

Xandr HTML5 ClickTag guide

At JP/Politikens Hus, we use Xandr (Formerly known as AppNexus) as an ad server.

If HTML5 banners you want the ad server to be able to count the number of clicks, here is how.

1. Xandr HTML5 library

The first part is to get Xandr HTML5 library encoded into the banner, this script below must therefore be 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 ClickTag

Then the ClickTag itself must be added. It is recommended that the below code be wrapped around all the banner code inside of <body>, to ensure the entire banner is clickable. Note that the landingpage is not encoded into the banner. Especially for Xandr, the landingpage must be handed in loosely next to the banner and then linked to each other in the ad server during the banner setup by the Adops department.

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

From here, nothing more needs to be done for the banner's ClickTag to work through Xandr. So, the

banner is technically finished after it is put in a zip file. Remember that the zip file must be in a flat structure without subfolders. All files in the zip file count as initial load, so remember to keep an eye on the total weight. Polite-load can only be used by calling for external files in the banner code. The zip file and a landingpage are handed in to adops@jppol.dk.

```
?clickTag=https://www.xandr.com
```

3. Test

It is possible to test the banner before delivering it, to check that everything works beforehand.

This is done by opening your banner in a browser locally, then typing this into the URL path:

```
file:///Users/charlotte/Desktop/index.html?clickTag=https://www.xandr.com
```

So, after the banner path, add the code above with a landingpage page of your choice. Press enter and if you click on the banner and get redirected to that landingpage, you've done everything correctly.

The banner must comply with our specifications, always stay updated on:

<http://adops.dk/specifikationer/>

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

https://docs.xandr.com/bundle/monetize_monetize-standard/page/topics/click-tracking.html

There is additional information about Xandr with Google Web Designer, Adobe Edge/Animate CC here: <https://docs.xandr.com/bundle/industry-reference/page/build-an-html5-xandr-creative-in-google-web-designer.html> (Google Web Designer)

<https://docs.xandr.com/bundle/industry-reference/page/build-an-html5-xandr-creative-in-adobe-edge.html> (Adobe Edge)

<https://docs.xandr.com/bundle/industry-reference/page/build-an-html5-xandr-creative-in-adobe-animate-cc.html> (Adobe Animate CC)

If there is any doubt about making this work, please write to adops@jppol.dk and have the banner tested by us. We do not have banner production experience but can assist with testing and check up against specifications.