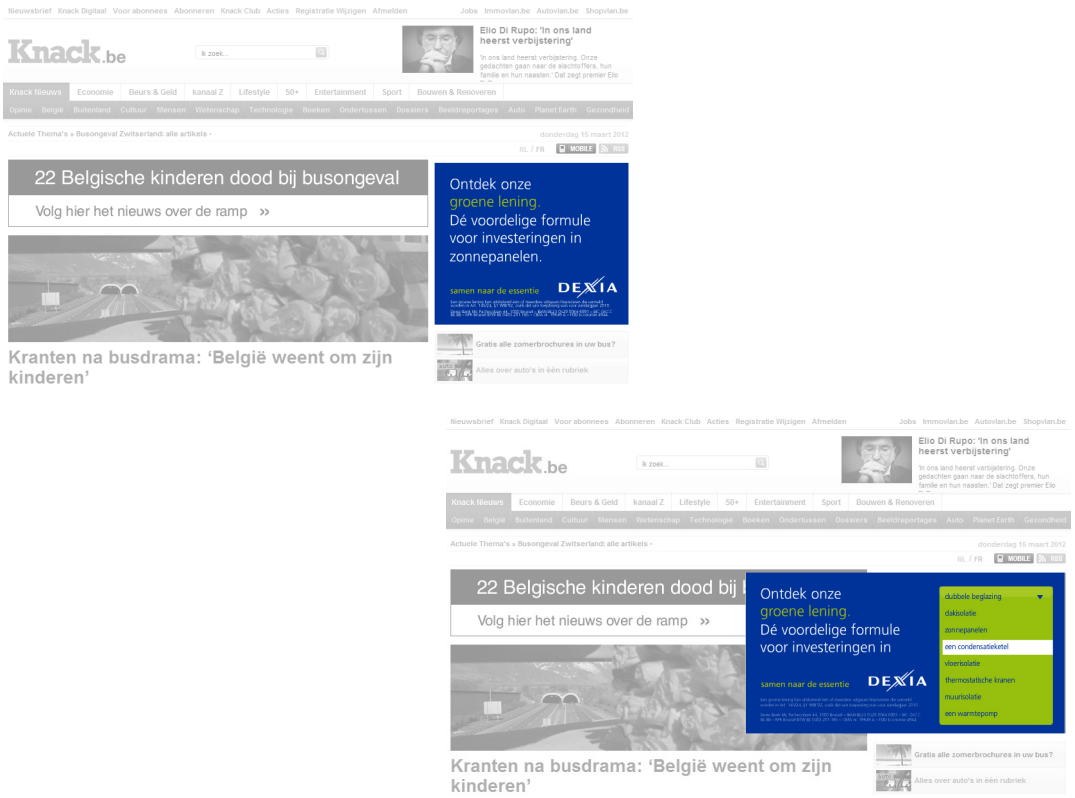
Technical data Internet Ads

Medium Rectangle Expandable

Medium Rectangle Expandable	
Number of files	1 file: third party **
Dimensions not expanded	300 pixels wide x 250 pixels high
Dimensions expanded	max. 500 pixels wide x 250 pixels high
Maximum file size	100 KB
File type	third party**
Animation	Max. 3 times the animation within 15 sec., then stop
Target URL	URL has to be forwarded in a txt file
More info	** 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). All interruptive rich media advertising executions (Overlayer, 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.
Example