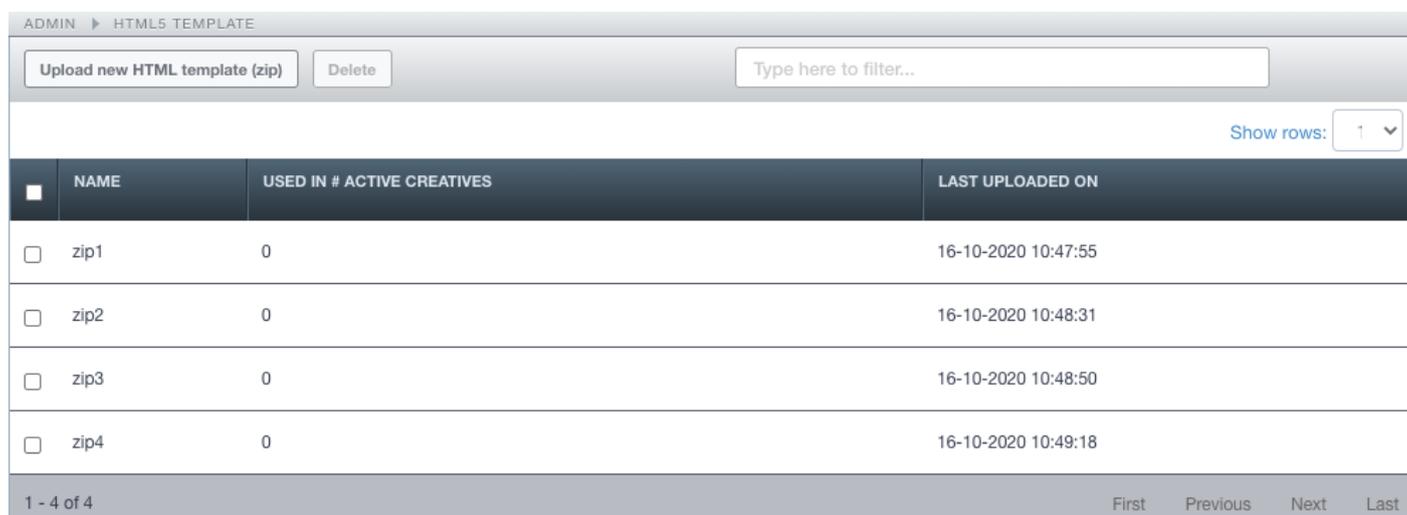


HTML5 Templates

It is not possible to use Adhese macros such as `[adheseReplace:xx]` or `<ADHESE_X>` from within an HTML5 template. Unlike regular (advar) templates, these macros will not work.

An HTML5 template is a combination of a regular [advar template](#) and a folder with HTML, CSS and JS files. It allows you to use the form functionality of an advar template while storing code and optional media in a folder structure.

In *Admin > Formats and templates > HTML5 templates*, you can find all previously created templates in zip format. When you click on the link, the following screen will appear:



The screenshot shows the 'ADMIN > HTML5 TEMPLATE' interface. At the top, there are buttons for 'Upload new HTML template (zip)' and 'Delete', and a search box labeled 'Type here to filter...'. On the right, there is a 'Show rows:' dropdown menu set to '1'. Below this is a table with the following columns: 'NAME', 'USED IN # ACTIVE CREATIVES', and 'LAST UPLOADED ON'. The table contains four rows of data:

NAME	USED IN # ACTIVE CREATIVES	LAST UPLOADED ON
zip1	0	16-10-2020 10:47:55
zip2	0	16-10-2020 10:48:31
zip3	0	16-10-2020 10:48:50
zip4	0	16-10-2020 10:49:18

At the bottom left, it says '1 - 4 of 4'. At the bottom right, there are navigation links: 'First', 'Previous', 'Next', and 'Last'.

The following options are available:

- Upload a new file: *click the Upload a new HTML5 template file (ZIP) and choose a file to upload.*
- Delete a template: *select the file and click the delete button.*
- Filter the list by typing in the filter box.

Using HTML5 templates

Previously created HTML5 templates can be used by clicking the 'Add advar' option in the creative tab and selecting the correct template in the 'Add Advar Template' dropdown list.

Creating a new HTML5 template

Ensure that the filenames only contain alphanumeric characters, dots, and underscores. Other characters may cause issues when Adhese processes the file!

Steps for creating and uploading a new template:

1. Locally, create a new folder in which to store all files
2. Choose a name for the template: **[name].zip**
3. Create a **descr.json** file and store it in the main directory of your folder. The content has to be constructed in the same way you would create a regular advar template. (See step 6 of [creating a new advar](#))
4. Create an **index.html** file - which will be the starting point for the HTML5 ad - and store it in the main directory of your folder
5. Make sure to **incorporate clickthrough logic**. Adhese relies on it to track clicks correctly.

You can do this by adding the following line of code to your **index.html** file. Adhese will add its click tracking URL to this variable, after which you can use it in the rest of your clickthrough logic.

```
<script type="text/javascript">
  var clickTag = '';
</script>
```

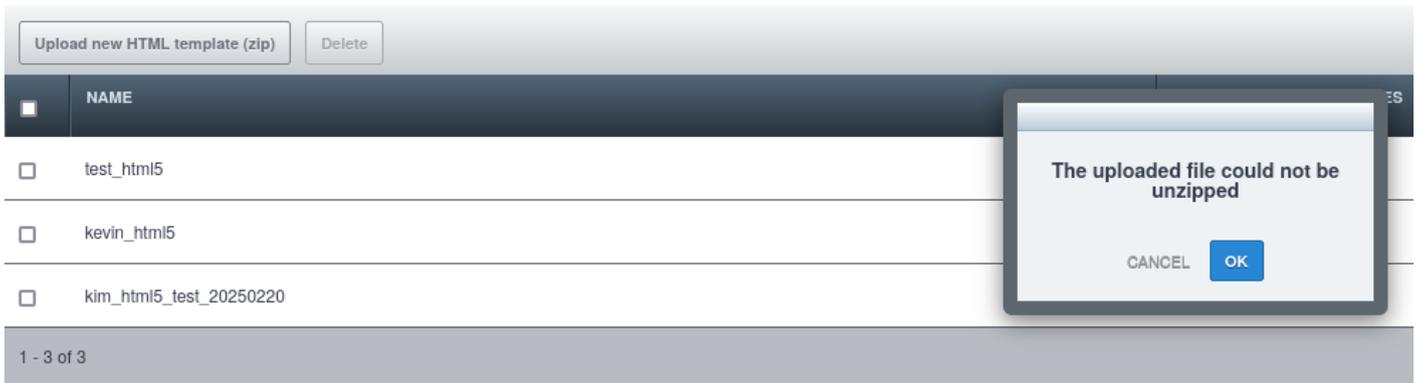
6. Optionally you can store CSS, JS and images in separate files & folders within the main directory.

All links in the HTML5 creative, such as the link to an image within the ad, need to use a relative path, for example: `/graphics/ad-image.png` or ``. This enables the ad to be self-contained and, therefore, to run independently or to render without a network connection. External libraries and web fonts can be an exception to this guideline.

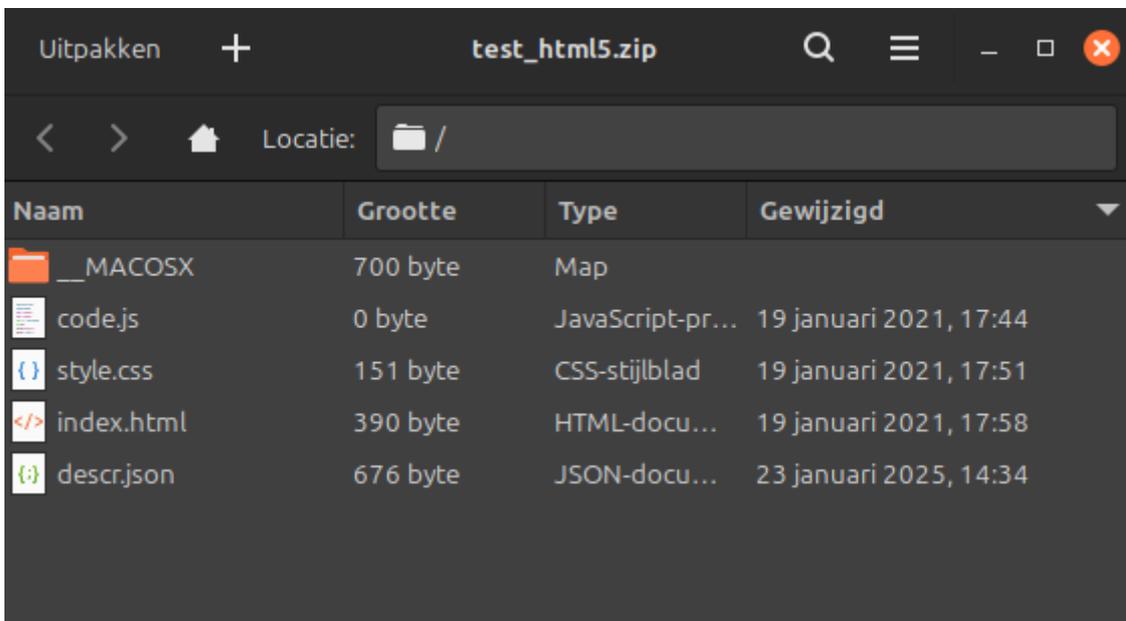
7. Zip the content of the folder (not the folder itself) and **change the name of the zip** to the name of the template
8. Upload the template in the Adhese UI under *Admin > Formats and templates > HTML5 templates*,
9. Test the template by creating a creative and checking the preview of the banner

Troubleshooting HTML5 Templates

If an HTML5 template can't be uploaded for some reason, you'll get an error message:



In the case above, hidden files might block Adhese from properly unzipping the archive:



Naam	Grootte	Type	Gewijzigd	Locatie
.code.js	175 byte	JavaScript-pr...	19 januari 20...	/__MACOSX
code.js	0 byte	JavaScript-pr...	19 januari 20...	/
.style.css	175 byte	CSS-stijlblad	19 januari 20...	/__MACOSX
style.css	151 byte	CSS-stijlblad	19 januari 20...	/
.index.html	175 byte	HTML-docu...	19 januari 20...	/__MACOSX
index.html	390 byte	HTML-docu...	19 januari 20...	/
.descr.json	175 byte	JSON-docu...	23 januari 20...	/__MACOSX
descr.json	676 byte	JSON-docu...	23 januari 20...	/

When creating an archive on Mac OS, a hidden `__MACOSX` folder might be created. These files must be removed for the upload to succeed (you may need to unzip, delete and re-zip the files).

In the case above, the zip file has been renamed. If the zip file does not match the advar name in the `descr.json` file, rename the zip file to match the advar name in the `descr.json` file, and the archive can be uploaded.

Revision #10

Created 26 February 2025 13:46:13 by Casper Steuperaert

Updated 8 May 2025 11:40:05 by Ron Van Maanen