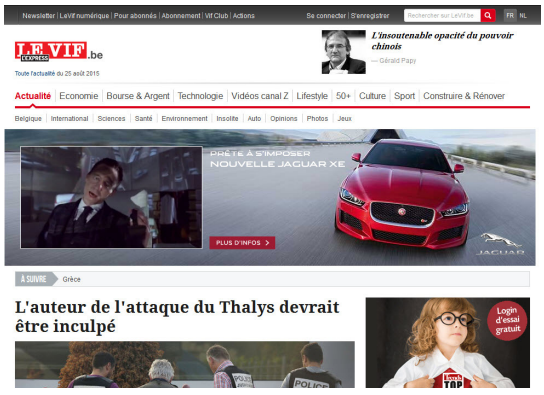
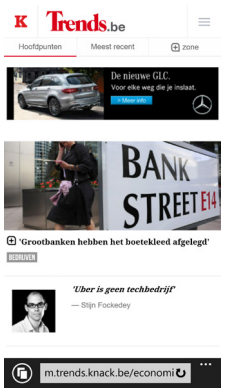
Technical data Internet Ads

Billboard (+ publication on M sites)

DESKTOP		MOBILE
970 pixels wide x 250 pixels high	**Dimensions**	600 pixels wide x 150 pixels high
70 KB	**Maximum file size**	40 KB
GIF *or* JPEG *or* third party**	**File type**	GIF *or* JPEG
Max. 3 times the animation within 15 sec., then stop	**Animation**	Max. 3 times the animation within 15 sec., then stop
URL has to be forwarded in a txt file	**Target URL**	URL has to be forwarded in a txt file
** When delivering 3rd party code, it is important to take into account the following guidelines: 1. in case a z-index is sent, it can have a maximum value of 9000. (the z-index determines the position of the HTML elements in the various layers of the web page. An element with a higher z-index will be put on top of an element with a lower z-index). All interruptive rich media advertising executions (Overlayer, expandable, ...) should feature a close button in the top right hand corner.The close button should appear on every frame of the execution.The close button should appear in the top right next to the content or the actual visible ad content (cfr. when there is a transparent background).The close button should be clearly visible at all times with special consideration taken about the background colours of the web page the creative is running on. The close button should feature both an 'X' and the word 'close' in font size 11.	**More info**	- An impression tracker for mobile can be delivered. - A click tracker for mobile can be delivered.
ONLY POSSIBLE with third party Autoplay: 30 seconds On-load Audio: No sound User-initiated Video: can include "Click to Continue", "Click to Play", or "Replay" buttons. Must include: Progress bar, play/pause/stop button, mute/unmute button Actions on User Click: Once Pause or Stop is clicked, there should be zero animation or video. All sound and animations should stop upon exit click.	**Video**	
	**Example**