

СТАНДАРТЕН БАНЕР 300x250 ([МАКЕТ](#))

Технически спецификации:

Размер: 300x250px.

Файлове: HTML, JPG, PNG.

Тежест на файла(JPG, PNG): 80 kb

Тежест на файла(HTML): 200kb

Линк - в отделен .txt файл

Технически изисквания за HTML5:

In order for the creative parameters for measuring clicks to be sent, the advertiser should include the following JS function in the HTML5 creative just before `</body>`:

```
<script type="text/javascript"> var parsed =  
(document.location.href.split("#")[1]!).split('&');  
var params = parsed.reduce(function (params, param) { var param = param.split('=');  
params[param[0]] = decodeURIComponent(param.slice(1).join('='));  
return params; }, {});  
// change link href  
document.getElementById('creativelink').href = params.clickTag;  
</script>
```

The clickable place in a banner should be surrounded by `<a>` tags:

```
<a id="creativelink" target="_blank">   
</a>
```

The ID of the element is important. If modified, it also needs to be changed in the succeeding functions.

Use the `clickTag` parameter to set href on the creative. The ID of the element (here: 'creativelink') should be the same as in the `<a>` tags surrounding the clickable place. This code should be placed after the JS function mentioned above but before `</body>`: