



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 or third party** or HTML5***
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:

- 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).

HTML5 specifications***

- We only accept HTML5 as a .zip file or 3rd party script.
- We do NOT accept HTML5 for the 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

