



VIEWABLE AUDIENCES TARGETING

General address for material delivery* : adopsbe@adux.com

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



DELIVERY GUIDELINES

- Delay : 3 business days
 - 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
 - All desktop and mobile formats are required
 - Destination links that are live
 - For HTML5: zip-file with all files included
 - Active redirects

SPECIFICATIONS

Specification	Explanation
Extension	.html, .css, .js contained in a zip-file (.zip), .gif, .jpg
Size	Desktop :160x600, 300x250, 300x600, 728x90, 970x250 Mobile : 320x50 - 320x480 - 480x320 - 768x1024 - 1024x768
Max weight file	60ko
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	Refused

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Clicktag	<p>Should be placed in .html file (without minification/obfuscation). Ads must use the clicktag variable as destination of the click event, whether handled by anchor tags. (<a>), window.location, window.open or any other method of navigating.</p> <p><u>Implementation:</u></p> <pre><a/></pre> <pre>Javascript – var clickarea = document.getElementById("clickarea");</pre> <pre>Clickarea.href= clickTag;</pre>

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ZIP-file specifications (IAB specifications)	<ul style="list-style-type: none">• At least 1 .html file (starting point of the ad) in the .zip.• Structure files as needed (files in subfolders or presented solely within the folder).• All code & assets should be referred to by the .html file.• Minimize the # of individual files (for performance reasons).• 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.
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