

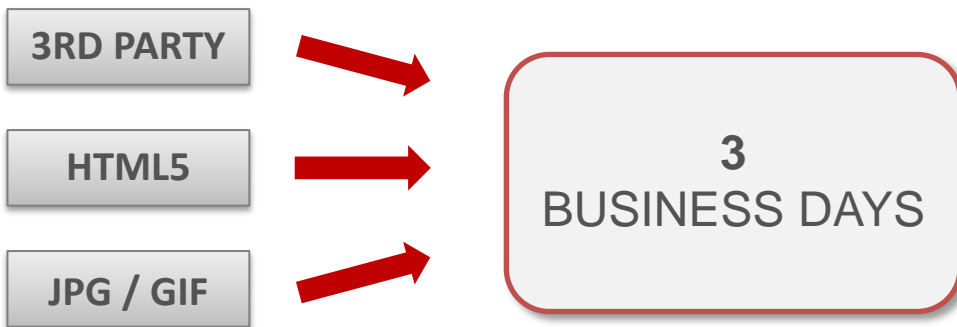
## Delivery Guidelines

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- ➔ 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 Mobile

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- ➔ 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

Extension	.html, .css, .js contained in a zip file (.zip), .gif, .jpg
Size	320x50, 320x75
Size Splash	320x480 (portrait) 480x320 (landscape)
Max weight file	35 ko (Banner) / 60ko (Splash)
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	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  (<a>), window.location, window.open, or any other method of navigating the user.  Implementation :  <a id="clickarea" target="_blank"><a/> Javascript – var clickarea = document.getElementById("clickarea");  Clickarea.href= clickTag;

Specifications

Zip File Specifications (IAB Specifications)	<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>
Audio	Sound OFF by default, always user initiated on click action. All advertising formats that use sound must feature a sound on/off button.
Animation	3 loops within 15 sec (Unlimited during user interaction)

## Interstitial gif&jpg (splash)

Extension	.gif, .jpg
Size	320x480
Max weight file	50 kb
Destination url	Max 1024 characters
Transparency	No
Spécifications	Display for 10 seconds max - The closing link is built by us -> Do not put a close button

## Interstitial HTML (splash)

Extension	HTML5
Size	320x480
Max weight file	150 kb
Destination url	Max 1024 characters
Transparency	No
Spécifications	We can not prevent landscape mode on Web Mobile

## Clickthrough possibilities

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**Click to Web :** <http://www.mysite.com> redirects you to the advertiser's website.

**Click to call :** [tel:my\\_phone\\_number](tel:my_phone_number) records and shows the number to make a phone call. **Click to SMS :** [sms:my\\_SMS\\_number](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 app market where the software can be downloaded.

**Click to Maps:** [maps:my\\_maps\\_url](maps:my_maps_url) or <http://maps.google.com/> redirects to the map of a particular location.

**Click to Mail :** [mailto:my\\_email\\_adress](mailto:my_email_adress) opens a new e-mail form.

**Click to Video :** <http://www.youtube.com/> ou vidéoQuickTime opens a webpage or an app to play the video.