From January 3rd, 2019, JP / Politikens Hus switched to the AppNexus adserver. This impacts how clicktags are made.

HTML5 AppNexus Clicktag guide

1. AppNexus HTML5 library

The first part is to get the AppNexus HTML5 library coded into the banner, make sure to place the script below in the <head> tag in the index.html file:

```
<script type="text/javascript" src="https://acdn.adnxs.com/html5-lib/1.3.0/appnexus-html5-lib.min.js"></script>
```

2. Add APPNEXUS.getCLickTag()

Around the actual banner code in the <body> tag, there must be the following <a> tag. This comes with the AppNexus clicktag function, which ensures that clicks are counted in the adserver.
If this is submitted to top banner for a wallpaper product, it is required to code url into the banner code yourself.
For normal banner setups, it is possible for us to manually insert a url. Only one url per banner can be used, if we are manually doing it. If this is submitted as "Hosted HTML5", that is, we physically get the zip file, then only 1 url can be used.

The example below uses the <a> tag with the href attribute, set to javascript: void (0) and an onClick attribute set for window.open (APPNEXUS.getClickTag (), "_blank");

Open immediately after <body> and be sure to close it immediately before </ body>.

Your banner code must be between and .

```
<body>
    <a href="javascript:void(0)" onClick="window.open(APPNEXUS.getClickTag(), '_blank');">
        <!-- Banner code goes here  -->
```

```
    </a>
</body>
```

3. Test

To test if the clicktag works, save your work and open your banner locally from your computer in a browser. In the url insert this after your banner url: ClickTag = http: //www.appnexus.com (also seen below)
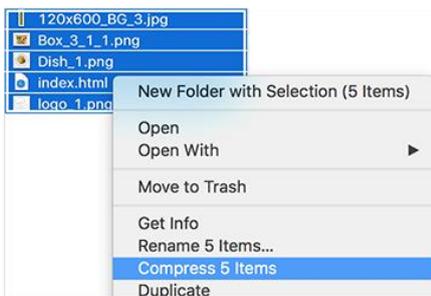
file:///Users/username/Desktop/ad.html?clickTag=http://www.appnexus.com

Update the page and click on the banner. A new window with the AppNexus website should be open in your browser. This means that it captures clicktag in the code and it works (any other url can be used in the test).

4. Save your work

5. Put the banner into a zip file

It is important, that if we are to host the HTML5 banner, it is zipped in a flat structure, without subfolders:

The banner can now be used by us and also count clicks in AppNexus. If the url is not hardcoded into the banner, remember to send it alongside the file to us, at Adops@jppol.dk

The banner must comply with our specifications, always stay up to date on: http://adops.dk/en/specs/

In case this code is used for third party tags, info can be found here:

https://docs.xandr.com/bundle/xandr-bidders/page/click-tracking-and-cache-busting-examples.html

There is extra information about AppNexus and also guides to Adop's Edge and Google Web Designer here:

https://docs.xandr.com/bundle/industry-reference/page/build-an-html5-xandr-creative-in-adobe-edge.html

https://docs.xandr.com/bundle/industry-reference/page/build-an-html5-xandr-creative-in-google-web-designer.html

If there is any doubt about getting this work, please write to adops@jppol.dk and get the banner tested by us, we do not have banner production experience, but have the opportunity to test and check up against specifications.