


Half Medium Rectangle (+ publication on M sites)

DESKTOP		MOBILE
300 pixels wide x 125 pixels high	Dimensions	300 pixels wide x 125 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
Up to 30 sec (above 30 sec, only when there is user initiation).	Video	
<p>** When delivering 3rd party code, it is important to take into account the following guidelines:</p> <ol style="list-style-type: none"> in case a z-index is sent, it can have a maximum value of 9000. <p>(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).</p> <p>All interruptive rich media advertising executions (Overlay, 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.</p>	More info	<p>- An impression tracker for mobile can be delivered.</p> <p>- A click tracker for mobile can be delivered.</p>
	Example	