

2. SMARTPHONE APP ADVERTISING / TABLET APP ADVERTISING

Technical data Smartphone App Advertising **Mobile Leaderboard XXL**

Mobile Leaderboard XXL	
Dimensions	640 pixels wide x 100 pixels high
Maximum file size	Max. 40 KB
File type	GIF, JPEG, animated GIF
Animation	Max. 3 times the animation within 15 sec., then stop
Target URL	1 URL has to be forwarded in a txt file and is used both for a non-retina and a retina format We accept only 1 tracking URL and 1 click command per language
Sites	For an overview of the sites on which this internet ad can be placed, see Roularta.be > Technical info > Internet

Technical data Smartphone App Advertising **Mobile Splash XXL**

Mobile Splash XXL	
Dimensions	640 pixels wide x 960 pixels high
Maximum file size	Max. 80 KB
File type	GIF, JPEG, animated GIF
Animation	Max. 5 seconds, then stop
Target URL	1 URL has to be forwarded in a txt file and is used both for a non-retina and a retina format We accept only 1 tracking URL and 1 click command per language
Sites	For an overview of the sites on which this internet ad can be placed, see Roularta.be > Technical info > Internet