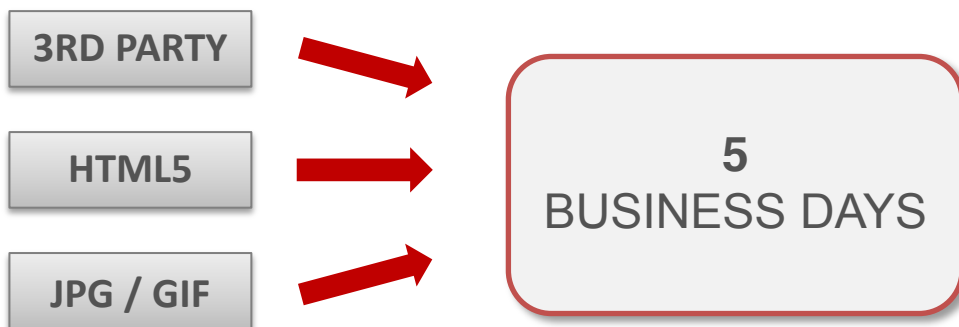


Delivery Guidelines

- ➔ Advertising material should be sent to our general address for material delivery:
adops.be@hi-media.com
- ➔ Material send to a personal mail address will not be taken into account

Delivery delays for Material



- ➔ 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.

IAB Format

	Desktop	tablet	Mobile
Type	HTML Material	HTML Material	HTML Material
size	728x90 + 300x600 + 300x250 + 160x600	728x90 + 300x600 + 300x250 + 160x600	300x250 + 320x50
Max weight	60kb	60kb	60kb
Tracking	recommended	recommended	recommended

Quantum Format

Type	.psd or .jpg
size	900x500
Max weight	No limit
Wording	Title : up to 50 characters Body : up to 150 characters

Take over Specifications (optional)

	Desktop	Tablet	Mobile
Skin			
Type	PSD or JPEG	PSD or JPEG	PSD or JPEG
Size	1600x1500	1400x400	640x200
Max weight file	150kb	120kb	50kb
Add on			
Type	.gif or .jpg		.gif or .jpg
Size	300x600 + 1020x250	300x250, 300x600	320x75
Max weight file	100kb	100kb	100kb
Tracking	Only one tracking for all devices	Only one tracking for all devices	Only one tracking for all devices

