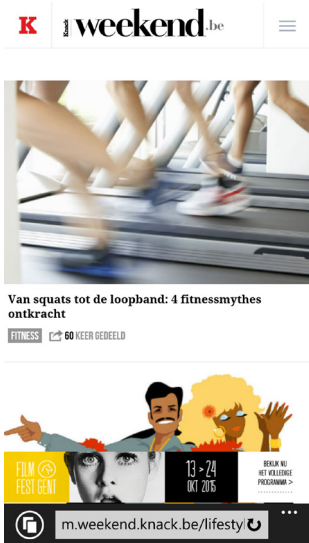


Skyscraper (+ publication on M sites)

DESKTOP		MOBILE
120 pixels wide x 600 pixels high	Dimensions	600 pixels wide x 100 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
<p>** When delivering 3rd party code, it is important to take into account the following guidelines:</p> <p>1. in case a z-index is sent, it can have a maximum value of 9000.</p> <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>	More info	<p>- An impression tracker for mobile can be delivered.</p> <p>- A click tracker for mobile can be delivered.</p>
	Example	 <p>The example shows a mobile advertisement for weekend.be. It features a header with the 'K weekend.be' logo and a hamburger menu icon. Below the header is a large image of people running on a treadmill. Underneath the image is the headline 'Van squats tot de loopband: 4 fitnessmythes ontkracht' and a sub-headline 'FITNESS 60 KEER GEDEELD'. Below this is another image featuring a man and a woman, with text 'FILM FEST GENT', '13-24 OKT 2016', and 'BEKIJK NU HET VOLLEDIGE PROGRAMMA >'. At the bottom is a URL bar showing 'm.weekend.knack.be/lifesty' and a refresh icon.</p>