

# PIN THE CLICKTAG ON THE HTML5 CREATIVE

Reference this guide before uploading your HTML5 creatives. If everything matches up, you're ready to hit submit!

A click-tracking `<script>` code must be somewhere **between the opening `<head>` and closing `</head>` tag** in the .html file of the creative. This tracking code allows our system to track clicking of the ad and the `<script>` code is as follows:

- Do not hardcode a click-through URL into your HTML5 creative. Instead, we'll code any clicks on the ad to open a click window. The click-through URL is added to the "Landing Page URL" field during the upload process in Choozle.

The simplest way to accomplish this is to wrap any `<body>` contents with `<a href="javascript:window.open(window.clickTAG);void(0);">`. This simply opens a new blank window which is coded on the back end with your click-through/landing-page URL.

- The case-sensitive 'clickTAG' is the default setting in Choozle because it's the most common. If you choose to set it to something else, you must also change it to a corresponding value in the Choozle creative upload under the "click tracking parameter" field.

HTML5 creatives follow the same guidelines as display with some additional recommendations.

## File types:

HTML, JS, CSS, JPG, JPEG, GIF, PNG, and SVG

## File size:

Initial: 150 KB maximum  
Max Initial File Load Count: 15 Files  
Subsequent/Polite Load: 1 MB maximum  
User-Initiated Load: 2.2 MB Recommended

Please note that custom font files ending in .ttf or .woff are not allowable within HTML5 uploads.

For a deeper dive, please refer to our [creative spec sheet](#), [HTML5 Support Center](#) article, and [clickTAG troubleshooting](#) Support Center article.

```
<html>
  <head>
    <script type="text/javascript">
      function getParameterByName(name) {
        name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
        var regex = new RegExp("[\\?&]" + name + "=[^&#]*"),
            results = regex.exec(location.search);
        return results === null ? "" :
            decodeURIComponent(results[1].replace(/\+/g, " "));
      }
      var clickTAG = getParameterByName("clickTAG");
    </script>
  </head>
  <body>
    <a
      href="javascript:window.open(window.clickTAG);void(0);">
      
    </a>
  </body>
</html>
```