## Technical data Internet Ads

## **Take Over KW (+ publication on M sites)**

DESKTOP		MOBILE
1600 pixels wide x 1200 pixels high <b>Background colour:</b> # (hexadecimal code)	Dimensions	300 pixels wide x 75 pixels high 300 pixels wide x 250 pixels high
200 KB	Maximum file size	40 KB
GIF or JPEG	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
150 px  1280px  160 px  1600 px	Example	