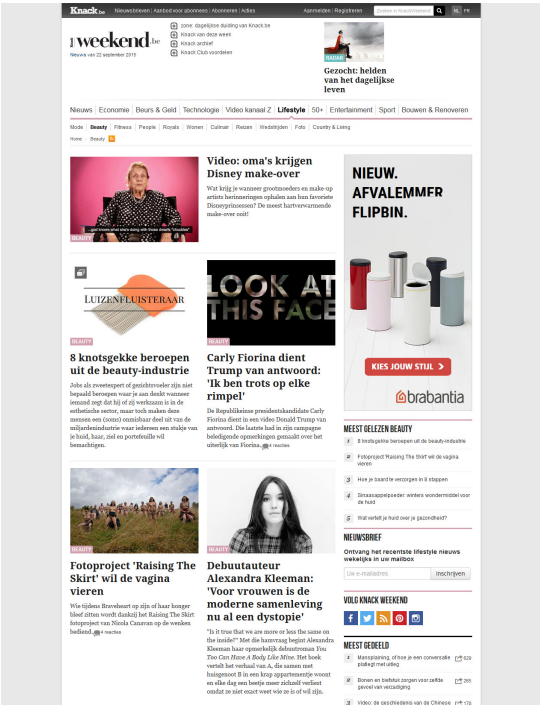


Technical data Internet Ads

Half Page (+ publication on M sites)

DESKTOP		MOBILE
300 pixels wide x 600 pixels high	Dimensions	300 pixels wide x 250 pixels high
70 KB	Maximum file size	40 KB
GIF or JPEG or third party**	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
** When delivering 3rd party code, it is important to take into account the following guidelines: 1. 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).	More info	- An impression tracker for mobile can be delivered. - A click tracker for mobile can be delivered.
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.	Video	
	Example	