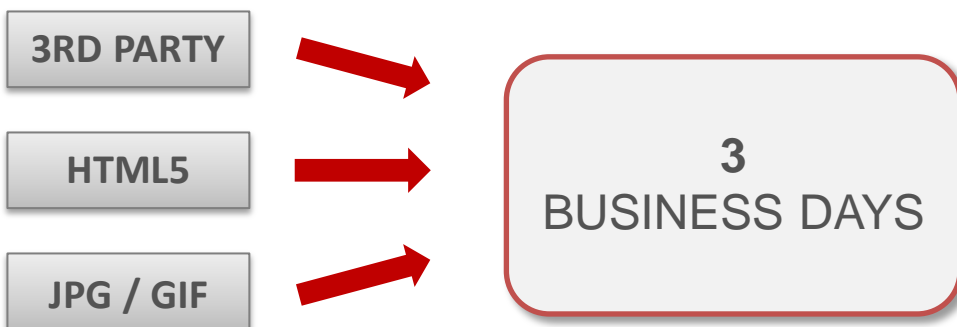


## Delivery Guidelines

- ➔ Advertising material should be sent to our general address for material delivery:  
[adops.be@hi-media.com](mailto:adops.be@hi-media.com)
- ➔ Material send to a personal mail address will not be taken into account

## Delivery delays for Halfpage



- ➔ Campaign material should include:
  - all necessary creatives that meet our specifications
  - destination urls that are live
  - for HTML5, zip file with all files included
  - for 3rd party material: active redirects
- ➔ Feedback on material validity will be given within 48 hours after reception.
- ➔ Should any of the delivered material fail to meet our requirements, the procedure will restart.

## Specifications

SSL Compliance	The compliant SSL ads are strongly recommended. SSL ensures that your ads reach the widest possible audience across our network and the web. Non-compliant SSL Ads will be excluded from SSL compliant publisher sites.
Extension	.html, .css, .js contained in a zip file (.zip)
Size	300x600
Max weight file	60ko
Destination url	Max 1024 characters
HTML5 Specifications	Limited outside network connection Limited libraries, fonts (Max 1. each type) Code compression (optional) Use <meta name="ad.size" content="width=[WIDTH],height=[HEIGHT]">
3rd party acceptance	Yes
Clicktag	<p>The click tag should be placed in the .html file without minification or obfuscation. Ads must use the clickTag variable as the destination of the click event, whether handled by anchor tags</p> <p>(&lt;a&gt;), window.location, window.open, or any other method of navigating the user.</p> <p>Implementation :</p> <pre>&lt;a id="clickarea" target="_blank"&gt;&lt;a/&gt; Javascript – var clickarea = document.getElementById("clickarea");  Clickarea.href= clickTag;</pre>

## Specifications

<b>Zip File Specifications (IAB Specifications)</b>	<p>There must be at least one .html file (the starting point of the ad) in the .zip.</p> <p>Structure files as needed. No specific rules are outlined for the folder structure of the .zip file. Files may be organized in subfolders or may be present solely within the root folder.</p> <p>All code and assets should be relatively referred to by the .html file.</p> <p>Minimize the number of files included within the .zip file. For performance reasons, some ad servers may limit the number of individual files that may be included with the ad.</p> <p>All code and assets needed to run the ad should be contained in the .zip file. The ad needs to be selfcontained so that rendering the ad is not dependent on a network connection. Exceptions include files such as Javascript libraries or web fonts, but the file size of these external files should still be considered part of the overall file size if they are loaded upon the initial file load.</p>
<b>Audio</b>	<p>Sound OFF by default, always user initiated on click action. All advertising formats that use sound must feature a sound on/off button.</p>
<b>Animation</b>	<p>3 loops within 15 sec (Unlimited during user interaction)</p>

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