**HTML5 Specs:**

* All code and assets should not exceed 100K and should be delivered as one zipped file. This packet should contain the html doc and all assets that it links to (e.g. JavaScript libraries, images, etc.) for final file size assessment. Once uncompressed, the ad file (html file) must be viewable without a network.
* Ads are served in iframes which in turn delivers the ad in an XHTML 1.0 Transitional doctype wrapper. This may or may not prevent some HTML5 features from being leveraged.
* HTML5 code should either gracefully degrade or use progressive enhancement to assure it runs properly on browsers that are not fully HTML5 compliant.
* All HTML5 ads will be tested prior to deployment for performance and quality assurance purposes.
* Animation should not exceed 15 seconds.