



PREPPING HYPE DOCUMENTS FOR GOOGLE AD SUBMISSION

Welcome To Hype And HTML5 Code Cleanup!

Because we are working more and more with the Digital Team on digital ads/social assets, we started using the program HYPE to create HTML5 animations. It's not as complicated as it seems. In this guide, I will provide screenshots and step-by-step instruction so that your HTML5 assets are ready for Google's HTML5 Validator (I will provide a link later in this manual) and our vendor.

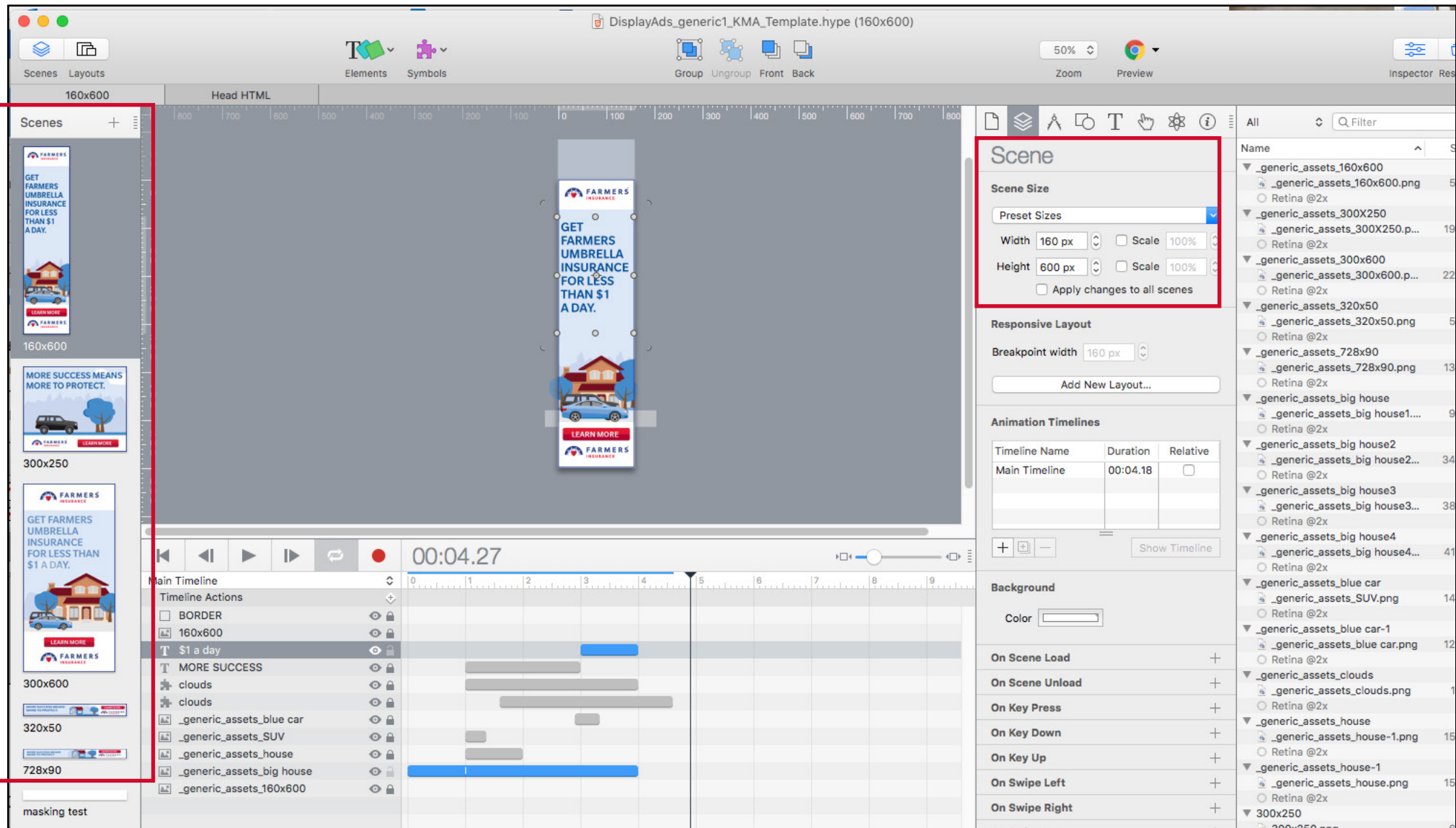
For starters, here is a list of what to do to set up your HYPE files right:

- Have various sizes as separate scenes in your HYPE document (160x600, 300x600, 300x250, 320x50, 728x90). That way, if you create a complicated animation in one scene, you can easily copy/paste that animations into another scene. When it comes time to export, you can use the Advanced Export to export all scenes at once (I'll go over that later). It's handy.
- **Although I will provide a HYPE 'template' of the web version of Slate Medium** embedded in the HYPE document, I will have screenshots to show you how to load up the fonts into HYPE so you know how to do it.
- You will need to include the correct FONTS supplied by Monotype, in its own subfolder. HYPE does not create that when exporting to HTML...you will have to physically copy that folder into yours. Fortunately, I created that folder and all you need to do is copy it.
- It's a REALLY good idea to set up your file structure right. By that I mean, stay organized. Keep your HYPE files in one folder with a 'resources' folder for all of your art (done in either Illustrator or Photoshop) since you will have to import your art.
- Once you have your HYPE folder structure set up, you will want to make another folder called 'FINAL HTML FILES' since HYPE exports your animation as HTML5 file, with a 'resources' folder.

NOTE: Keep in mind that some of the files in the 'resources' folder have to be removed before submitting the Google HTML5 Validator. I will provide a screenshot of that as well.

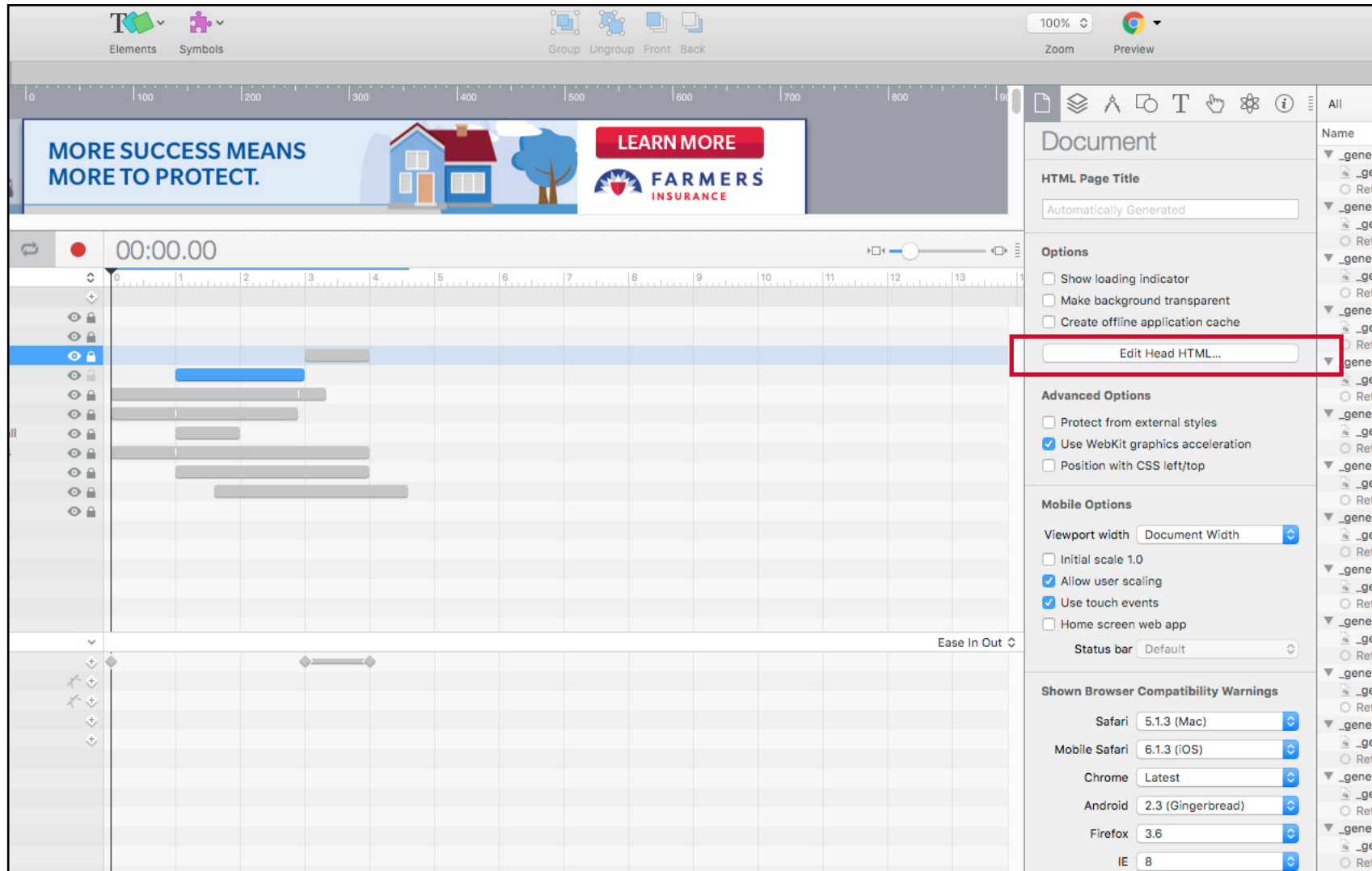
Getting started in HYPE

Pictured below is a screenshot of one of my recent digital ads: the Umbrella campaign. As you can see to the left of the screenshot, I set up the file so that the various sizes that we need to deliver (listed on page 1), are different scenes. Keep in mind that, when you check your work either through GIF export or the HTML preview function, HYPE will only export the scene at the very top of your file. You will have to move the other scenes up to the top to preview them.



After you get your scenes set up, you will want to click on the Edit Head HTML, to the right of the program. Again, if you use my HYPE template, the head HTML custom code is already in there. But if you start from scratch, you will need to insert some code from Google called 'click tag' in the CSS script area. This allows the ad to become clickable, once it's done playing its animation. [You will also need to insert that code into the body of the HTML document via an HTML editor (I use Dreamweaver) but that is towards the end of this manual.]

See next page for the actual code:



Here is the actual code.....notice there is other CSS code in the head. That is the CSS code for the Slate Medium font, which I will cover later, in this manual. The beauty of having all of your different sized ads in one HYPE document is that you only have to edit the head once, rather than 5 times.

```
1 <head>
2 <meta name="viewport" content="user-scalable=yes, width=160" />
3 <!-- Custom Fonts -->
4 <link href='https://d21m6380ore9ld.cloudfront.net/v1/fonts/style.css?font_id=eyJpZCI6MTI4NTc2Miwic291cmNl
5 <style>@font-face{
6   font-family:"Slate W01 Medium";
7   src:url("Fonts/6c114a84-aeac-4533-a8f3-798922cc0300.eot?#iefix");
8   src:url("Fonts/6c114a84-aeac-4533-a8f3-798922cc0300.eot?#iefix") format("eot"),url("Fonts/8df29452-77
9 }</style>
10 <style>
11 sup {line-height:.5; vertical-align:text-top;}
12 </style>
13 <script type="text/javascript">
14   var clickTag = "%c%u";
15 </script>
16
17 </head>
```

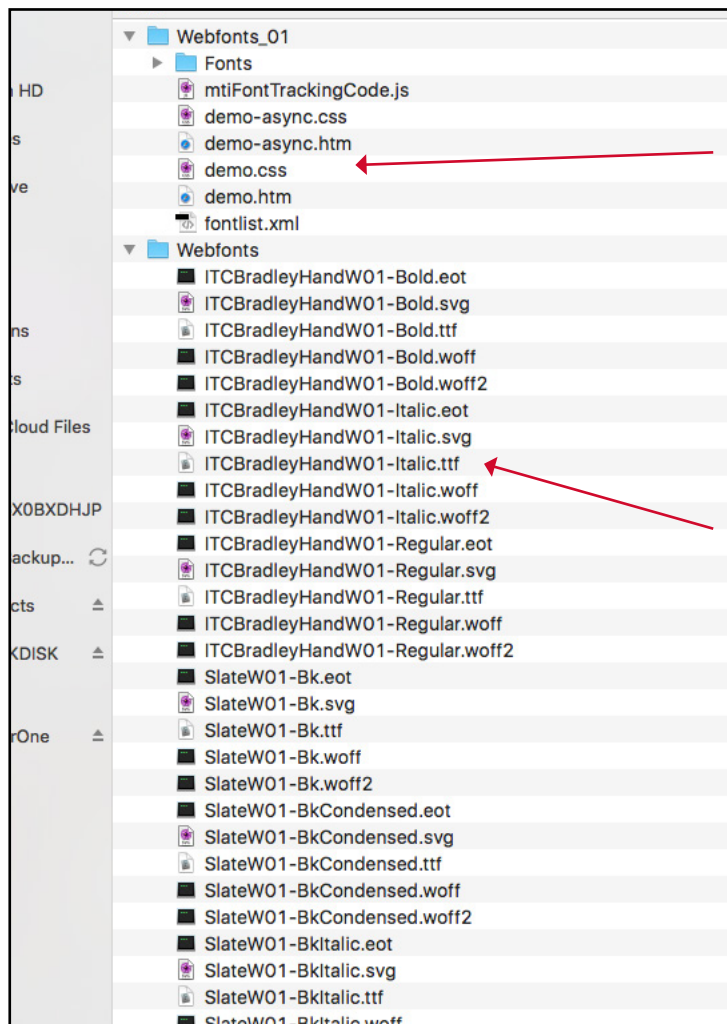
This is code I found on the internet to put a registration ® mark up a bit. It's not always needed but I keep it in the head.

This is the Click Tag code, as mentioned above.

How to install the web version of Slate Medium AND how to export it properly for the Google HTML5 Validator

Now it's time to import the Slate Medium font. Like I said earlier, the template I am providing has the font already embedded BUT it's a good idea to know how to upload the ZIP file that Monotype provided and adjust the code in your HTML. The way the Goggle HTML5 Validator works, you can only put the font in your subfolder that your code is seeking. If you put any more fonts in there, that are not referenced in the code, you screw it up.

When you upload it into HYPE, you will need to upload the entire ZIP file. It's called a 'self hosting web font kit' that we got from Monotype. Before I show you how to do that, here is a screenshot to what that folder looks like, unZIPPED:



These files are very important. In the 'demo.htm' file, there is code that is copied and pasted into the 'Edit HTML Head' section in our HYPE document. We only copy/paste the code that relates to Slate Medium, since that is the only font we use in our digital ads. I will explain the process more thoroughly later.

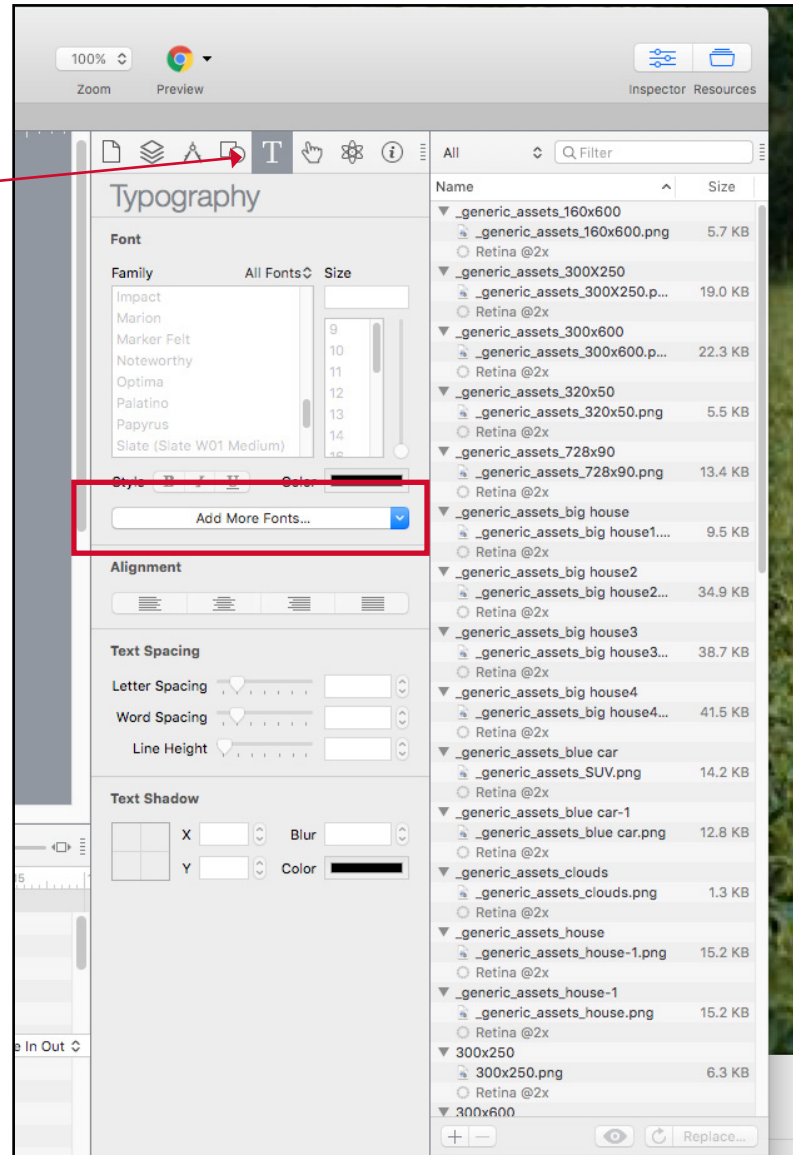
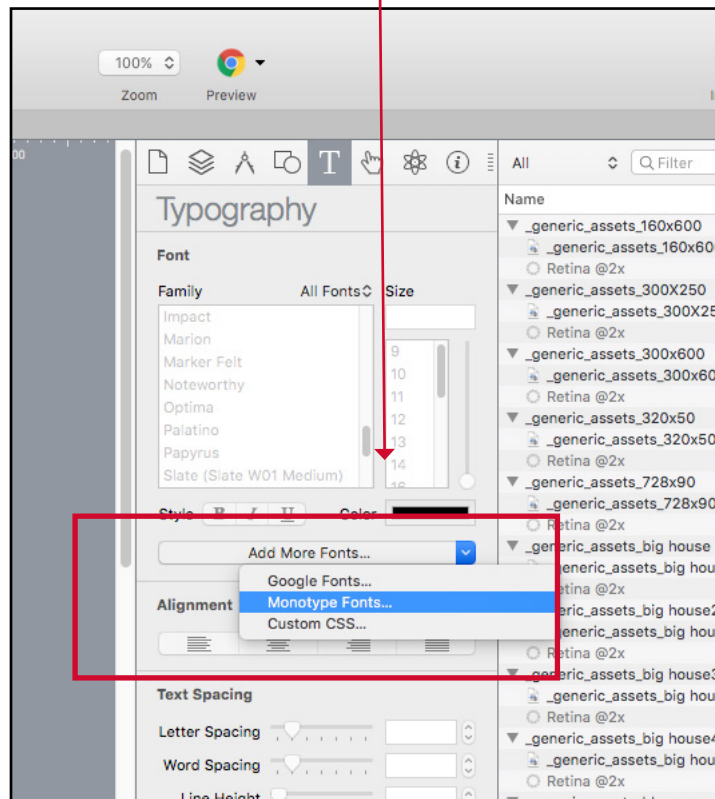
These are all of the fonts Monotype provided us. There are various versions of Slate AND ITC Bradley...(which we don't use.)

Uploading Slate Medium in your HYPE document

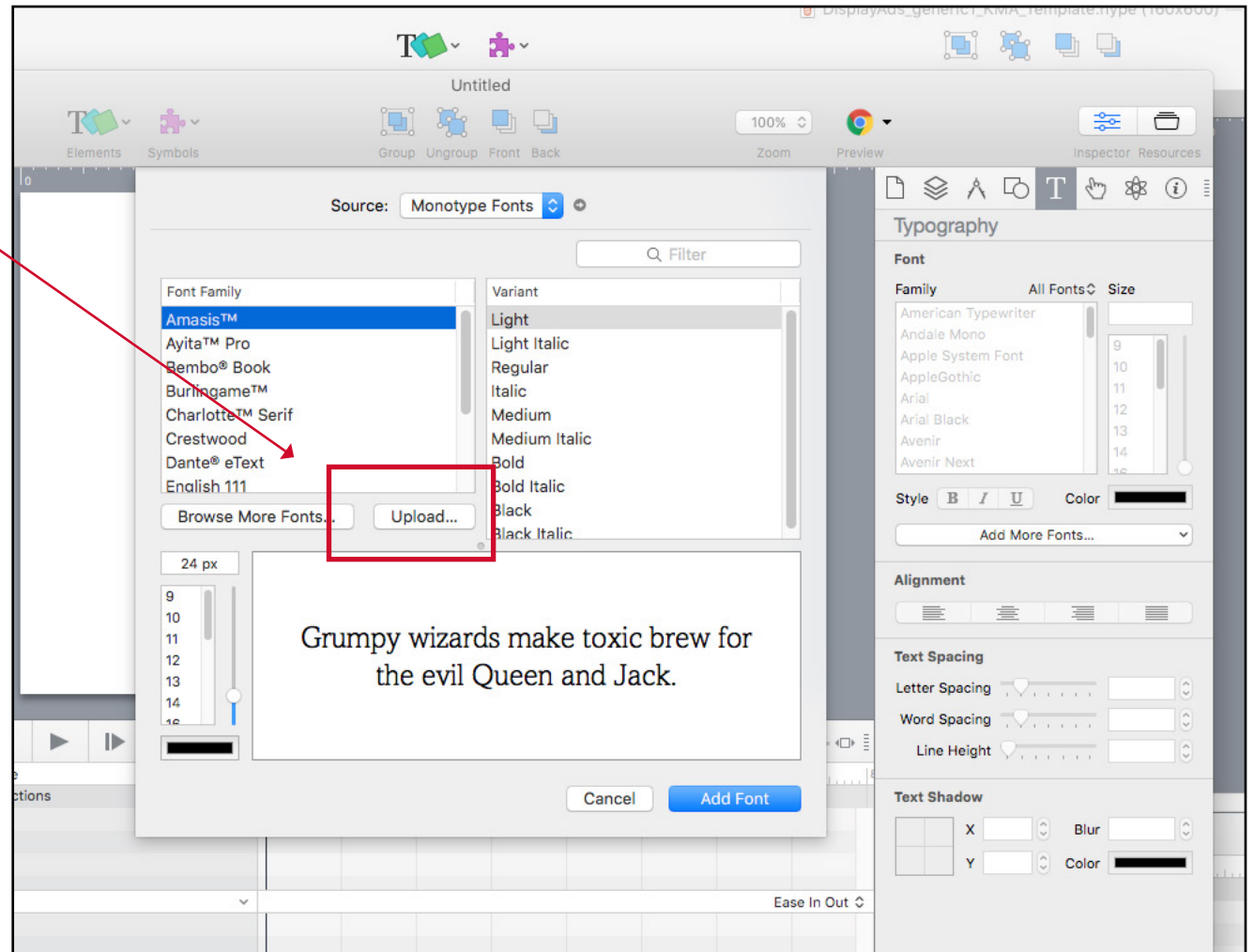
Now that we are getting ready to use our HYPE document, we need to upload the self-hosting Slate Medium font kit. Go to your HYPE document:

Go to the TYPE tool in HYPE and click 'Add More Fonts...'

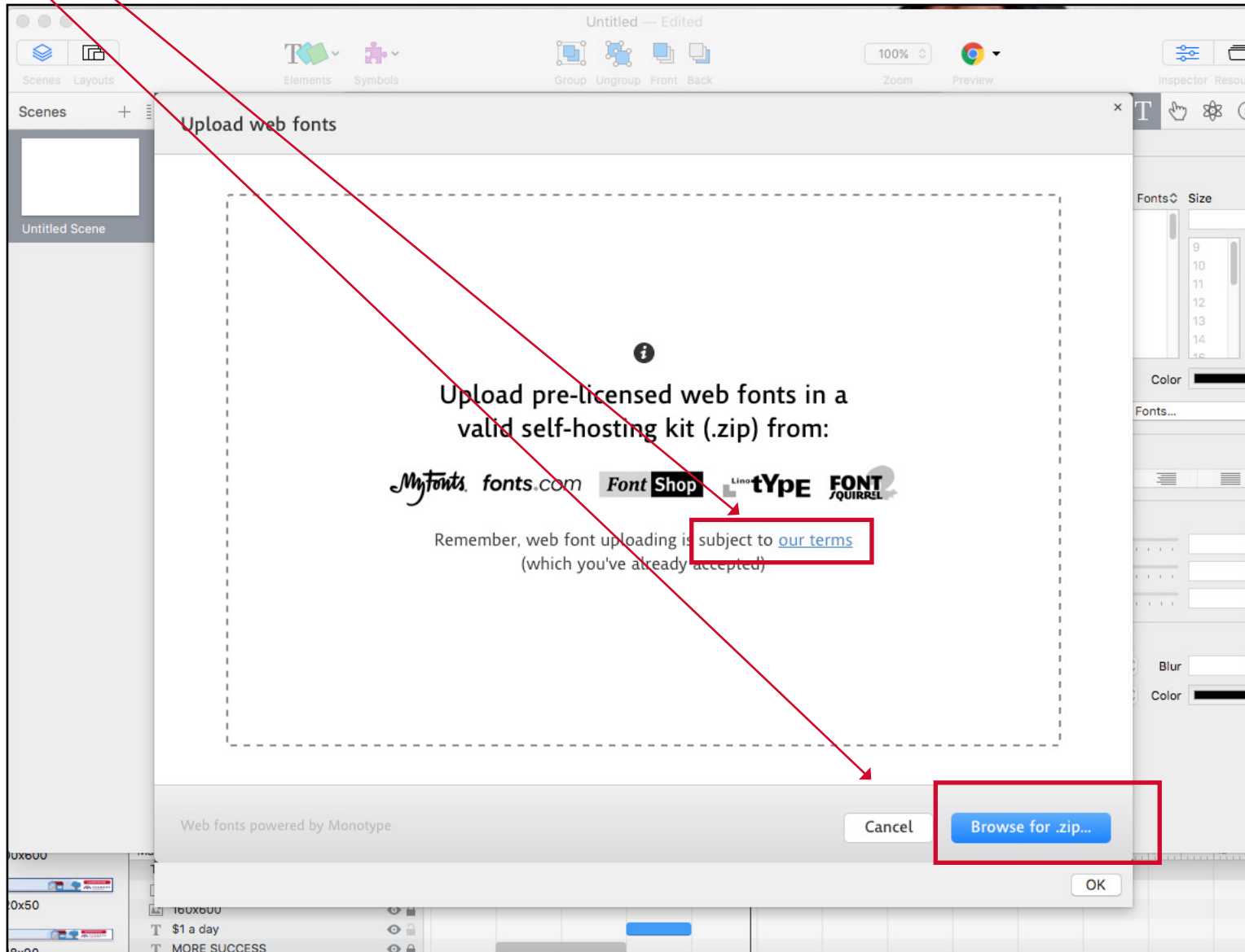
Then choose Monotype Fonts



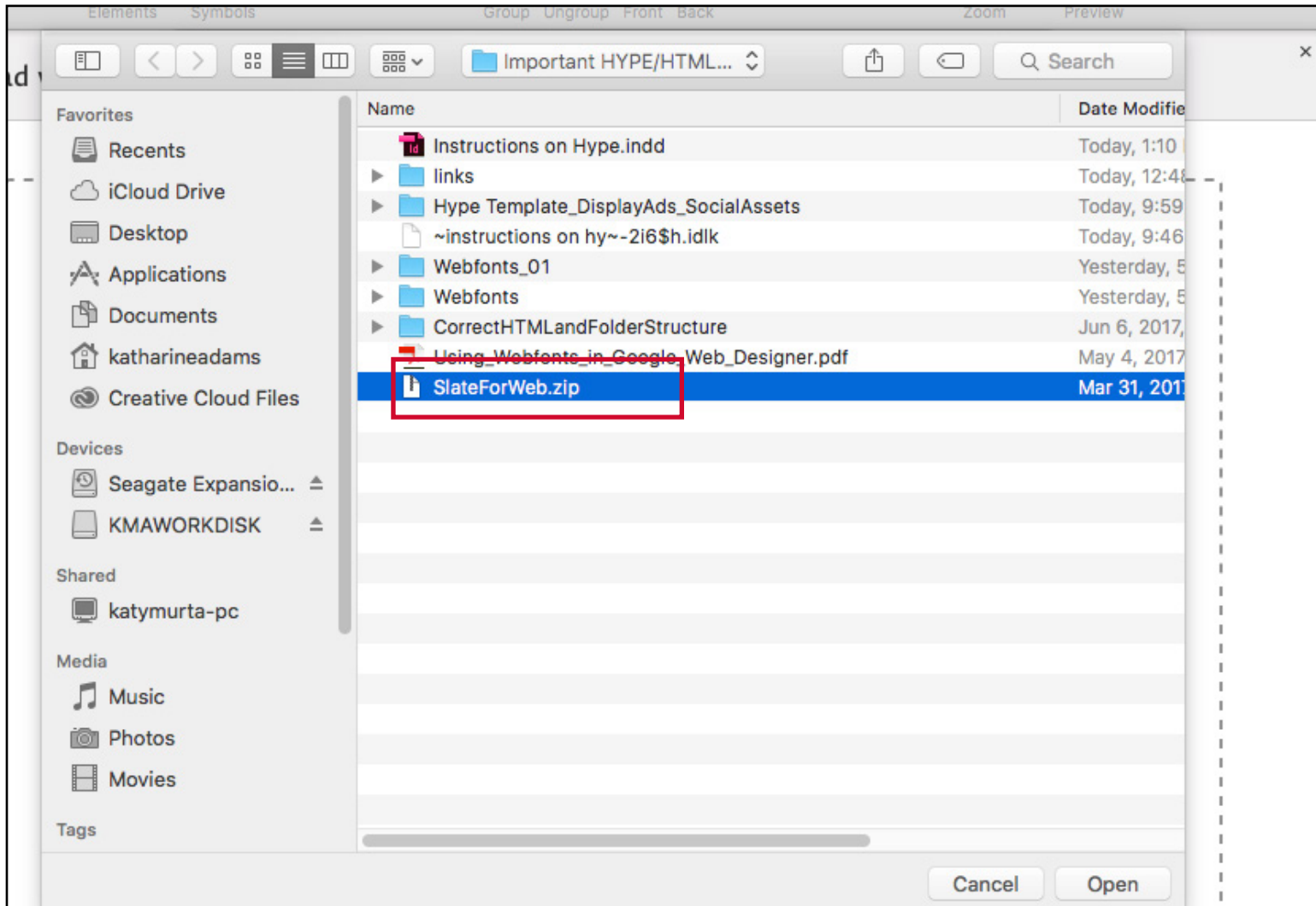
Click 'Upload'



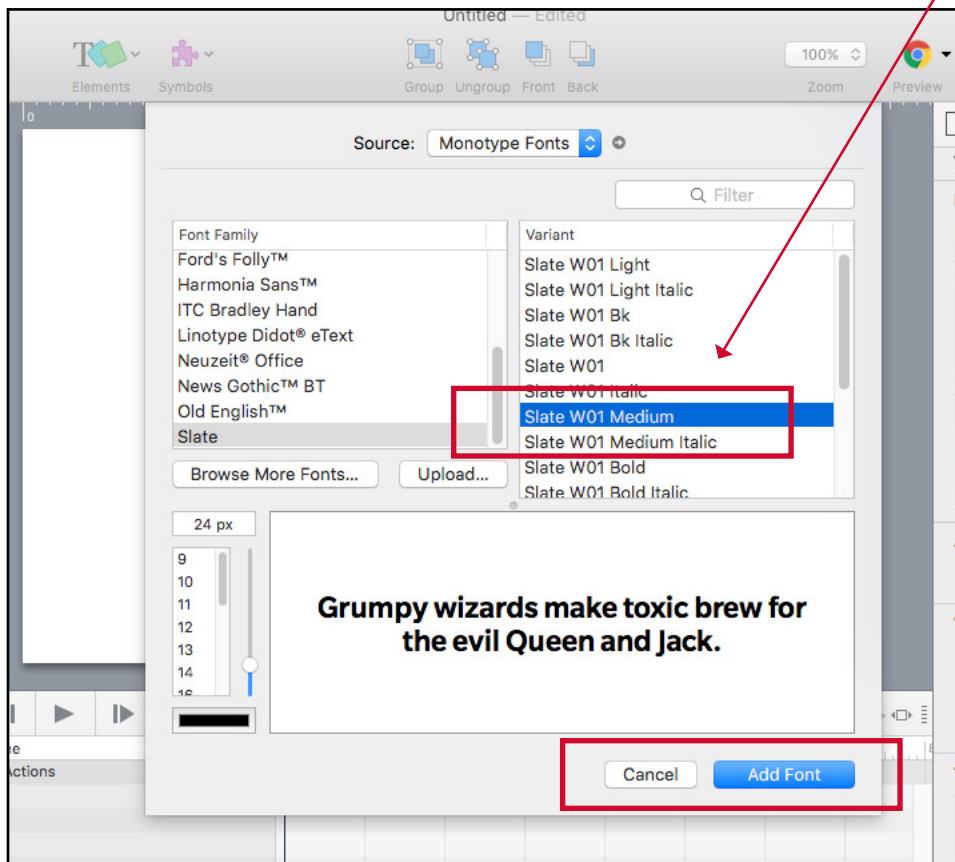
Before you 'Browse for .zip..' you need to accept the terms.



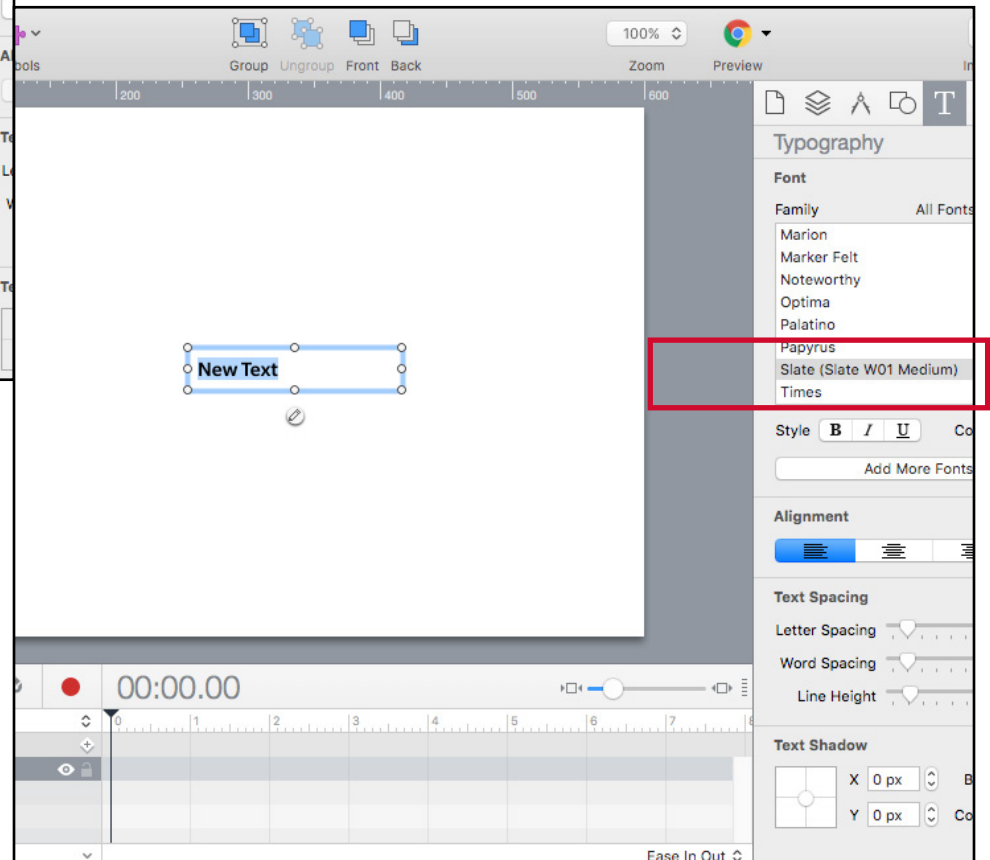
I will provide the ZIP file for you to upload. FYI: for some reason, the first time uploading this ZIP file, HYPE gives an error message. Do it a second time and it should work.



Once you upload the ZIP file, you should get this screen....choose Slate Medium because that is the only one we use.

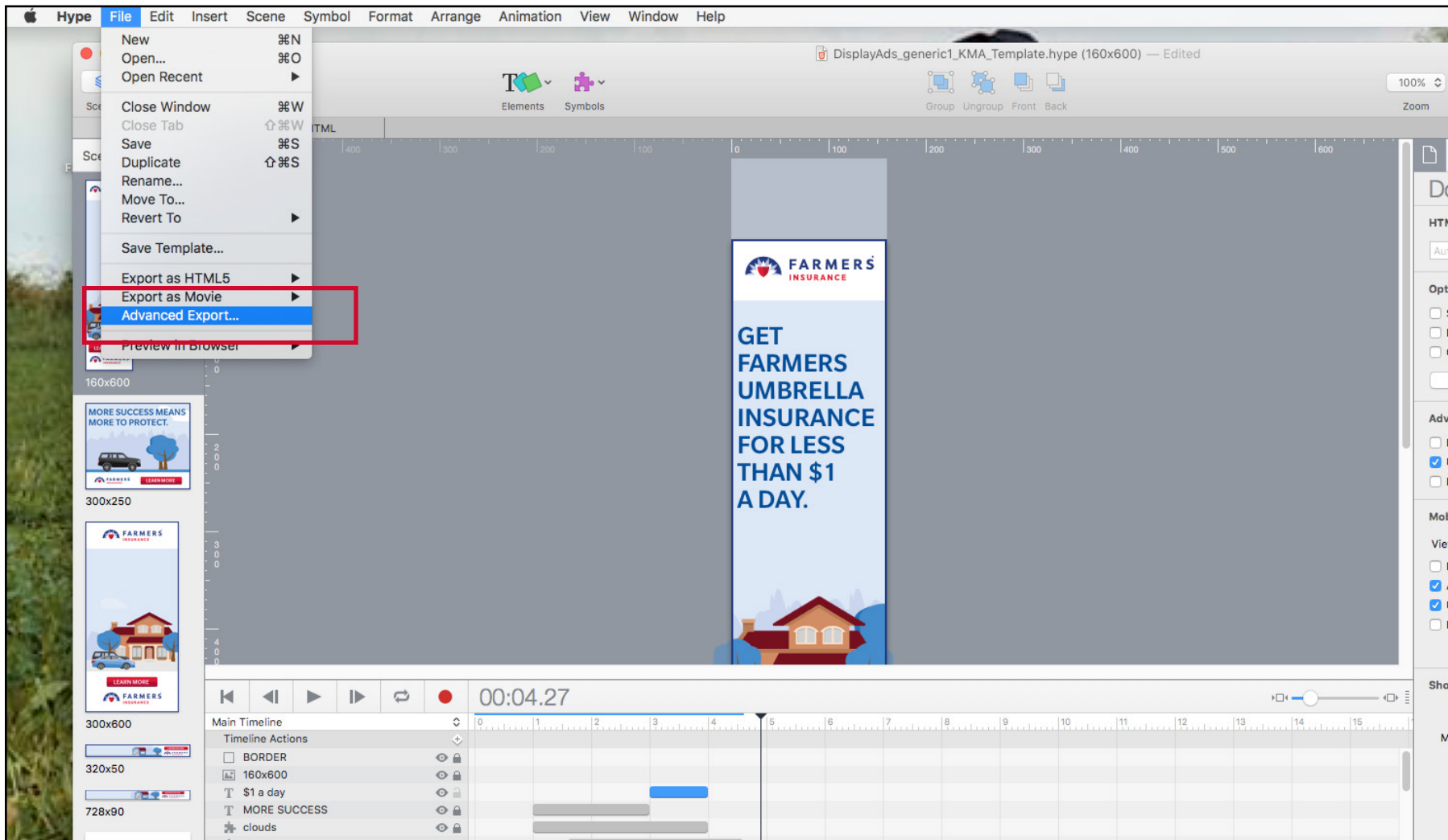


Slate Medium is now in your HYPE document, ready to use.

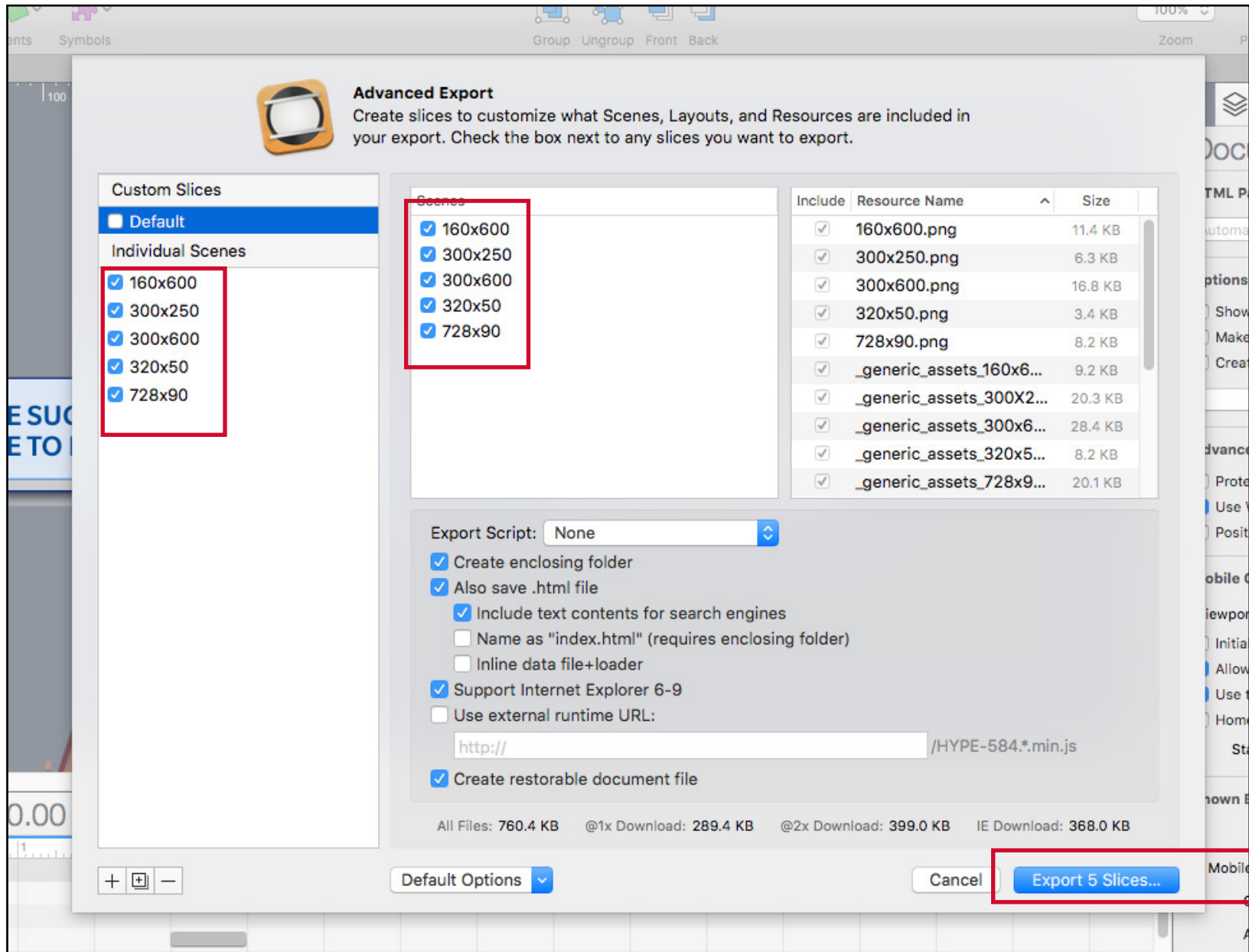


When it comes time to export your animation to HTML5

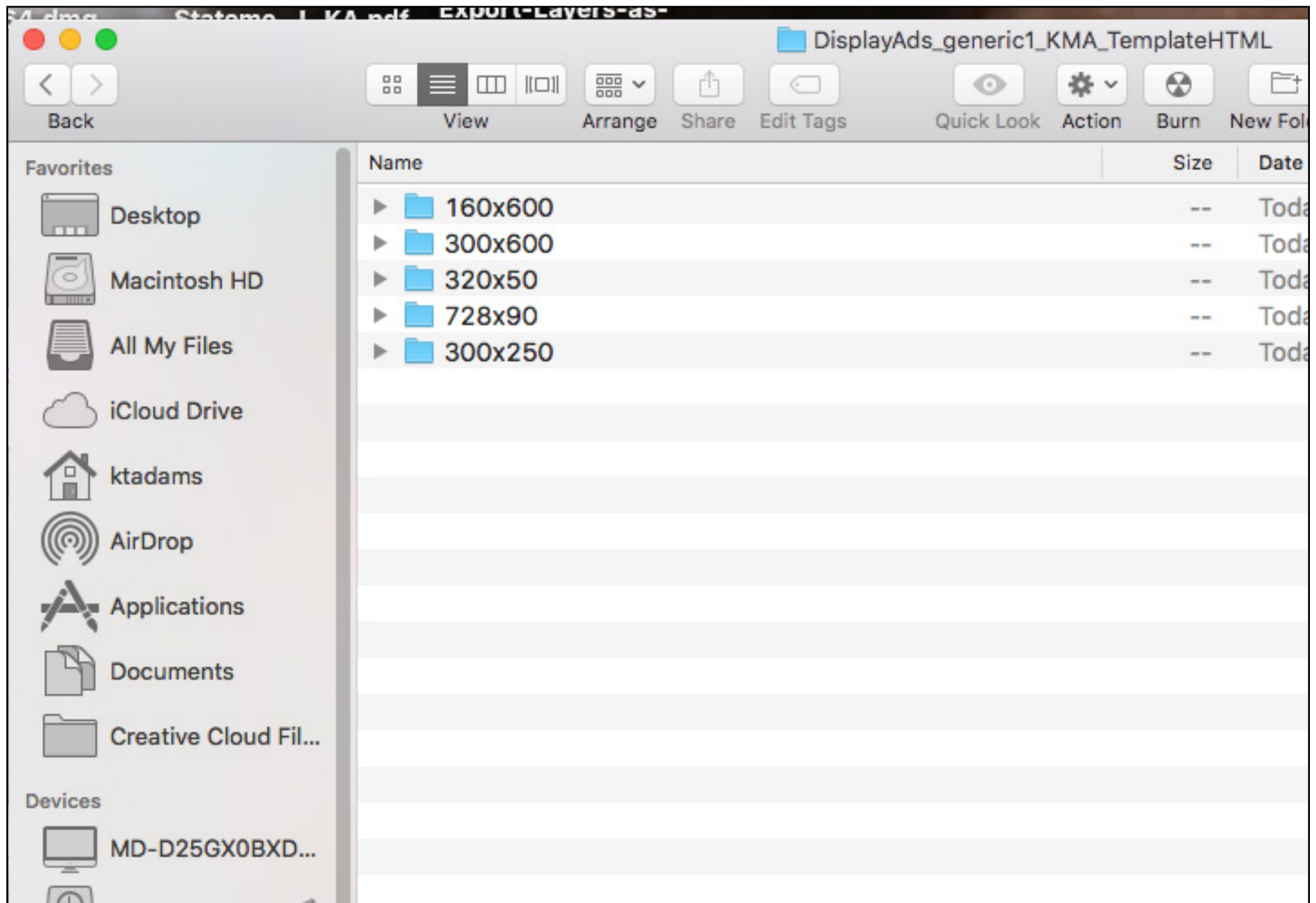
Once you are done with your animation and are ready to export, you will have to do some serious code clean up and need to set up your folder structure properly before you submit to the HTML5 Validator. Because you have multiple scenes for the various sizes of our display ads, we are going to go to 'Advanced Export.'

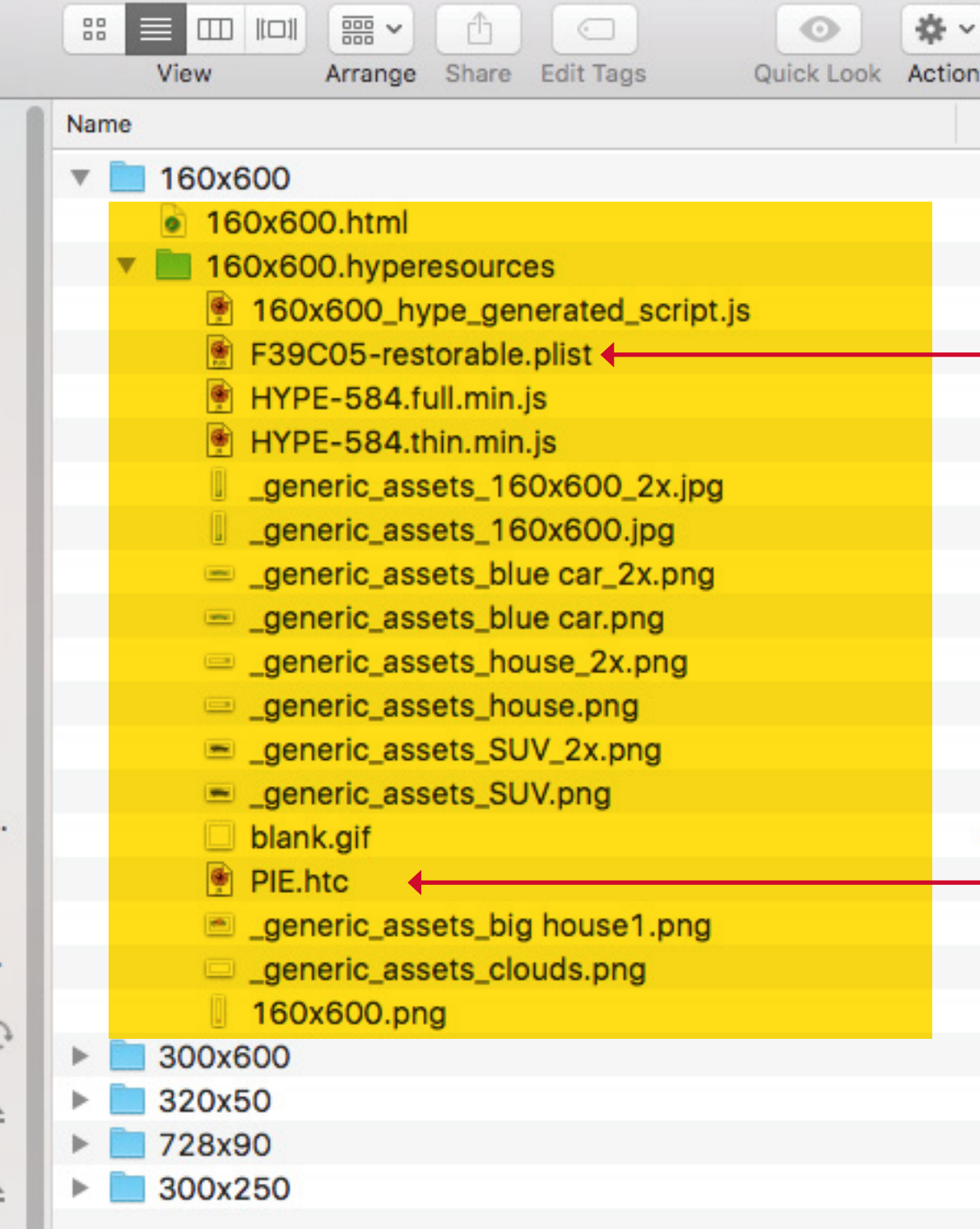


Make sure all of your scenes are selected.



After you export, your folders should be set up like the screenshot below. When you export all of your scenes, each one will have its own folder...





TRASH!

TRASH!

Open up the 160x600 folder and you will see an HTML file and a 'hyperresources' sub folder. That folder contains all of the art/code that the HTML file is referenced. There are two files that you must trash as a part of the clean up for the HTML5 Validator....the PIE file and the PLIST file. (See the red arrows to the left). All other files are needed.

Let's look at the HTML file.....it is in need of cleanup! See below the code you have to edit. On the following page, shows the code you need to put in.

```
1 <!DOCTYPE html>
2 <html>
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
5 <meta http-equiv="X-UA-Compatible" content="chrome=1,IE=edge" />
6 <title>160x600</title>
7 <style>
8   html {
9     height:100%;
10  }
11  body {
12    background-color:#FFFFFF;
13    margin:0;
14    height:100%;
15  }
16 </style>
17 <!-- copy these lines to your document head: -->
18
19 <meta name="viewport" content="user-scalable=yes, width=160" />
20 <style>@import url("//fas...");
21 <style>@font-face{
22   font-family:"Slate W01 Medium";
23   src:url("Fonts/6c114a84-aeac-4533-a8f3-798922cc0300.eot?#iefix");
24   src:url("Fonts/6c114a84-aeac-4533-a8f3-798922cc0300.eot?#iefix") format("eot"),url("Fonts/8df29452-77ca-4e75-9e4b-d1783379751b.woff2") format("woff2"),url("Fonts/90807bcf-e7e3-43ac-9ebb-a96364087325.woff") format("woff"),url("Fonts/5f97d1005a3f.ttf") format("truetype"),url("Fonts/e2bc308f-8bfe-48a1-89d7-a5a8ac370ff0.svg#e2bc308f-8bfe-48a1-89d7-a5a8ac370ff0") format("svg");
25 }</style>
26 <style>
27 sup {line-height:.5; vertical-align:text-top;}
28 </style>
29 <script type="text/javascript">
30 var clickTag = "%c%u";
31 </script>
32 <!-- end copy -->
33 </head>
34 <body>
35 <!-- copy these lines to your document: -->
36
37 <div id="160x600_hype_container" style="margin:auto;position:relative;width:160px;height:600px;overflow:hidden;">
38   <script type="text/javascript" charset="utf-8" src="160x600.hyperesources/160x600_hype_generated_script.js?58435"></script>
39 </div>
40 <!-- end copy -->
41
42 <!-- text content for search engines: -->
43
44 <div style="display:none" aria-hidden=true>
45   <div></div>
46   <div>GET FARMERS UMBRELLA
47   INSURANCE FOR LESS
48   THAN $1
49   A DAY.
50 </div>
51 <div>MORE SUCCESS MEANS MORE TO PROTECT.
52 </div>
53 <div>GET FARMERS UMBRELLA INSURANCE
54 FOR LESS THAN $1 A DAY.
55 </div>
56 <div>GET FARMERS UMBRELLA
57 INSURANCE FOR LESS THAN
58 $1 A DAY.
59 </div>
60 <div>GET FARMERS UMBRELLA
61 INSURANCE FOR LESS
62 THAN $1 A DAY.
63 </div>
64 <div>GET FARMERS UMBRELLA
65 INSURANCE FOR LESS
66 THAN $1 A DAY.
67 </div>
68 <div>GET FARMERS UMBRELLA
69 INSURANCE FOR LESS
70 THAN $1 A DAY.
71 </div>
72 <div>GET FARMERS UMBRELLA
73 INSURANCE FOR LESS
74 THAN $1 A DAY.
75 </div>
76 <div>GET FARMERS UMBRELLA
77 INSURANCE FOR LESS
78 THAN $1 A DAY.
79 </div>
80 <div>GET FARMERS UMBRELLA
81 INSURANCE FOR LESS
82 THAN $1 A DAY.
83 </div>
84 </div>
85 </div>
86 </div>
87 <!-- end text content: -->
88
89 </body>
```

This is the FONT that HYPE automatically exports. Because we already put the proper code in the 'Edit Head' section in your HYPE document (the code below), this highlighted code is unnecessary and needs to be deleted.

All of the characters after JS have to be deleted.

TRUE has be in parenthesis ("True")

This is the cleaned up version. Notice the changes.

You have to put the size of the ad in the meta name.

Code that you have to write after your export from HYPE

Copyright info from Monotype that they suggest you insert

Code that is in the HYPE document I provided (therefore you don't have to write it in here)....BUT must be in the HTML file

The other type style from the 'dirty' file is deleted and ONLY this code is in the head.

This is already in the HYPE template document under 'edit head' but if you want to code it via Dreamweaver, here is the code.

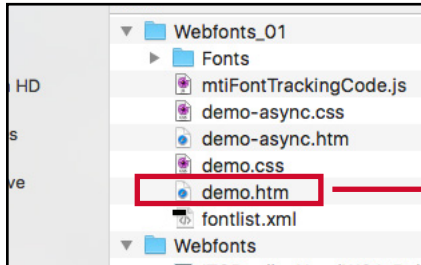
Above is the click tag code that needs to be added in Dreamweaver.

Notice that all of the characters are gone.

The parenthesis are around the word 'true.'

The Font process

Because I went through the pain of finding the correct font in the 'FONTS' folder and copying/pasting into the subfolder (also called FONTS) and putting in with our HTML files, you don't have to do that....all you have to do is copy/paste that FONT folder into your folder, with the cleaned up HTML file and a still shot of your animation (as a JPG...Google HTML5 Validator requires it). However, it's a good idea to show you my process, so you know how.



So, go back to the unZIPPED Slate Pro folder and open Webfonts_01. Click on demo.htm. It is an HTML file and it will open in your browser. Go to the scrollable window (pictured to right) and copy/paste ONLY the code that is related to Slate Medium. This is the same code that I showed earlier in the HTML head. Also notice the font names...they are in disguise and **you MUST pull out ONLY those fonts referenced in this HTML file**. Those fonts need to be copied/pasted into YOUR Font subfolder (along with your HTML and hyperresources folder) for Google submission. (see next page)

CSS Implementation Guidelines

You and any third party web font hosting service are responsible for ensuring that the font software in the self-hosting kit, in its original format, can only be used on the Web Sites for which the self-hosting kit was downloaded and cannot be used or referenced by any other web site. This includes, but is not limited to installing adequate technical protection measures that restrict the use and/or access to the font software, for instance by utilizing JavaScript or access control mechanism for cross-origin resource sharing and protecting against use on web sites other than the Web Sites for which the self-hosting kit was downloaded by restricting domain access only to such Web Sites. You must also retain the pageview tracking code on any Web Site that you self-host. In the event this Agreement terminates for any reason, the font software included with the self-hosting kit must be deleted from the server and all copies must be destroyed or returned to Monotype Imaging.

View "WEB FONT SOFTWARE" LICENSE AGREEMENT

Font file names have been obfuscated to protect the font software. You can identify font format based on file ending:

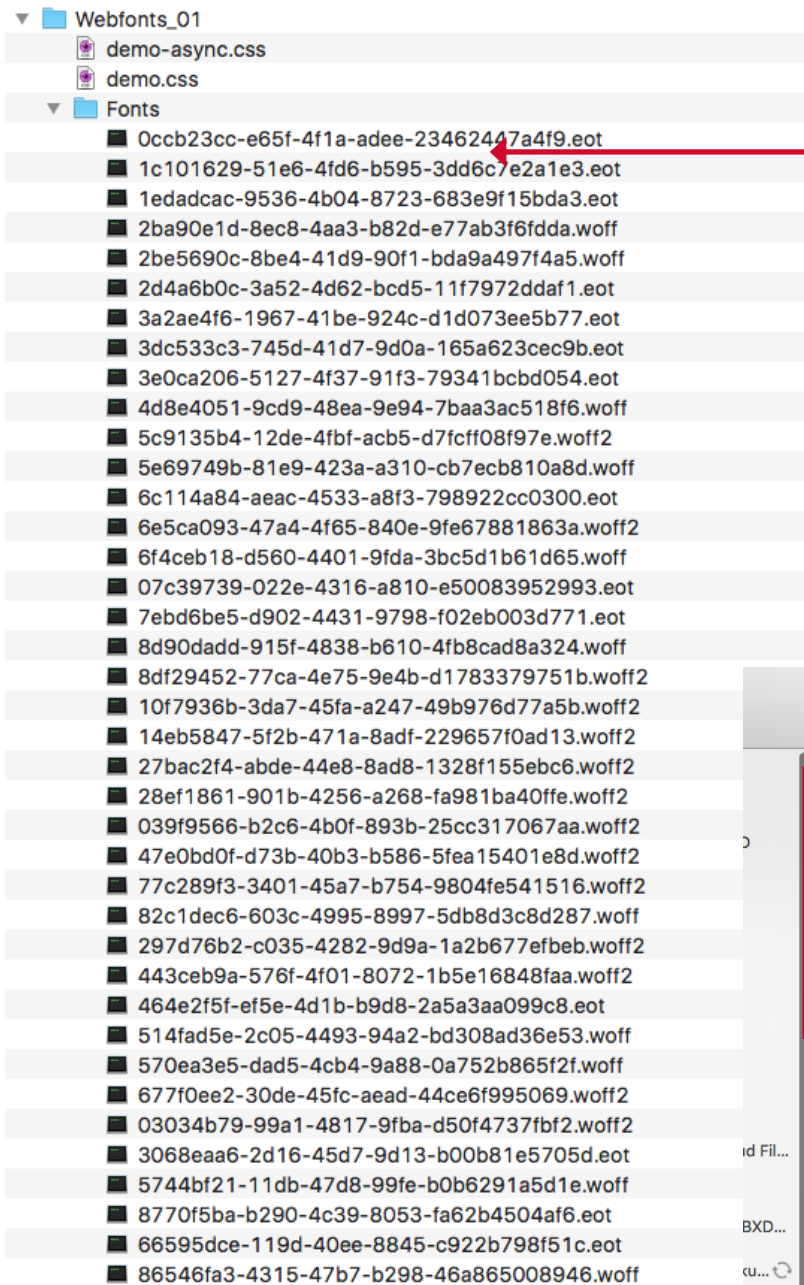
- 1 - TrueType (ttf)
- 2 - Embedded OpenType (eot)
- 3 - Web Open Font Format (woff)
- 4 - Web Open Font Format version 2 (woff2)
- 5 - Scalable Vector Graphics (svg)

COPY AND PASTE FOLLOWING CODE IN HEAD SECTION OF THE PAGE

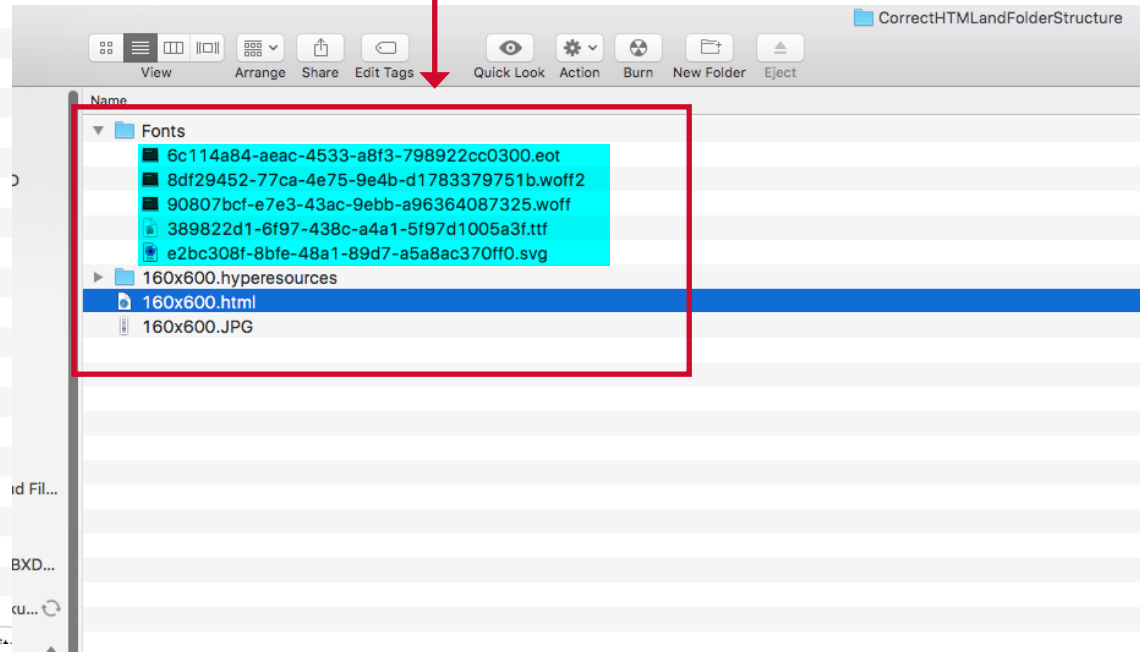
```
4b34-8d1d-de82753a0619.ttf") format("truetype"),url("Fonts/d1528ae2-a27a-446d-ac6a-160a9ff9b677.svg#d1528ae2-a27a-446d-ac6a-160a9ff9b677") format("svg");
}
@font-face{
  font-family:"Slate W01 Medium";
  src:url("Fonts/6c114a84-aeac-4533-a8f3-798922cc0300.eot?#iefix");
  src:url("Fonts/6c114a84-aeac-4533-a8f3-798922cc0300.eot?#iefix") format("eot"),url("Fonts/8df29452-77ca-4e75-9e4b-d1783379751b.woff2") format("woff2"),url("Fonts/90807bcf-e7e3-43ac-9ebb-a96364087325.woff") format("woff"),url("Fonts/389822d1-6f97-438c-a4a1-5f97d1005a3f.ttf") format("truetype"),url("Fonts/e2bc308f-8bfe-48a1-89d7-a5a8ac370ff0.svg#e2bc308f-8bfe-48a1-89d7-a5a8ac370ff0") format("svg");
}
@font-face{
  font-family:"Slate W01 Medium Italic";
  src:url("Fonts/7ebd6be5-d902-4431-9798-f02eb003d771.eot?#iefix");
  src:url("Fonts/7ebd6be5-d902-4431-9798-f02eb003d771.eot?#iefix") format("eot"),url("Fonts/03034b79-99a1-4817-9fba-d50f4737bf2.woff2") format("woff2"),url("Fonts/2be5690c-8be4-41d9-90f1-bda9a497f4a5.woff") format("woff"),url("Fonts/914a7465-15fb-4335-b053-d5134db7f70.ttf") format("truetype"),url("Fonts/a310d281-7e9b-4b19-a94a-6a109a390385.svg#a310d281-7e9b-4b19-a94a-6a109a390385") format("svg");
}
```

Licensing information should be included within the CSS

```
/*
This CSS resource incorporates links to font software which is the valuable copyrighted
property of Monotype Imaging and/or its suppliers. You may not attempt to copy, install,
redistribute, convert, modify or reverse engineer this font software. Please contact Monotype
Imaging with any questions regarding Web Fonts: http://www.fonts.com
*/
```

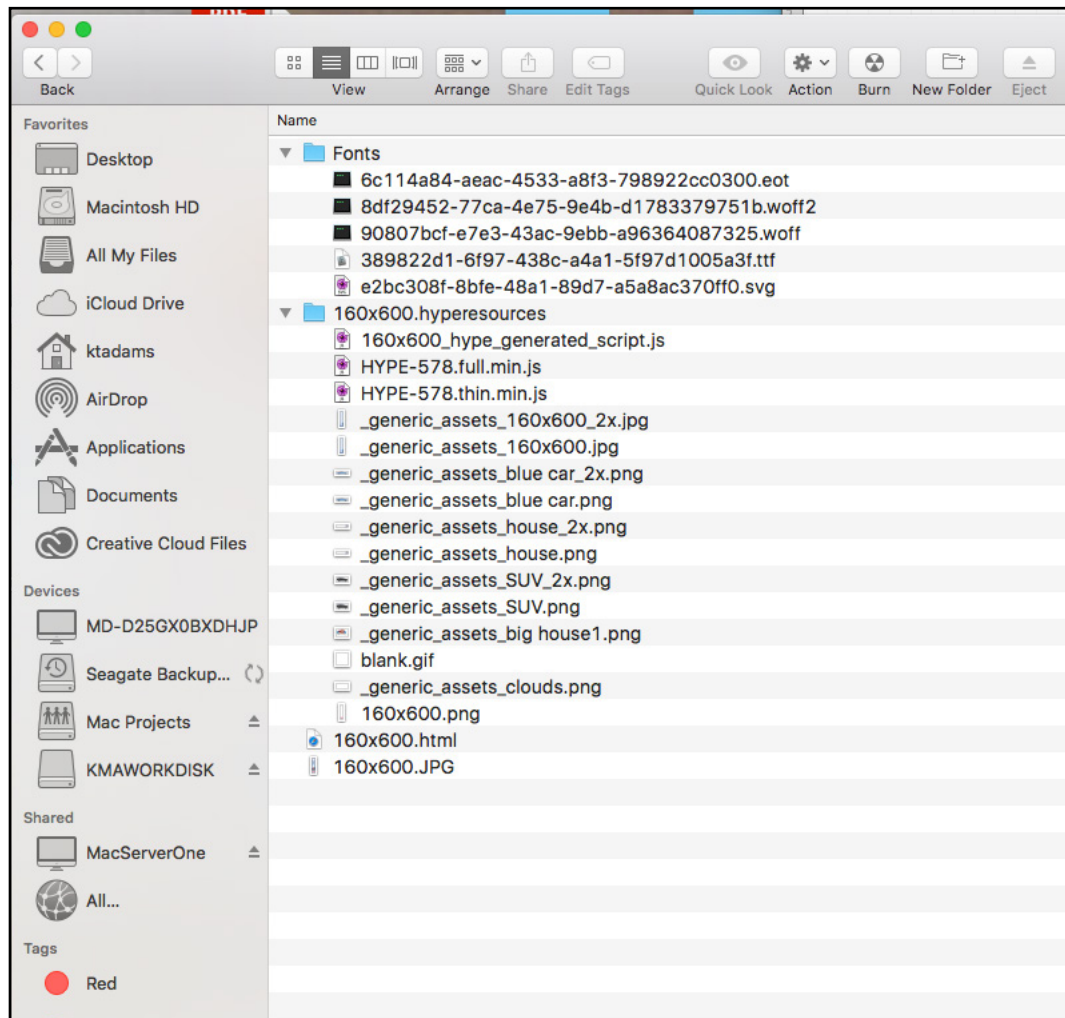


To the left, look at the Fonts folder. That is all of the fonts that Monotype provided us....but, as I said in the previous page, we want ONLY the fonts that are in the HTML5 code. Look at the screenshot below. Those are the fonts that I pulled out of the list on the left and put in a subfolder "Fonts" to be ZIPPED up (along with the cleaned up HTML, the hyperresources folder and a still image JPG). I did the work for you but it's a good idea that you know how to do, in case we ever need to use Slate Book, etc.



Delivering final assets to Zenith (or any other vendor)

We've installed the fonts, done the animation (I am assuming you know HYPE well enough to create that), exported, deleted trash files, cleaned up the code, pulled the necessary fonts, exported a still JPG (usually the last frame of the animation unless it ends on an end card) and set up our proper file structure (see below a screenshot of that file structure). After you do all that, now is the time to ZIP up the entire folder and submit to the Google HTML5 Validator....see next page.....



Below is the link to the Google HTML5 Validator page and a screenshot of how it looks. Here, you will find instructions on your to prep your files. However, the whole purpose of this guide is to make it easy for you to do that already.

https://support.google.com/dcm/partner/answer/3145300?visit_id=0-636334911487916734-3738307495&rd=1#1&20&21&30&40&22&50&51&52&53&2&2a&3&4&5&6&7&8&9&10&11&12&13&14&15&16&17

New Tab x Graphics Tasks - All Items x How to prepare HTML5 assets x How to prepare HTML5 assets x

Secure https://support.google.com/dcm/partner/answer/3145300?visit_id=0-636334911487916734-3738307495&rd=1#1&20&21&30&40&22&50&51&52&53&2&2a&3&4&5&6&7&8&9&10&11&12&13&14&15&16&17

Apps Workspace - Welco... Course Description... Katy Adams - Outlo... templates How to prepare HT... Box | Simple Online... Video Views: Faceb... Farmers Today Analytics 2.0 || Per...

DoubleClick Digital Marketing Partners Help

How to prepare HTML5 assets for DCM

This guide helps you prepare HTML5 assets to upload into DCM.

New to HTML5? See the [About HTML5 creatives](#) section below to learn about creatives that use HTML5.

Topics in this article

- [About HTML5 creatives](#)
- [How to prepare your HTML5 .zip](#)
- [HTML5 developer guidelines.](#)

[EXPAND ALL](#) [COLLAPSE ALL](#)

About HTML5 creatives

[Creatives that use HTML5](#)

- Display creatives** are non-rich media creatives that can use image or HTML5. Display creatives offer:
 - click tag reporting on individual exits
 - polite loading
- HTML5 banners** are non-rich media creatives that use HTML5 and appear within set borders on a page.
- Rich media** All other HTML5 creatives use rich media elements, so they must be created in Studio (e.g., display expanding or display interstitial creatives). You can get HTML5 rich media creatives from Studio and set them up in DCM. This includes rich media display banner HTML5 creatives, which use Rich Media elements.

DoubleClick Campaign Manager and placement tags

- Placement tags
- Mobile in DCM
- URL issues
- Site-supplied click string issues
- DoubleClick Publisher Portal
- Enable in-app conversion post-backs for publishers
- Publisher requirements to enable App and App ID reporting
- How to prepare HTML5 assets for DCM**

Scroll down midway through the page and you will find the Google HTML5 Validator link to check your files.

Supported file types: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, and SVG.

- Maximum number of files: Your .zip can include up to 100 files.
- Maximum size: Unlimited.

[Sample HTML5 .zip file](#)

[Download a sample .zip file](#)

[Help with .adz files](#)

DCM also accepts HTML5 creatives in the form of an .adz file. Just treat the .adz file exactly as you would a .zip file. For your purposes, there is no difference between .adz and .zip.

3. Compress the folder into a .zip file. Need help compressing folders? Try the [Windows](#) or [Apple](#) help centers.
4. The trafficker can now upload this .zip file to DCM in Trafficking.

Learn more about Trafficking:

- [Steps to add creatives in DCM](#) (DCM login required)
- [Display creative setup](#) (DCM login required)

Upload issues

Use the [HTML5 Validator](#) to check if your .zip files will be accepted by DCM.

[Why can't I select my HTML5 creative file for upload to DCM?](#)

1. This issue may be that your file is not in .zip or .adz format. Compress your HTML file (and any other files it references) into a single .zip and try again.
2. If you think you do have an .zip file, check the file extension just to be sure: right-click the file and check its properties to confirm the extension is .zip.
3. If you still can't select your file, you may need to contact support.

[Why was my upload rejected by DCM?](#)

If you have problems uploading your file: The issue may be that your file did not contain valid HTML5 assets or

Click on UPLOAD to upload your ZIPPED file. Now is the time of reckoning....if you did everything right, you will have no errors.

Secure <https://h5validator.appspot.com/dcm#/asset>

Apps Workspace - Welco... Course Description... Katy Adams - Outlo... templates How to prepare HT... Box | Simple Online... Video Views: Faceb... Farmers Today Analytics 2.0 || Per...

HTML5 Validator ASSET LANDING PAGE

Asset Validation

Check your DoubleClick Campaign Manager creative

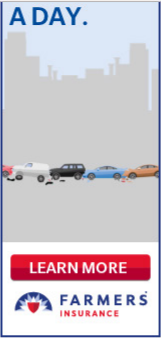
- 1 Upload your HTML5 creatives (.zip) *
Make sure your bundles contain all necessary assets. You may upload multiple zip files.
- 2 Review validation results
This will indicate if your creative will be accepted by DoubleClick Campaign Manager.
- 3 Correct errors and reupload your creative
Be sure to read the error messages carefully for tips on how to fix any issues.

UPLOAD

* Before uploading your content, please be sure that you have all the necessary legal rights to do so. Please do not upload sensitive content. Your creative will be publicly accessible to anyone with the correct URL.

sult=4745852565323776

Outlo... templates How to prepare HT... Box | Simple Online... Video Views: Faceb... Farmers Today Analytics 2.0 || Per...



Click on the creative above to test click throughs. You'll see a confirmation dialog if implemented correctly.

 **Landing pages were detected.**
Test your landing page URLs for compatibility with DoubleClick Bid Manager? [TEST](#)

- ✓ Advanced HTML check
- ✓ GWD environment check
- ✓ Hard coded click tag check
- ✓ Invalid click tag check
- ✓ Missing asset check
- ✓ Missing click tag check
- ✓ Missing primary asset check
- ✓ Orphaned asset check
- ✓ Relative asset check
- ✓ Secure URL check
- ✓ Top level click tag check
- ✓ Zip file contents check

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Congratulations! You successfully uploaded and passed the HTML5 Google Validation test. Notice the 'Landing Pages detected' yellow warning button. You can ignore that because the Digital team/Zenith actually program this so that our display ads go to a landing page they've assigned, with the URL. The only thing that we have to do is provide landing page art and that is separate from this tutorial.

One last note: You will need the Slate Font subfolder I put in my HTML folder and the ZIPPED up Slate Font file, as well as the HYPE template, all referenced earlier. I put them all in my Holding tank (Katy Adams/ HYPE documentation)

So, you're DONE!

Yay!

Now get back to work.