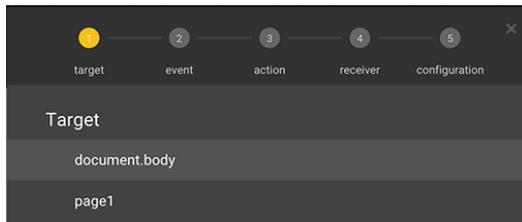


## HTML5 Ads Built via Google Web Designer

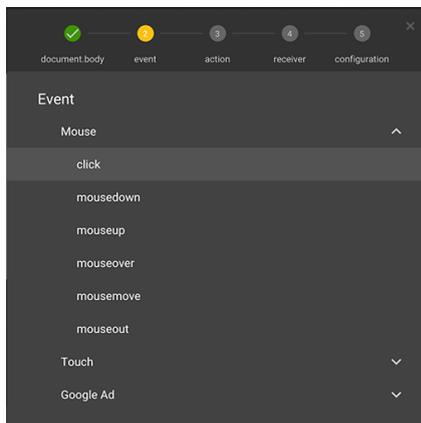
<http://www.google.com.au/webdesigner/>

### clickTag Instructions:

1. Create your HTML5 ad in Google Web Designer.
2. Click the **+** button in the lower-left of Google Web Designer under the **Events** tab to add a new event.
3. Select a target.



4. Select an event.
5. Select one of the available options that display for the event.



6. Select **Custom** under the **action** menu.
7. Select **Add custom** action.
8. Type a unique name in the text field that displays next to *"gwd."* (e.g., XandrClick).
9. Paste the code below into the text box provided (this is your clickTag code).

```
function getParameterByName(name) {
    var match = RegExp('[?&]' + name +
        '=[^&]*').exec(window.location.search);
    return match && decodeURIComponent(match[1].replace(/\+/g, ' '));
}
window.open(getParameterByName('clickTag'), '_blank');
```

10. Click **OK**.
11. Save and Publish.

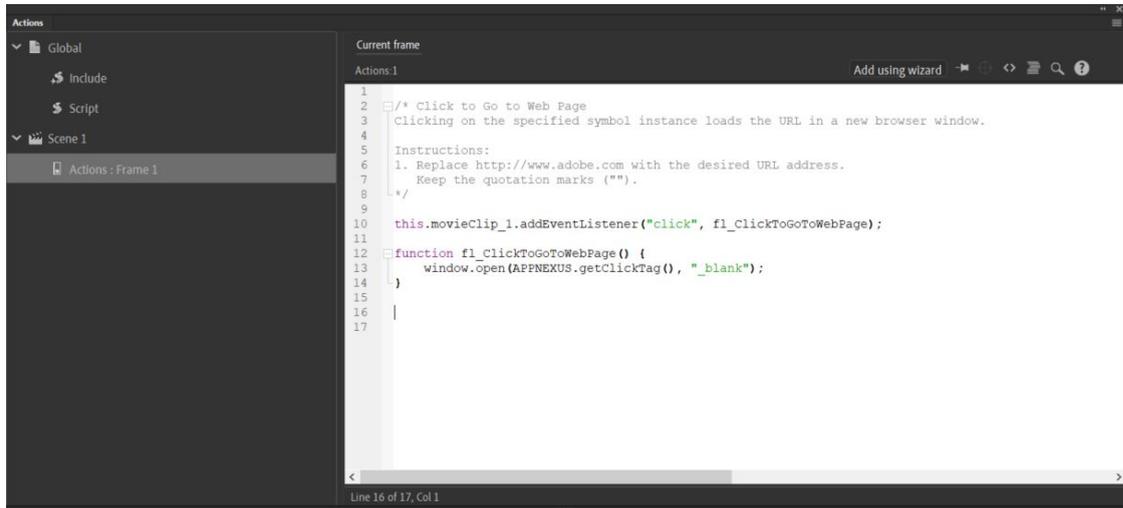
Video Tutorial with full steps: <https://youtu.be/PWI6QbbjUjw>

## HTML5 Ads Built via Adobe Animate

<https://www.adobe.com/au/products/animate.html>

### clickTag Instructions:

1. In order to add clickTag in Adobe Animate (previously known as Adobe Edge),
2. To Add an event, go to -> Windows -> Code Snippets -> HTML5 Canvas -> Actions -> Click to Go to Web Pages
3. Replace "<http://www.adobe.com>" with `APPNEXUS.getClickTag()`



The screenshot shows the 'Actions' panel in Adobe Animate. The 'Current frame' section displays the following code:

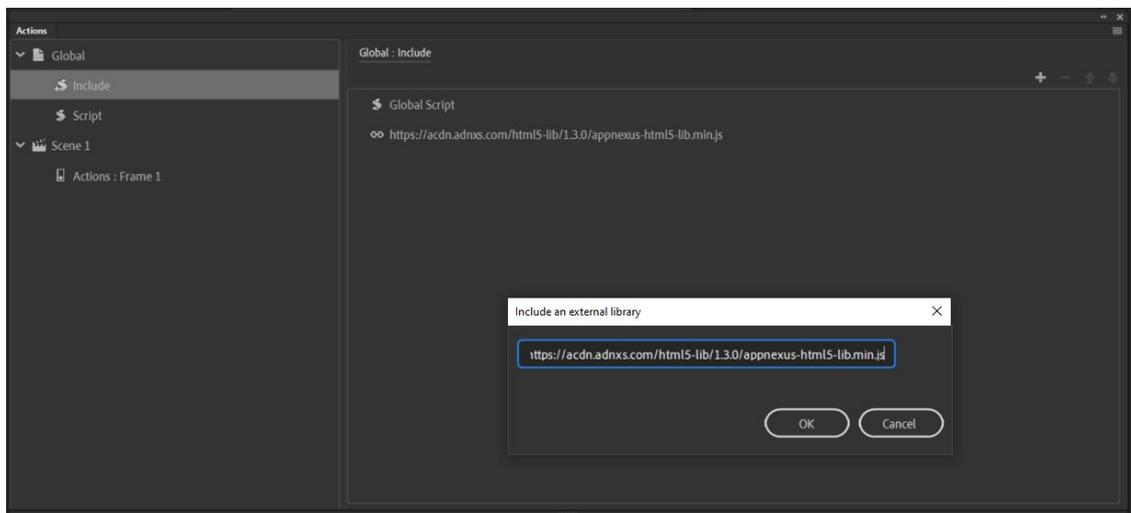
```

1
2  /* Click to Go to Web Page
3  Clicking on the specified symbol instance loads the URL in a new browser window.
4
5  Instructions:
6  1. Replace http://www.adobe.com with the desired URL address.
7  Keep the quotation marks ("").
8  */
9
10 this.movieClip_1.addEventListener("click", fl_ClickToGoToWebPage);
11
12 function fl_ClickToGoToWebPage() {
13     window.open(APPNEXUS.getClickTag(), "_blank");
14 }
15
16
17

```

4. Then on the same window, go to Global -> Include -> Add (with a plus symbol) -> Add from URL...
5. Add this URL:

<https://acdn.adnxs.com/html5-lib/1.3.0/appnexus-html5-lib.min.js>



6. Save and Publish the HTML5 ad.

Video Tutorial with full steps: [https://youtu.be/aB6F-RL3\\_gM](https://youtu.be/aB6F-RL3_gM)

## How to Manually Add clickTags in HTML5 Ads

### clickTag Instructions:

1. Unzip the ZIP file containing the creative contents. It is recommended to unzip the file into its own directory.
2. Find the "index.html" file or another HTML file that contains the main creative source. Edit the file using a text editor such as Notepad or [Atom Text Editor](#).
3. Search for the HTML <head> tag. This is normally near the top of the contents. Beneath, create a new line and add the following code:

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

4. Next, look for the code that handles the click action. Typically, the destination URL is hardcoded in the file, so searching for that URL might find the click handler. This code is most often enclosed between <script> and </script> tags. If there is a hardcoded URL assigned to the clickTag variable, remove it and add the following code on a new line just under the opening <script> tag:

```
var clickTag = APPNEXUS.getClickTag();
```

5. So it would look like this:

```
<!DOCTYPE html>  
<!--  
NOTES:  
1. All tokens are represented by '$' sign in the template.  
2. You can write your code only wherever mentioned.  
3. All occurrences of existing tokens will be replaced by their appropriate values.  
4. Blank lines will be removed automatically.  
5. Remove unnecessary comments before creating your template.  
-->  
<html>  
<head>  
<meta charset="UTF-8">  
<meta name="authoring-tool" content="Adobe_Animate_CC">  
<title>Untitled-6</title>  
<!-- write your code here -->  
<script src="https://code.createjs.com/1.0.0/createjs.min.js"></script>  
<script src="Untitled-6.js"></script>  
<script type='text/javascript' src='https://acdn.adnxs.com/html5-lib/1.3.0/appnexus-html5-lib.min.js'></script>  
<script>var clickTag = APPNEXUS.getClickTag();</script>
```

6. **Save** the file
7. Recompress the ZIP file by selecting all of the content that was unzipped.

Video Tutorial with full steps: <https://youtu.be/fZ-kpPix9kE>

Further Information from Xandr Invest/AppNexus DSP:

<https://docs.xandr.com/bundle/industry-reference/page/use-iab-s-html5-clicktag-standard-on-xandr.html>