

Html5 banners

- **Html5** ads must comply W3C standards. Ads must be displayed in browsers as web pages. The start file must be `_index.html`. The index file must contain HTML tags `<!DOCTYPE html>`, `<html>` and `<body>`. All materials must contain a variable that contains full domain name and the path where it is placed so that the ad can run both locally from the server and from the CDN network.

Images and video

- Image formats: GIF, JPG, PND and SVG.
- Video formãts: MP4, encoding H.264 and WebM, encoding VP8.
Videos can have the Autoplay function. Autoplay is not allowed on mobile devices. Autoplay with an audio attribute is not allowed. Audio can only start streaming on a click on the audio play button of the banner.
- All audio sounds must be coordinated with LA.LV.
- Ads must be SafeFrame and standard iframe compatible.

Recommendation:

not to encode flv to MP4 and WebM video formats, otherwise the video can be damaged or become of lower quality.

Forbidden HTML5 ads:

because of safety considerations it is not allowed to upload files from interdomain resources.

JSON: not allowed to upload .json files from interdomain resources.

