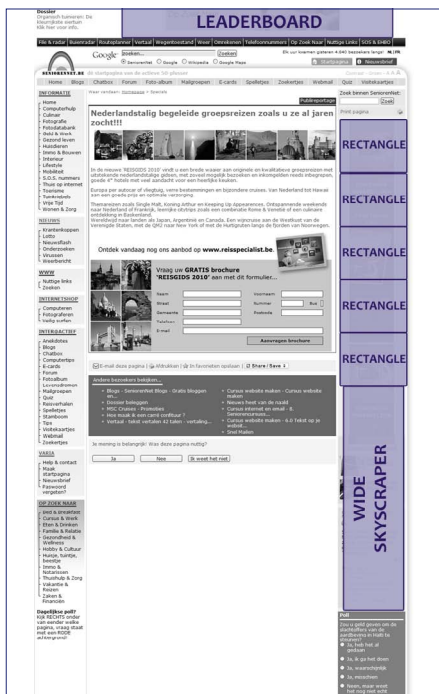


## CONTENT PAGE



Content page with exclusive display advertising

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

## DISPLAY ADVERTISING AROUND CONTENT PAGE

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

## DELIVERY MATERIAL

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

Deadline: 5 business days prior to start date campaign

