

Skyscraper (+ publication on M sites)

DESKTOP		MOBILE
120 pixels wide x 600 pixels high	Dimensions	300 pixels wide x 50 pixels high
100 KB	Maximum file size	70 KB
GIF or JPEG or third party** or HTML5***	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. Attention please: in order to guarantee the visibility of your advertisement, it is of the utmost importance that your 3rd party material is hosted on a HTTPS site. If a  precedes the URL, the site is not secure. If a  precedes the URL, the site is secure. 2. 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.
HTML5 specifications*** • We only accept HTML5 as a .zip file or 3rd party script. • We do NOT accept HTML5 for mobile formats, or newsletters. • The index.html should contain a clickTag (please mind the spelling) - in de <head>: <code><script type="text/javascript"></code> <code>var clickTag = "http://www.mysite.com"; </script></code> - in the general <div>: <code><div onclick="window.open(window.clickTag)" style="cursor:pointer"> </div></code> .zip specifications • The .zip document contains index.html • The index.html contains a clickTag • All links in the HTML5, such as a link to another image or other, should be relative links e.g. <code></code> External libraries and web fonts excepted. If you link those external libraries (jquery etc.), the request should be done through HTTPS (SSL). • The number of files is limited to 15, to avoid slow charging.	HTML5 & zip files	
	Example	