

Specification for Banners • web-ads

Material

Deliver all files and information regarding links and clickTAGs to:

peo.gothesson@mediahuset.se

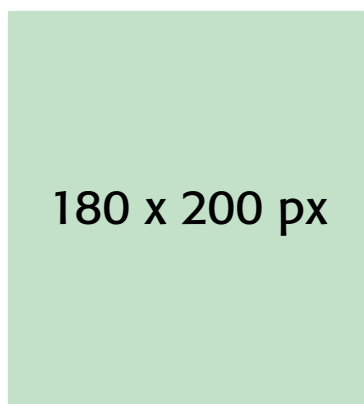
at least 7 days before planned date for publishing.

If you need our help to produce or code ads, please contact us for our services.

All questions and matters please email peo.gothesson@mediahuset.se

We accept the following file-formats. GIF, JPEG, PNG, SWF and html5.

Full support in all browsers for gif-, png- and jpeg-format. Use Html5 for more advanced banners. Flash/swf is a format that is moving out of the market, and may not be shown by the user.



180 x 200 px

Banner web

- 180 x 200 px
- max filesize 500 kb

SWF-files

- Always deliver content with fallbackimage (png, jpg, gif)
- SWF-files with link, use parameter “clickTAG”
- No other links may used other than clickTAG
- Links should be defined as complete URL,
Example. [http://www.domina.com?parameter1=\[string | int\]](http://www.domina.com?parameter1=[string | int])

Html5

- All links to images, content must be relative to index.html
- Ads must be delivered as zip-files and all html-files, images etc must be in root of ZIP-file.
- Keep files as low as possible in kB and don't load more scripts than is used.
- Video-files must be in low filesize and no sound playing by default.
- Links should be defined as complete URL,
Example. [http://www.domina.com?parameter1=\[string | int\]](http://www.domina.com?parameter1=[string | int])
- You are able to use one default clickTAG and four complement clickTAGs. (clickTAG, clickTAG_a, clickTAG_b, clickTAG_c, clickTAG_d)