Technical data Internet Ads
Medium Splash (+ publication on M sites = interscroller)

DESKTOP		MOBILE
640 pixels wide x 480 pixels high	**Dimensions**	300 pixels wide x 600 pixels high
70 KB	**Maximum file size**	70 KB
GIF *or* JPEG *or* third party**	**File type**	GIF *or* JPEG
Max. 3 times the animation within 15 sec., then stop	**Animation**	
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).	**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	