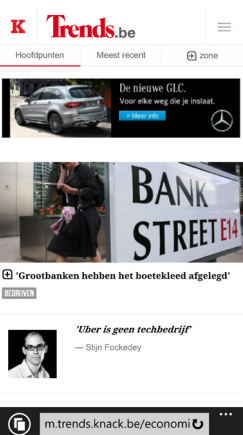


# Technical data Internet Ads

## Leaderboard (+ publication on M sites)

| DESKTOP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | MOBILE                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------------------------------------------------------------------------------------------------------|
| 728 pixels wide x 90 pixels high                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Dimensions        | 600 pixels wide x 150 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                                                                             |
| <p>** When delivering 3<sup>rd</sup> party code, it is important to take into account the following guidelines:</p> <ol style="list-style-type: none"> <li>1. in case a z-index is sent, it can have a maximum value of 9000.</li> </ol> <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> | More info         | <p>- An impression tracker for mobile can be delivered.</p> <p>- A click tracker for mobile can be delivered.</p> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Example           |                                |