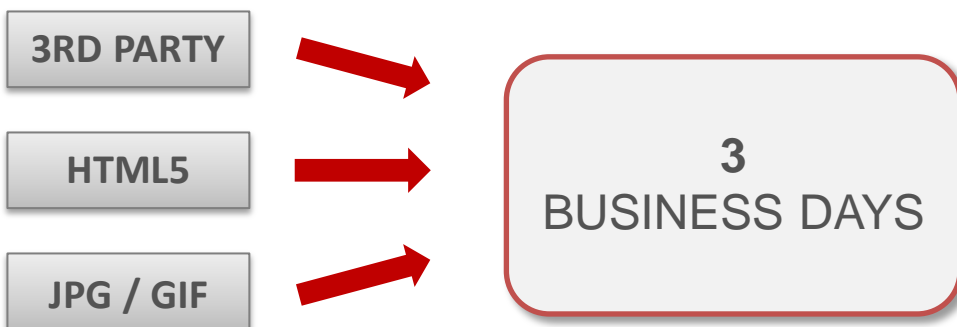


## Delivery Guidelines

- ➔ 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 Large Leaderboard



- ➔ 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	840x250
Max weight file	99ko
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 ( &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

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	1 loop within 15 sec (Unlimited during user interaction)

## Example

AUTO

SCOUT 24

NO 1 EN BELGIQUE.

Accueil

Rechercher

Vendre

Magazine & Information

Aide

Mon AutoScout24

Le meilleur prix, vous l'avez déjà.  
Choisissez entre € 500 de remise supplémentaire  
ou 3 ans de garantie !

En août : stock limité de  
Mercedes Classe B à € 21.000



BEST PRICE

BEST PRICE

BEST PRICE

Nearly New C  
by Mercedes

Nouvelle recherche &gt; Affiner recherche &gt; Liste résultats: 8.428 annonces

Créer une alerte e-mail ★ Véhicules s

Affiner recherche

Prix de vente (€)

1.000 jusqu'à

Kilométrage

de jusqu'à

Année

de jusqu'à

CP ou ville

Rayon

200 km

8.428 résultats

Affiner recherche

Modèle

C 200 926

E 220 665

C 220 662

Sprinter 585

E 200 565

Plus d'info

Carburant

Diesel 6627

Essence 1699

Plus d'info

Chassis

Résultats de recherche

Tri par Prix ordre croissant

Vos critères de recherche:





Mercedes-Benz

Belgique

Sauvegarder recherche

Nos meilleures offres

Plus des meilleures off

	<b>Mercedes-Benz SLK 200</b> € 29.990,- 24.900 km 12/2011		<b>Mercedes-Benz A 160</b> € 22.950,- 22.222 km 09/2013
	€ 1.000,- <b>Mercedes-Benz A 160 sngcar.com piece pour mercedes sm...</b> B-1800 Vilvoorde - Occasion, Diesel, Monospace, Boîte automatique, Jantes alliage	10.000 km	04/2000 44
	€ 1.000,- <b>Mercedes-Benz E 220 D - airco - trekhaak</b> B-9140 ELVERSELE (TEMSE) - Occasion, Diesel, Berline, Boîte manuelle Car-Pass	237.264 km	04/1996 70