(){window.open(clickTAG,'_blank');};
</script>

```

```

}
</script>
<style>
body,iframe{margin:0;padding:0}.stage_style,iframe{border:0;background:0 0}.stage_style,body,iframe{
0}.stage_style{width:300px;height:250px;cursor:pointer;overflow:hidden}.container_style{width:298px;
background-color:#fff;cursor:pointer;display:block;-webkit-border-radius:0;-moz-border-radius:0;bord
#8f8f8f;background-image:url(wbrm_background.png)}.animation_style,.click_style{width:100%;height:10
style{z-index:5;background-color:transparent}.animation_style{z-index:3}.loader_style{width:40px}bac
center;background-repeat no-repeat,height
$loader-size{position:absolute;top:105px;left:130px;z-index:10;background-image:url(preloader.png)}.
kit-background-size:85px 17px;-moz-background-size:85px 17px;background-size:85px
17px;position:absolute;top:10px;left:10px;z-index:11;background-image:url(show_bt.png)}.rotateInfini
1s;-moz-animation:rotateInfiniteAnim 1s;-o-animation:rotateInfiniteAnim 1s;-ms-animation:rotateInfini
1s;-webkit-animation-iteration-count:infinite;-moz-animation-iteration-count:infinite;-o-animation-i
ration-count:infinite;animation-iteration-count:infinite;-webkit-animation-fill-mode:forwards;-moz-a
fill-mode:forwards;-ms-animation-fill-mode:forwards;animation-fill-mode:forwards;-webkit-animation-t
ming-function:ease-out;-o-animation-timing-function:ease-out;-ms-animation-timing-function:ease-out;
keyframes
rotateInfiniteAnim{from{-webkit-transform:rotate(0);-moz-transform:rotate(0);-o-transform:rotate(0);
0})to{-webkit-transform:rotate(360deg);-moz-transform:rotate(360deg);-o-transform:rotate(360deg);-ms
e(360deg)}}@-webkit-keyframes
rotateInfiniteAnim{from{-webkit-transform:rotate(0);-moz-transform:rotate(0);-o-transform:rotate(0);
0})to{-webkit-transform:rotate(360deg);-moz-transform:rotate(360deg);-o-transform:rotate(360deg);-ms
e(360deg)}}@-o-keyframes
rotateInfiniteAnim{from{-webkit-transform:rotate(0);-moz-transform:rotate(0);-o-transform:rotate(0);
0})to{-webkit-transform:rotate(360deg);-moz-transform:rotate(360deg);-o-transform:rotate(360deg);-ms
e(360deg)}}@keyframes
rotateInfiniteAnim{from{-webkit-transform:rotate(0);-moz-transform:rotate(0);-o-transform:rotate(0);
0})to{-webkit-transform:rotate(360deg);-moz-transform:rotate(360deg);-o-transform:rotate(360deg);-ms
e(360deg)}}
</style>
</head>
<body onload="init();" style="background-color:#D4D4D4">
<canvas id="canvas" width="300" height="250" style="background-color:#FFFFFF;cursor:pointer;"></canvas>
<script type='text/javascript'>
document.getElementById('canvas').onclick = function() {window.open(clickTAG, '_blank');};
</script>
</body>
</html>

```

## Creation of HTML5 materials without third part tools

In case of creation of ads in HTML5 without using third part tools, .html file must have in <head> section the following code:

```

<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/[[]/, "\\[");
var regex = new RegExp("[\\?&]" + name + "=(^&#)*");
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>

```

clickTAG variable could be used in case of “a” tag,

```
<!-- esempio tag a -->
  <a href="javascript:window.open(clickTAG)" >
  <img width='300' height='250' src='test.png'>
  </a>
```

but also in case of “onclick” event in a div.

```
<!-- esempio evento onclick -->
```

```
<div style='width:300px; height:250px; cursor:pointer;' onclick='window.open(clickTAG)'\>
  <!-- ..... -->
</div>
```

## Use of callurl instead of clickTAG

In all those cases you want to keep using as function callurl instead of clickTAG, you just need to substitute the name of the function as in the following example:

```
<script type="text/javascript">
  function getParameterByName(name) {
    name = name.replace(/\[/, "\\[").replace(/\]/, "\\]");
    var regex = new RegExp("[\\?&]" + name + "=(^&#*)"");
    results = regex.exec(location.search);
    return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
  }
  var callurl = getParameterByName('callurl');
</script>
```

clickTAG variable could be used in case of “a” tag,

```
<!-- esempio tag a -->
  <a href="javascript:window.open(callurl)" >
  <img width='300' height='250' src='test.png'>
  </a>
```

but also in case of “onclick” event in a div.

```
<!-- esempio evento onclick -->
  <div style='width:300px; height:250px; cursor:pointer;' onclick='window.open(callurl)'\>
  <!-- ..... -->
</div>
```

## Use of custom function instead of clickTAG

In all those cases you want to keep using another function (in our example is `clickurl`) instead of `clickTAG`, you need to add the `clickTAG` script as in the following example.

Your custom code

```
<!-- BEGIN ADVERTSERVE CODE -->
<script type="text/javascript"
src="http://ads.stepbystepitd.com/servlet/view/banner/javascript/zone?zid=29086&pid=27701&encode=1&cturl=clickurl"
</script>
<!-- END ADVERTSERVE CODE -->
```

with the following one:

```
<!-- BEGIN ADVERTSERVE CODE -->
<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/\[/, "\\[").replace(/\\]/, "\\]");
var regex = new RegExp("[\\?&]" + name + "=[^&#]*"),
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
document.write('<scr'+ipt type="text/javascript" src="
http://ads.stepbystepitd.com/servlet/view/banner/javascript/zone?zid=29086&pid=27701&encode=1&cturl='+encodeURIComponent(clickTAG)+'"></scr'+ipt>');
<!-- END ADVERTSERVE CODE -->
</script>
```

## CreateJS

In case you use the tool `createjs.com`, in `.html` file you have to add the following code in the `<head>` section:

```
<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/\[/, "\\[").replace(/\\]/, "\\]");
var regex = new RegExp("[\\?&]" + name + "=[^&#]*"),
results = regex.exec(location.search);
return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>
```



Here an example:

```

<!DOCTYPE html>
<html>
<head>
<meta charset="UTF-8">
<title>MASTER_620x350_A-B-GLA</title>

<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/\[\]/, "\\[").replace(/[\]]/, "\\]");
var regex = new RegExp("[\\?&]" + name + "=[^&#]*");
results = regex.exec(location.search);
return results == null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName('clickTAG');
</script>

<script type="text/javascript">
var clickTag = ""; <!-- ins nel body- #fff; margin-left:0; margin-top:0;"><a h
</script>

<script src="http://code.createjs.com/easeljs-0.8.1.min.js"></script>
<script src="http://code.createjs.com/tweenjs-0.6.1.min.js"></script>
<script src="http://code.createjs.com/movieclip-0.8.1.min.js"></script>
<script src="http://code.createjs.com/preloadjs-0.6.1.min.js"></script>
<script src="MASTER_620x350_A-B-GLA.js"></script>

```

Then, instead of using <a> tag with href into <body> section like in this example:

```

createjs.Ticker.setFPS(lib.properties.fps);
createjs.Ticker.addEventListener("tick", stage);
}
</script>
</head>

<body onload="init();" style="background-color:#fff; margin-left:0px; margin-top:0px;">
<a href="javascript:window.open(window.clickTag)">
<canvas id="canvas" width="620" height="350" style="background-color:#transparent"></canvas></a>
</body>
</html>

```

you should use the onclick method directly into the <body> tag, like in the following example:

```

</script>
</head>
<body onload="init();" style="background-color:#fff; margin-left:0px; margin-top:0px; cursor:pointer;" onclick="window.open(clickTAG)">
<canvas id="canvas" width="620" height="350" style="background-color:#transparent"></canvas>
</body>
</html>

```

## TimelineLite

If you are using this tool, in order to implement clickTAG, you have to follow these steps:

Step 1- Insert following code on tag head of html:

```
<script type="text/javascript">  
function getParameterByName(name) { name = name.replace(/[[]/, "\\[").replace(/[\]]/, "\\]"); var  
regex = new RegExp("[\\?&]" + name + "=(^[&#]*)"), results = regex.exec(location.search); return  
results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " ")); }  
var clickTAG = getParameterByName('clickTAG');  
</script>
```

Step 2- Add following directive on tag style of body rule:

```
cursor:pointer;
```

Step 3- add *onclick* attribute to tag div with id='container':

```
<div id="container" onclick='window.open(clickTAG)''>
```

## HTTPS protocol sites

All sites that use https protocol have to change the file's protocol. This recommendation concern .js files, .css files and even all images files and the external resources.

If the references to all packages is in https, no edit is needed. In fact, both http and https pages inherit all references. The zip file must contain only materials with https protocol or, in alternative, the relative path // without the protocol defined. Here below an example of .js in which there is no protocol defined:

```
<script src="//code.createjs.com/easeljs-0.7.1.min.js"></script>
```

```
<script src="//code.createjs.com/tweenjs-0.5.1.min.js"></script>
```

```
<script src="//code.createjs.com/movieclip-0.7.1.min.js"></script>
```

```
<script src="//code.createjs.com/preloadjs-0.4.1.min.js"></script>
```

```
<script src="940x90.js"></script>
```