



# MOBILE

General address for material delivery\*  
[adopsbe@adux.com](mailto:adopsbe@adux.com)

\* Material sent to a personal mail address will not be taken into account

# DELIVERY GUIDELINES

- Delay : 3 business days
    - 3rd party
    - HTML5
    - JPG / GIF
  - Feedback on material validity within 48H
  - If material fails to meet our requirements: restart procedure
- Campaign material should include
    - All necessary creatives that meet our specifications
    - Destination links that are live
    - For HTML5: zip-file with all files included
    - For 3rd party material: active redirects

# SPECIFICATIONS

Specification	Explanation
Extension	.html, .css, .js contained in a zip-file (.zip), .gif, .jpg
Size	300x50 , 320x50 , 300x100 , 320x100
Max weight file	40ko
Destination link	Max 1024 characters
HTML5 specifications	Limited outside network connection Limited libraries, fonts (max 1 of each type) Code compression (optional) Use <meta name="ad.size" content="width=[WIDTH],height=[HEIGHT]">
3rd party	Accepted

# SPECIFICATIONS

Specification	Explanation
Clicktag	<p>Should be placed in .html file (without minification/obfuscation).</p> <p>Ads must use the clicktag variable as 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.</p> <p><b><u>Implementation:</u></b></p> <pre>&lt;a id="clickarea" target="_blank"&gt;&lt;a/&gt;</pre> <pre>Javascript – var clickarea = document.getElementById("clickarea");</pre> <pre>Clickarea.href= clickTag;</pre>



# SPECIFICATIONS

Specification	Explanation
ZIP-file specifications (IAB specifications)	<ul style="list-style-type: none"><li>• At least 1 .html file (starting point of the ad) in the .zip.</li><li>• Structure files as needed (files in subfolders or presented solely within the folder).</li><li>• All code &amp; assets should be referred to by the .html file.</li><li>• Minimize the # of individual files (for performance reasons).</li><li>• All code and assets needed to run the ad should be 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.</li></ul>
Audio	Sound: off by default (always user initiated on click action). A sound on/off button
Animation	3 loops within 15sec (unlimited during user interaction)

# CLICKTHROUGH POSSIBILITIES

- **Click to web**
  - <http://www.mysite.com> redirects you to the advertiser's website
- **Click to call**
  - Tel: my\_phone\_number records and shows the number to make a phone call
- **Click to sms**
  - Sms: my\_sms\_number invites you to send a new sms
- **Click to app**
  - <http://phobos.apple.com> or <http://itunes.apple.com> brings you to the appmarket where the software can be downloaded
- **Click to maps**
  - Maps: my\_maps\_url or <http://maps.google.com> redirects to the map of a particular location
- **Click to mail**
  - Mailto: my\_email\_address opens a new e-mail form
- **Click to video**
  - <http://www.youtube.com> or VideoQuickTime opens a webpage or an app to play the video