

DELIVERY DISPLAY ADVERTISING

FORMAT	DIMENSIONS	FILE TYPE	FILE SIZE
Leaderboard	728 x 90	jpeg, gif, swf	Max 40 K
Medium Rectangle (position 1 & 2)	300 x 250	jpeg, gif, swf	Max 40 K
Square	250 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: 3 business days prior to start date campaign

