

Consulting Firm: The Lew Edwards Group
 Client: City of Merced
 Proposal Date: 6/5/2026

Contact
 Email:



Advertising Representative Contact Information

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Please note that budget may be reallocated between packages mid-flight to ensure full delivery.

Start Date - End Date	Package Name	Targeting Splits <i>(See Details Below Main Table)</i>	Device Targeting	Creative Unit	Estimated Impressions	CPM	Total Spend	Reach	Frequency
Mid/Late June launch, 2-3 week flight (Update with actual dates once confirmed)	Cross-Platform Standard Display	CRM Data Targeting	Cross-Device Inventory Above the Fold	300x250, 728x90, 300x600, 320x50 & 160x600	360,000	\$12.50	\$4,500.00	43,679	8.24
		Retargeting							
Mid/Late June launch, 2-3 week flight (Update with actual dates once confirmed)	High Impact Banners	CRM Data Targeting	Cross-Device Inventory Above the Fold	Adhesions: 300x250, 728x90, 300x600, 320x50 & 160x600	162,162	\$18.50	\$3,000.00	43,679	3.71
		Retargeting							
		CRM Data Targeting	Desktop & Tablet Inventory	Leaderboard: 970x250					
		Retargeting							
CRM Data Targeting	Mobile & Tablet Inventory	Mobile Interstitials/Scrollers: 320x480, 300x250, 300x600							
Retargeting									
Mid/Late June launch, 2-3 week flight (Update with actual dates once confirmed)	Online Video	CRM Data Targeting	Cross-Device Inventory Above the Fold	:15 or :30 Video	160,000	\$25.00	\$4,000.00	43,679	3.66
Mid/Late June launch, 2-3 week flight (Update with actual dates once confirmed)	Connected TV	CRM Data Targeting	Connected TV Inventory; (May Open to OTT as needed)	:15 or :30 Video	166,667	\$48.00	\$8,000.00	43,679	3.82
		Retargeting							
Total					848,829	\$19,500.00			
10/12/2026 - 11/3/2026	Cross-Platform Standard Display	CRM Data Targeting	Cross-Device Inventory Above the Fold	300x250, 728x90, 300x600, 320x50 & 160x600	360,000	\$12.50	\$4,500.00	43,679	8.24
10/12/2026 - 11/3/2026	High Impact Banners	CRM Data Targeting	Cross-Device Inventory Above the Fold	Adhesions: 300x250, 728x90, 300x600, 320x50 & 160x600	162,162	\$18.50	\$3,000.00	43,679	3.71
		Retargeting							
		CRM Data Targeting	Desktop & Tablet Inventory	Leaderboard: 970x250					
		Retargeting							
CRM Data Targeting	Mobile & Tablet Inventory	Mobile Interstitials/Scrollers: 320x480, 300x250, 300x600							
Retargeting									
10/12/2026 - 11/3/2026	Online Video	CRM Data Targeting	Cross-Device Inventory Above the Fold	:15 or :30 Video	160,000	\$25.00	\$4,000.00	43,679	3.66
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		Retargeting							
Total					848,829	\$19,500.00			
ADDED VALUE PACKAGE									
Mid/Late June launch, 2-3 week flight (Update with actual dates once confirmed) 10/12/2026 - 11/3/2026	Brand Safety/Account Management Added Value	Brand safety verification included. Viewability reporting available upon request throughout flight per notice prior to launch; Dedicated account management team to monitor and report based on client's desired frequency		various	Added Value	Added Value	\$0.00		
Mid/Late June launch, 2-3 week flight (Update with actual dates once confirmed) 10/12/2026 - 11/3/2026	Creative Services Added Value	Creative Team: Ability to build out and resize standard banners (including HTML5), high impact units, native images and copy, social media ads and audio production as needed at no extra charge. Agency/Client given final approval. Two rounds of edits provided free of charge for display/high impact builds & one round of edits provided free of charge for audio production; additional edits will incur fee. Division-D retains right to creatives		various	Added Value	Added Value	\$0.00		
TOTAL					1,697,658	\$39,000.00			

Targeting Details	
Tactic	Description
CRM Data Targeting	Provided List
Retargeting	Retarget users with banner ads who have previously viewed CTV or Online Video Ads; Retargeting users who have previously engaged via click or impressions with ads

Terms and Conditions

This proposal is for negotiation purposes only and does not constitute a signed insertion order. All quotes and impression levels are subject to change and based on current availability. Positions offered are on a first come, first serve basis. In the event that inventory is sold out or pre-empted, a substitute will be provided.

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Placement

Cross Platform Standard Banners

Cross-Platform Adhesion Banners

Mobile Interstitials & Scrollers

Rising Star Billboard

Online Video

Connected TV (CTV)

Screenshots

Visual





How to prepare HTML5 assets for Campaign Manager

This guide helps you prepare HTML5 assets to upload into Campaign Manager.

[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.](#)

ABOUT HTML5 CREATIVES

Creatives that use HTML5:

1. **Display creatives** - non-rich media creatives that can use image or HTML5. Display creatives offer:
 - Click tag reporting on individual exits
 - Polite loading
2. **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 Campaign Manager. This includes rich media display banner HTML5 creatives, which use rich media elements.

Creative setup resources:

- [Display creative setup \(Campaign Manager users only\)](#)
- [Rich media build guide \(Studio users\)](#)

ABOUT HTML5

- **Compatibility:** HTML5 creatives don't require third-party plugins or special file types. This makes them compatible with most mobile devices, including iOS.

PREPARE HTML5 ASSETS

To set up display creatives with HTML5, upload your HTML5 creative to Campaign Manager in the form of a .zip file. The .zip should consist of an HTML file plus any files referenced by the HTML file.

1. Create a folder.

What to include in your .zip file:

- **HTML file:** The primary asset of your HTML5 creative is the HTML file. This is the entry point for your creative. It must be a complete HTML document that includes at least one click tag and can load into an iFrame. Campaign Manager serves the iFrame along with your assets. See below for click tag help.

- Other files: Include any other files that are referenced by the HTML file. Do not include any files that are not referenced.

What not to include:

- No .zips within .zips: Do not include any .zip files within your HTML5 .zip file. However, if you have several separate HTML5 .zip files for several separate HTML5 creatives, you can zip these files together and batch upload them to Campaign Manager.
- No unreferenced files: As noted above, only include files if they are referenced by the HTML file.
- No local or session storage: Campaign Manager does not accept HTML5 assets that use local storage or session storage.
- No % in the name: Do not include a percent symbol (%) in the names of any of the files in your asset.
- No backup assets: Do not include backup assets in your HTML5 .zip file *unless* they are referenced by the HTML file.

The trafficker must upload a separate backup image to Campaign Manager. This image is used if Campaign Manager cannot use your primary assets because they are not supported. Do not include this backup image with your HTML5 .zip file.

However, some HTML files may be coded to use their own backup assets when a browser can't handle all the features. In this case, you'll need to include a backup image in your .zip in *addition* to the file the trafficker must upload separately.

Supported file types and limits for your .zip file:

- Supported file types: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, SVG, EOT, OTF, TTF, WOFF, WOFF2
- Maximum number of files per .zip: 100
- Maximum size: 10 MB

Sample HTML5 .zip file:

- [Download a sample ZIP file](#)

Help with .adz files

Campaign Manager 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.

- Compress the folder into a .zip file. Need help compressing folders? Try the Windows or Apple help centers.
- The trafficker can now upload this .zip file to Campaign Manager in Trafficking.

Learn more about Trafficking:

Why doesn't Campaign Manager allow JavaScript APIs for local storage or session storage?

To help protect user privacy, Campaign Manager does not accept HTML5 assets that use local storage or session storage. If your upload is rejected for this reason, work with your developer to remove the forbidden APIs. Then try uploading the asset again. Specifically, you cannot upload HTML5 assets with the following JavaScript APIs:

- indexedDB
- localStorage
- openDatabase
- sessionStorage

If your advertising goals depend on these APIs, try using Campaign Manager settings instead. For example, some advertisers use these APIs for ad targeting and frequency caps, but this isn't necessary: you can use Campaign Manager to set up many kinds of targeting, and to set frequency caps. Ask support for help implementing workarounds. (Just keep in mind that regardless of how you set up your asset, you should only attempt to capture data that meets the privacy requirements in your contract with Google Marketing Platform.)

What is local storage and session storage?

There are two kinds of HTML5 Web Storage. They are ways to store data on a browser. Local storage stores a file on the browser across browsing sessions. It remains on the browser permanently, unless the user clears the data.

Why isn't this type of storage allowed?

The stored file can potentially include code designed to capture Personally Identifiable Information (PII), track cross-session browser activity, or send other data to third parties that may violate the terms of your Google Marketing Platform contract. This kind of data collection is certainly not the only use of local and session storage, but it's one possible use, because the file can include any type of code.

DEVELOPER GUIDELINES

Resources: IAB & Studio

- [IAB HTML5 guidelines](#)

We developed HTML5 creatives based on these guidelines, plus a number of our own enhancements.

- [Studio build guide](#)

Use this guide to add video or expanding features to your HTML5 creative.

Dimensions

Unlike images or videos, HTML documents don't have dimensions on their own. For this reason, use the *size meta tag* to indicate the intended size for your creative. The size meta tag is an optional parameter in your HTML document. It's the best way to be sure your creative renders at the right dimensions.

- You can enter the dimensions as shown below:

```
<meta name="ad.size" content="width=300,height=250">
```

Click tags

- Click tags define landing pages for each exit on your creatives with HTML5 assets. An exit is any area that can be clicked that directs the browser to a landing page. Each click tag defines the landing page for a different exit.
- When an exit gets a click, the creative calls Campaign Manager for the landing page associated with that exit. You can set this landing page in your creative or your ad, depending on your needs.
- Campaign Manager detects click tags when you upload your assets. You can change the landing page your click tag uses anytime, even after you export tags. That's because the click tag is a standard variable, a placeholder for the landing page rather than a hardcoded value.
- There are some best practices for setting up your click tags since the ad-level overrides the creative-level settings in display creatives:
 - Make sure your creative uses the click tag variable as the click destination.
 - The click tag should be easy for the ad server to read—no minification or obfuscation, though you can use minifiers in the rest of your code and in other files.
 - We do not recommend hard-coded URLs in your asset because that prevents Campaign Manager from tracking clicks and prevents traffickers from updating the URL. After upload, Campaign Manager will warn you if there are hardcoded URLs in the asset.

Sample click tag insertion

- Here's an example of a click tag inserted in an HTML document:

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "http://www.google.com"; </script>
</head>
[The rest of your creative code goes here.] </html>
```

- Make sure your creative uses the click tag variable as the landing page URL. Make sure you replace 'www.google.com' with your actual click URL, it's used here as an example only.

```
<a href="javascript:window.open(window.clickTag)">

</a>
```

Use Google Web Designer for exit events

- Google Web Designer's Tap Area component is fully compatible with Campaign Manager. No custom code is required.
 - [Google Web Designer Help](#)

To add a click tag using a Tap Area:

1. Be sure your ad has a button or other clear visual call-to-action element for the user to click or touch.
2. Drag the Tap Area component from the Interaction folder of the Components panel to the stage, and position it over the call to action.
3. Click the new event button in the Events panel.
4. In the event dialog, select the following options:

Target: The Tap Area Component (`gwd-taparea_1`)

Event: Tap Area > Touch/Click

Action: Google Ad > Exit ad

Note: A similar action, Exit Ad (overrides URL), doesn't allow you to modify the URL outside of the creative, such as within Studio or Campaign Manager, and should only be used for dynamic ads.

Receiver: `gwd-ad`

Configuration

- Metrics ID - A label (e.g., "CTA") to make reports easier to understand.
- URL - The exit URL.
- Collapse on exit - For expandable ads, check to collapse the ad when the user closes the ad.
- Pause media on exit - Check to stop video and audio playback when the user closes the ad.
- Collapsed page on exit - For expandable ads, the page to show when the user closes the ad.

SAMPLE FILES

Sample HTML document

- Here's an example of a complete HTML document for an HTML5 creative. The click tag and size meta tag are shown in bold.
- Because this creative is so simple, no other assets are needed. If this were your HTML5 creative, you'd compress it into either a .zip or .adz file and send it to your Campaign Manager trafficker.

Document:

```
<html>
  <head>
    <title>sample html page</title>
    <meta name="ad.size" content="width=300,height=250">
    <style>
      html, body {background-color: blue;}
      p { color:white; }
    </style>
    <script src="http://code.jquery.com/jquery-1.9.1.js"></script>
    <script>
      var clickTag = "http://www.google.org";
      function resizeWindow()
```

```

{
  $('p').css({ 'width':'100%', 'text-align':'center' });
  var h1 = $('h1').height();
  var h = h1/2;
  var WinHeight = $(window).height();
  var w = WinHeight/2;
  var m = w - h;
  var WinWidth=$(window).width();
  $('p').css("margin-top",m + "px");
  $("p").text("Size="+WinWidth+"x"+WinHeight);
}
$(document).ready(function () {
  resizeWindow();
});
$(window).resize(function () {
  resizeWindow();
});
</script>
</head>
<body>
  <a href="javascript:window.open(window.clickTag)"><p>Page loading...</p></a> </body>
</html>

```

HTML5 FILES WITH CLICK TAGS

These HTML5 files are used to dynamically change URLs and record clicks with the Campaign Manager ad servers.

Simple

- Calls a click tag upon a click.
- [Simple HTML5 file](#)

Including Parameter

- Calls `clickTag` when the button is clicked. This example demonstrates passing a parameter to the destination URL (e.g., a zip code).
- [HTML5 file with parameter](#)

Including a # sign example

- Coded to break up the tracking call to Campaign Manager and the landing page URL of the button. This needs to be done for any creative that clicks through to a destination URL that contains a pound sign (#).
- [HTML5 file with a pound sign](#)

Multiple click tags

- Contains multiple click tags.
- [HTML5 file with multiple click tags](#)

Loader

- .zip containing two .zip files, the parent file and the child file. The parent loads the child file.

- [HTML5 parent and child files](#)

HTML5 files with image Floodlight tags

These are samples of HTML5 files that are used for recording user interactions in non-rich media creatives.

On click

- Calls an image Floodlight tag when the button is clicked.
- [HTML5 file calls image Floodlight on click](#)

On load

- Calls an image Floodlight tag when the HTML5 is loaded.
- [HTML5 file calls image Floodlight on load](#)

HTML5 files with dynamic Floodlight tags

These are samples of HTML5 files that are used for recording user interactions in non-rich media creatives, when images are not used.

On click

- Calls a dynamic Floodlight tag when the button is clicked.
- [HTML5 file calls dynamic Floodlight on click](#)

On load

- Calls a dynamic Floodlight tag when the HTML5 is loaded.
- [HTML5 file calls dynamic Floodlight on load](#)

HTML5 files with special tracking

This is a sample of an HTML5 file that is used for recording user interactions in non-rich media creatives.

- [HTML5 file with special tracking](#)

1x1 tracking pixel

Calls a Campaign Manager 1x1 tracking pixel when it loads.

gwd-taparea_1 touch/click exit ad gwd-ad configuration

Configuration

Metrics ID

URL

Collapse on exit

Pause media on exit

Collapsed page on exit

OK CANCEL