



HTML5 Advertising (Expert's Voice in Web Development)

John Percival

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Web advertising is changing. What was once a predominantly Flash-based medium is making the switch to HTML5, with the benefit of a plug-in free environment giving a larger audience for ads, and better integration with the page they are featured on. We live in a time where marketers, designers, and developers are confused as to what they can and can't do on different devices, browsers, and operating systems. What better way to finally make sense of it all, than by stepping through the entire campaign process on your own terms?

HTML5 Advertising will educate you on the whole digital advertising process from start to finish, and help you take advantage of new HTML5 features such as canvas, CSS3 animations, DOM events, audio and video, and offline storage. You'll also learn how to get around discrepancies in browser support with JavaScript and polyfills. You will be provided with tips and tricks to better optimize content across screens and make the most successful campaign with the lightest footprint possible, which is especially important when deploying to mobile devices. This book:

- Takes you through the advertising campaign process with HTML5 from design to delivery
- Provides in-depth knowledge into the digital advertising landscape and the HTML5 specification
- Communicates tips and tricks coming from Flash and ActionScript to HTML5, CSS3 and JavaScript.

HTML5 Advertising equips you with the knowledge to attack cutting-edge, rich media projects with confidence and scale, while also learning the essentials to communicate to internal and external clients. HTML5 is here whether you like it or not, so why not jump in early and head down the path of building the future.

What you'll learn

- How to work with web standards within the digital advertising desktop and mobile landscape
- Understand new HTML5 features like SVG, web fonts, device orientation, offline storage and tracking, geolocation, canvas, drag-n-drop, WebGL and video
- Create, encode and deliver device and browser agnostic video for HTML5
- Create interactive and dynamic advertisements for HTML5 compliant browsers
- Deploy to mobile devices, both in application and mobile web environments
- Optimize your creatives and provide graceful failovers when needed with debugging tips
- Understand the entire digital advertising campaign process from end to end

Who this book is for

HTML5 Advertising is for the designer/developer transitioning from Flash & Actionscript to web standards (HTML5, CSS3 and JavaScript). It's ideal for someone who is ready to move beyond his/her current skillset and get a jumpstart on developing with the emerging standard. It's for designers and developers tired of not reaching the full audience on Apple iOS platforms and browsers where Flash can't run. While the industry is swiftly progressing towards the new standard, Digital Advertising with HTML5 is an excellent choice for developers and designers who enjoy learning useful tips and shortcuts that they can apply in their

professional life. It's an exceptional choice for the creative or technology director craving to improve the skillsets of an entire team or department.

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