

# Technical data Internet Ads

## Billboard (+ publication on M sites)

DESKTOP		MOBILE
970 pixels wide x 250 pixels high	<b>Dimensions</b>	300 pixels wide x 75 pixels high
100 KB	<b>Maximum file size</b>	70 KB
GIF or JPEG or third party** or HTML5***	<b>File type</b>	GIF or JPEG
Max. 3 times the animation within 15 sec., then stop	<b>Animation</b>	Max. 3 times the animation within 15 sec., then stop
URL has to be forwarded in a txt file	<b>Target URL</b>	URL has to be forwarded in a txt file

\*\* When delivering 3<sup>rd</sup> party code, it is important to take into account the following guidelines:

- 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.
- 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 (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.

### 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>: `<script type="text/javascript">  
var clickTag = "http://www.mysite.com"; </script>`  
- in the general <div>:  
`<div onclick="window.open(window.clickTag)"  
style="cursor:pointer"> </div>`

### .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. ``  
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.

### 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.



### Example