



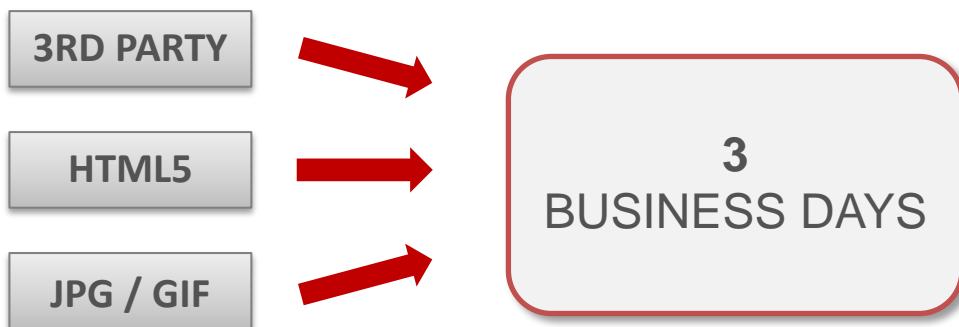
## Delivery Guidelines

---

- ➔ Advertising material should be sent to our general address for material delivery:  
[adopsbe@adux.com](mailto:adopsbe@adux.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.



# Large Leaderboard

## Specifications

<b>SSL Compliance</b>	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.
<b>Extension</b>	.html, .css, .js contained in a zip file (.zip)
<b>Size</b>	840x250
<b>Max weight file</b>	99ko
<b>Destination url</b>	Max 1024 characters
<b>HTML5 Specifications</b>	Limited outside network connection Limited libraries, fonts (Max 1. each type) Code compression (optional) Use <meta name="ad.size" content="width=[WIDTH],height=[HEIGHT]">
<b>3rd party acceptance</b>	Yes
<b>Clicktag</b>	<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

<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>	Sound OFF by default, always user initiated on click action. All advertising formats that use sound must feature a sound on/off button.
<b>Animation</b>	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 > Affiner recherche > 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> <b>€ 29.990,-</b> 24.900 km 12/2011		<b>Mercedes-Benz</b> <b>€ 22.950,-</b> 22.222 km 09/2013
	<b>€ 1.000,-</b> <b>Mercedes-Benz A 160 sngcar.com piece pour mercedes sm...</b> B-1800 Vilvorde - Occasion, Diesel, Monospace, Boîte automatique, Jantes alliage 15 photos	<b>10.000 km</b>	<b>04/2000</b> <b>44</b>
	<b>€ 1.000,-</b> <b>Mercedes-Benz E 220 D - airco - trekhaak</b> B-9140 ELVERSELE (TEMSE) - Occasion, Diesel, Berline, Boîte manuelle Car-Pass 12 photos	<b>237.264 km</b>	<b>04/1996</b> <b>70</b>