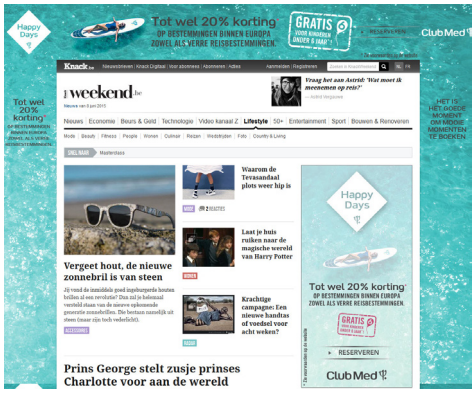
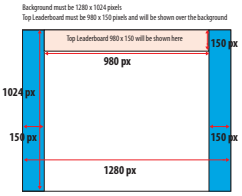
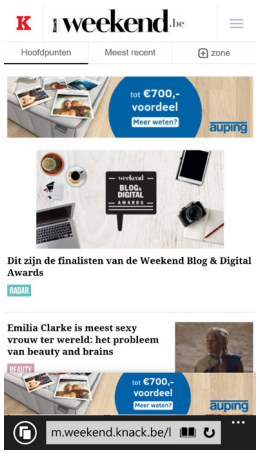
Technical data Internet Ads

TECHNICAL DATA CONTAINS 2 PAGES

Take Over + Half Page (+ publication on M sites)

DESKTOP		MOBILE
file 1 & 2: **Top Leaderboard:** 980 pixels wide x 150 pixels high ATTENTION! This Leaderboard will be placed at the top of the page on top of the background. **Background image:** 1280 pixels wide x 1024 pixels high, file type: GIF, JPEG **Background colour:** #_____ (hexadecimal code)	**Dimensions**	**file 3** **instead of the Top Leaderboard** 600 pixels wide x 150 pixels high **file 4** **instead of the Background** 600 pixels wide x 100 pixels high
Top Leaderboard: 100 KB **Background:** 200 KB	**Maximum file size**	40 KB
GIF *or* JPEG *or* third party**	**File type**	GIF *or* JPEG
GIF or JPEG - 600 pixels x 150 pixels + extra target URL	**3rd Party Top Leaderboard**	
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. *** CSS display property value: display block	**More info**	
  	**Example**	

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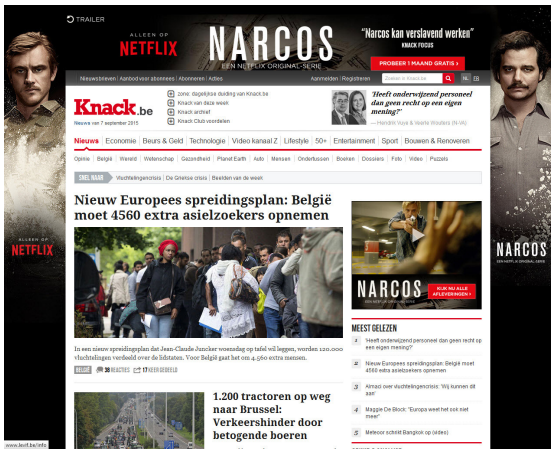
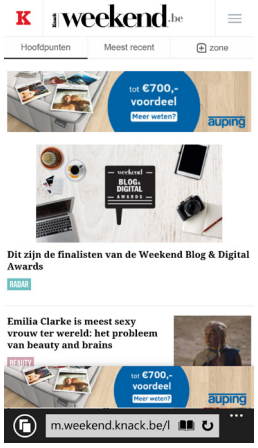
Half Page + Take Over (+ publication on M sites)

DESKTOP		MOBILE
300 pixels wide x 600 pixels high	**Dimensions**	300 pixels wide x 250 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**	
	**Example**