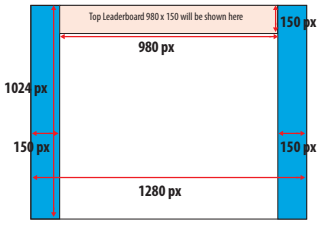


Take Over KW (+ publication on M sites)

DESKTOP		MOBILE
file 1 & 2: Top Leaderboard: 980 pixels wide x 150 pixels high ATTENTION! This Leaderboard will be placed at the top of the page on top of the background. Background image: 1280 pixels wide x 1024 pixels high, file type: GIF, JPEG Background colour: #_____ (hexadecimal code)	Dimensions	file 3 instead of the Top Leaderboard 600 pixels wide x 150 pixels high file 4 instead of the Background 600 pixels wide x 100 pixels high
Top Leaderboard: 100 KB Background: 200 KB	Maximum file size	40 KB
GIF or JPEG or third party**	File type	GIF or JPEG
GIF or JPEG - 600 pixels x 150 pixels + extra target URL	3rd Party Top Leaderboard	
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
<p>** When delivering 3rd party code, it is important to take into account the following guidelines:</p> <ol style="list-style-type: none"> 1. in case a z-index is sent, it can have a maximum value of 9000. <p>(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> <p>All interruptive rich media advertising executions (Overlay, expandable, ...) should feature a close button in the top right hand corner. The close button should appear on every frame of the execution. The close button should appear in the top right next to the content or the actual visible ad content (cfr. when there is a transparent background). The close button should be clearly visible at all times with special consideration taken about the background colours of the web page the creative is running on. The close button should feature both an 'X' and the word 'close' in font size 11.</p> <p>*** CSS display property value: display block</p>	More info	<p>- An impression tracker for mobile can be delivered.</p> <p>- A click tracker for mobile can be delivered.</p>
<p>Background must be 1280 x 1024 pixels Top Leaderboard must be 980 x 150 pixels and will be shown over the background</p> 	Example	