Technical data Internet Ads
# TV Spot Leaderboard (+ publication on M sites)

| DESKTOP | | MOBILE |
|---|---|---|
| 840 pixels wide x 250 pixels high | **Dimensions** | 600 pixels wide x 150 pixels high |
| 70 KB | **Maximum file size** | 40 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 3$^{rd}$ 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).

**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. <img src="/graphics/ad-image.jpg">
  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 | |
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