



## Small Leaderboard (+ publication on M sites)

DESKTOP		MOBILE
468 pixels wide x 60 pixels high	<b>Dimensions</b>	320 pixels wide x 100 pixels high
70 KB	<b>Maximum file size</b>	40 KB
GIF or JPEG or third party** or HTML5***	<b>File type</b>	GIF or JPEG or third party** or HTML5***
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
<p>** When delivering 3<sup>rd</sup> party code, it is important to take into account the following guidelines:</p> <p>1. Attention please: in order to guarantee the visibility of your advertisement, it is of the utmost importance that your 3<sup>rd</sup> 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.</p> <p>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).</p>	<b>More info</b>	- An impression tracker for mobile can be delivered. - A click tracker for mobile can be delivered.
<p><b>HTML5 specifications***</b></p> <ul style="list-style-type: none"> <li>• We only accept HTML5 as a .zip file or 3rd party script.</li> <li>• We do NOT accept HTML5 for the newsletters.</li> <li>• The index.html should contain a clickTag (please mind the spelling)                             <ul style="list-style-type: none"> <li>- in de &lt;head&gt;: <code>&lt;script type="text/javascript"&gt;</code>  <code>var clickTag = "http://www.mysite.com"; &lt;/script&gt;</code></li> <li>- in the general &lt;div&gt;:  <code>&lt;div onclick="window.open(window.clickTag)" style="cursor:pointer"&gt; &lt;/div&gt;</code></li> </ul> </li> </ul> <p><b>.zip specifications</b></p> <ul style="list-style-type: none"> <li>• The .zip document contains index.html</li> <li>• The index.html contains a clickTag</li> <li>• All links in the HTML5, such as a link to another image or other, should be relative links                      e.g. <code>&lt;img src="/graphics/ad-image.jpg"&gt;</code>                      External libraries and web fonts excepted. If you link those external libraries (jquery etc.), the request should be done through HTTPS (SSL).</li> <li>• The number of files is limited to 15, to avoid slow charging.</li> </ul>	<b>HTML5 &amp; zip files</b>	