

# HTML5 Quickstart Guide

## Brief overview of HTML5 ad essentials.

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### Files And Uploading

All Flashtalking HTML5 ads must be uploaded as zip files. At the root of the zip, there must be:

- ✔ An html file
- ✔ A manifest.js

These should be directly in the root of the zip, not within a folder which is then zipped.

The zip can then be uploaded via the Base Files tab in the creative interface.

### The manifest.js

The manifest.js should only contain a JSON object, which holds key data regarding the ad, including dimensions, number of clickTags, details of expand functionality, dynamic ads setup, links to videos and richloads.

An example manifest can be found [here](#)

#### *Required Properties:*

- ✔ filename – the name of the html file
- ✔ width – the width of the ad (in the case of expand ads, this should be the unexpanded width)
- ✔ height – the height of the ad (in the case of expand ads, this should be the unexpanded height)
- ✔ clickTagCount – the number of clickTags in the ad

## *Optional Properties:*

- ✔ hideBrowsers – used to block certain browsers. A backup image will be served instead. It is generally recommended to block IE8. More details can be found [here](#)
- ✔ trackingEvents – an array containing details of custom tracking in the ad. More details can be found [here](#)

## *Format Specific Properties:*

- ✔ expand – used to set up an expand ad. More details can be found [here](#)
- ✔ videos – an array of videos used in the ad. More details can be found [here](#)
- ✔ richLoads – an array of richloads used in the ad. More details can be found [here](#)
- ✔ instantAds – an array of dynamic variables. More details can be found [here](#)
- ✔ communication – an object setting up communicating ads. More details can be found [here](#)

## The HTML File

### *The Flashtalking API:*

The base html file should contain a call to the Flashtalking API. Details how to access the latest version can be found [here](#)

### *Hosted Libraries:*

Flashtalking hosts some commonly used libraries. Please contact studio for more information.