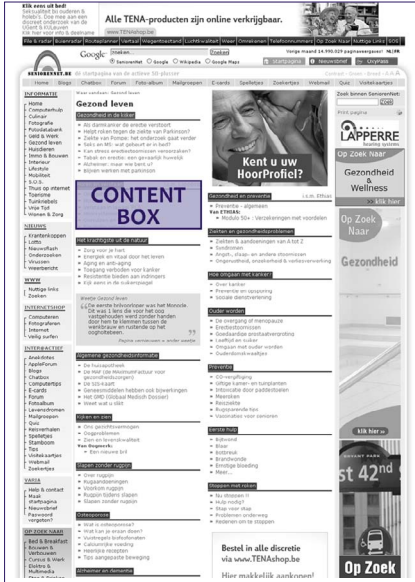


INDEX PAGE INFO SECTION



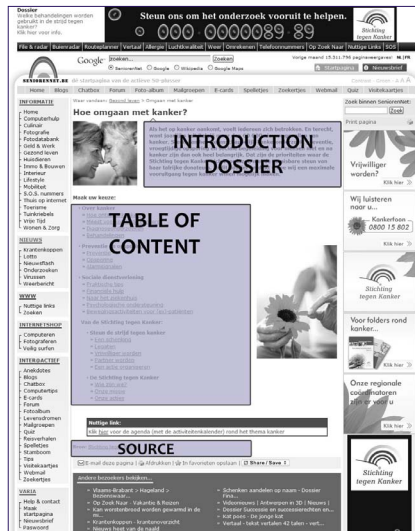
CONTENT BOX IN 1 INFORMATION SECTION

Announcement of the dossier through a brief table of content.

Technical specifications:

- Titel: Max 30 characters (spaces incl.)
- Subtitles: Max 40 characters (spaces incl.)
Max 6 subtitles

INDEX PAGE DOSSIER



INTRODUCTION DOSSIER

Brief introduction to explain the content of the dossier.

TABLE OF CONTENT

Detailed table of content with subdivision per chapter.

SOURCE

The advertiser is mentioned by name, with link to own website.

Technical specifications:

- Introduction dossier: About 500 characters (spaces incl.)
- Table of content: Unlimited number of characters
In accordance with the chapters
Delivered in a Word file
- Source: Unlimited number of characters



DOSSIER



TEXT DOSSIER:

- Delivered in a Word-file
- Divided per chapter with a clear indication of the titles.
- Provided with an introduction at the beginning of each chapter
- Unlimited number of characters
- Mention which picture has to be put where in the text

E.g. : here image_01.jpg

IMAGES:

- Must be delivered in low resolution, 72 dpi
- File type: jpeg or gif
- Brief and clear file name

SOURCE:

- Unlimited number of characters

Some tips and tricks:

- Each text has to be made in function of communication to generation 50+: clear and informative text (no technical jargon, use of a lexicon to explain difficult words)
- Don't make very long texts, (sub)divide your texts with (sub)titles and use new sections
- Pay attention to typing errors, grammar and correct use of capitals
- Use keywords in your text and reuse them in the titles

For your information: a commercial page within SeniorenNet.be is put inside a commercial frame.

DOSSIER



DISPLAY ADVERTISING

LEADERBOARD

Ad with link to website advertiser.

RECTANGLE

Maximum 5 Rectangles which can link to specific pages within the dossier as well as to external pages within the website of the advertiser.

WIDE SKYSCRAPER

Ad with link to website advertiser.

Technical specifications display advertising: see page 4



DOSSIER



TRAFFIC GENERATION TO DOSSIER

DISPLAY ADVERTISING

Medium Rectangle 1: ad with link to dossier.

NEWSLETTER INSERTION

Ad text in the newsletter of Seniorenet which informs the reader about the content of the dossier/advertorial.

- Text of maximum 400 characters (interspacing incl.) with link to webpage advertiser
- Text to be delivered in Word or TXT-file.
- Image (160 px W x 108 px H - jpeg or gif)

TOP TEXT AD

Maximum 3 text ads (to arouse the visitor's curiosity).

They will appear ROS within Seniorenet.be and will link to specific pages within the dossier / the advertorial.

Title (max. 25 characters, spaces incl.)

Body (max. 95 characters, spaces incl.)

Link (max. 30 characters, spaces incl.)



DELIVERY DISPLAY ADVERTISING

FORMAT	DIMENSIONS	FILE TYPE	FILE SIZE
Leaderboard	728 x 90	jpeg, gif, swf	Max 40 K
Medium Rectangle	300 x 250	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

- 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

- 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 (white) must be provided with a frame.

VIDEO

- 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

- 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

- 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

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

http://www.adobe.com/resources/richmedia/tracking/designers_guide/index.html#

DELIVERY MATERIAL

By e-mail: info@peoplecommunication.be

Deadline: 1 month prior to start date campaign

