

## TEXT LINK HOMEPAGE

The screenshot shows the homepage of SeniorenNet.be. At the top, there is a banner for 'Kamer MET ontbijt aan €29, een heel jaar lang!' with the OxyPass logo. Below the banner is a navigation menu with categories like Home, Blogs, Chatbox, Forum, Foto-album, etc. The main content area features a 'TEXT LINK' advertisement for a travel package. The ad includes a title 'Kamer MET ontbijt aan €29, een heel jaar lang!', a sub-headline 'EN GENIET VAN JOUW PRODUCTEN AAN VERLAAGDE PRIJS', and a list of features: '16-82 Russen tegen hun achterste aan', '16-83 Duitse Nieuw-Zeelandse Europese', '16-84 Duitse Nieuw-Zeelandse Europese', and '16-85 Duitse Nieuw-Zeelandse Europese'. The ad also includes a 'Waarom kiezen?' section and a 'Waarom kiezen?' section.

Text link advertorial USA under 'specials'

## CONTENT PAGE

The screenshot shows a content page on SeniorenNet.be. At the top, there is a 'LEADERBOARD' section. Below it, there is a main article titled 'Nederlandstalig begeleide groepsreizen zoals u zo al jaren zocht!!!'. The article text is partially visible, mentioning 'In de zomer 2010/2011 zijn er een aantal...'. To the right of the article, there are five rectangular advertisements stacked vertically, labeled 'RECTANGLE'. At the bottom of the page, there is a 'WIDE SKYSCRAPER' advertisement.

Content page with exclusive display advertising

- Text
- Images
- Leaderboard
- Max 5 Rectangles
- Wide Skyscraper



## TECHNICAL SPECIFICATIONS TEXT & IMAGES

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- Text link on homepage SeniorenNet under "Specials" – 50 characters (spaces incl. )
- Text in Word file (unlimited number of characters)
- Pictures or images to be delivered in gif or jpeg 72 dpi

## DISPLAY ADVERTISING AROUND ADVERTORIAL

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FORMAT	DIMENSIONS	FILE TYPE	FILE SIZE
Leaderboard	728 x 90	jpeg, gif, swf	Max 40 K
Rectangle	180 x 150	jpeg, gif, swf	Max 40 K
Wide Skyscraper	160 x 600	jpeg, gif, swf	Max 40 K

## FLASH FILES & BACKUP IMAGES

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- All Flash animations must be delivered as SWF file format.
- A back-up image gif or jpeg must be delivered for each SWF file at same dimensions for non-flash users.

## REMARKS

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- In case of labelling (text via mouse): ALT TXT, max 65 characters
- No expandable banners
- No sound
- HTML delivery is possible
- Tags must be active on delivery date
- An active URL must be provided
- Ads with the same backgroundcolor as [www.seniorennet.be](http://www.seniorennet.be) (white) must be provided with a frame.

## VIDEO

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- Basis Flash file (swf) max 40 K (initial download)
- Rich Media file (flv) max 2,2 Mb (progressive download after click; no streaming)
- Back up image (gif / jpeg) max 20 K
- Audio & video start together – after click
- The video advertisement should feature a play, stop and mute button

## TIPS

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- Generation 50+ tends to like static/quiet banners more than very animated ones
- The smaller the ad file, the quicker the ad will be uploaded.



## CLICKTAG

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- The link to the website should NOT be integrated in the Flash file
- In the Flash file you must refer to the "clickTAG"
- With this clickTAG we can count the clicks in our ad server

## CLICKTAG CODE

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The link in the Flash banner must refer to the clickTAG. This reference must be entered in the URL-field of the getURL action.

In Flash it looks like this:



### ATTENTION

Do NOT use on (press), but do use on (release) like in the example given above. Otherwise, the pop-up blockage of several browsers will be activated.

"\_blank

Enter target "\_blank" in the code in Flash.

## MORE INFORMATION ABOUT CLICKTAG

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[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/index.html#](http://www.adobe.com/resources/richmedia/tracking/designers_guide/index.html#)

## DELIVERY MATERIAL

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By e-mail: [info@peoplecommunication.be](mailto:info@peoplecommunication.be)

Deadline: 5 business days prior to start date campaign

