

# Take Over Flair – Libelle Lekker – KW (+ publication on M sites)

DESKTOP		MOBILE
1600 pixels wide x 1200 pixels high <b>Background colour:</b> #_____ (hexadecimal code)	<b>Dimensions</b>	300 pixels wide x 75 pixels high 300 pixels wide x 250 pixels high
200 KB	<b>Maximum file size</b>	40 KB
GIF or JPEG	<b>File type</b>	GIF or JPEG
URL has to be forwarded in a txt file	<b>Target URL</b>	URL has to be forwarded in a txt file
	<b>Example</b>	

The diagram illustrates the layout of an advertisement on a desktop screen. The desktop screen is 1600 pixels wide and 1200 pixels high. A blue rectangular area, representing the ad space, is 150 pixels high and 1200 pixels wide. This ad space is centered horizontally, with 160 pixels of margin on both the left and right sides. The text 'the blue space is the space for the ad of the client' is placed within the blue area. A horizontal line indicates that the total width of the website content area is 1280 pixels. The mobile dimensions are also indicated as 300 pixels wide and 250 pixels high.