

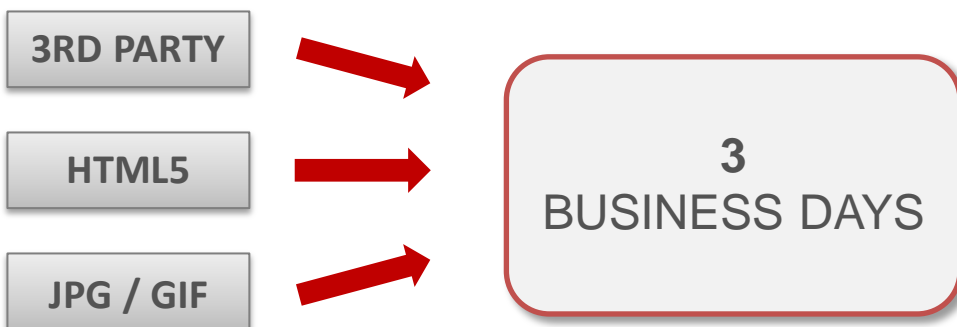
## Delivery Guidelines

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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 Leaderboard

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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

<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>	.jpeg, .gif, .html, .css, .js contained in a zip file (.zip)
<b>Size</b>	728x90
<b>Max weight file</b>	40ko
<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</p> <p>(&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</b> <b>(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>	3 loops within 15 sec (Unlimited during user interaction)

## Example





**Brussels Airport**  
Welcome to Europe



**"Ciao!"**

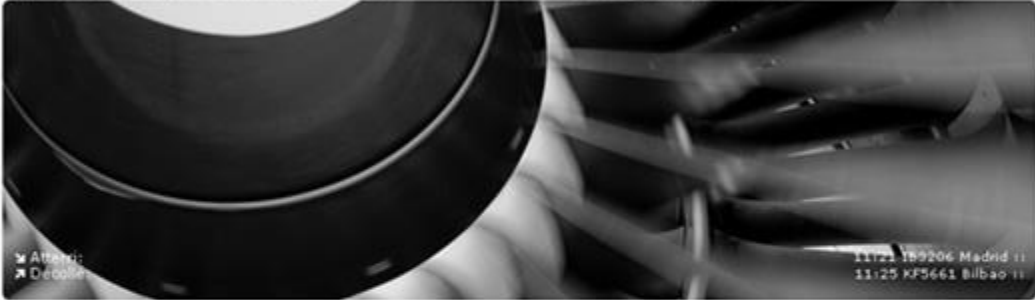
Italie à partir de 19€ par jour









**AVIS**  
We try harder.

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Arrivées:  
Départs:

11:21 IB9206 Madrid |  
11:25 KF5661 Bilbao |

- Infos vols
- Infos voyageurs
- Parking & transport
- Magasins & restaurants
- Services & Hôtels

**Réservez votre parking**



Book your parking online!

Suivez-nous sur

**Réservez online** Hôtels Voitures Last Minutes Last Call

Destination:

Date de départ: di 06 février 2011

Date de retour: di 13 février 2011

**Chercher**

**Arrivées**

N° de vol

**Chercher**

**Départs**


N° de vol

**Chercher**

**Horaires**

Destination

**Chercher**



**Disneyland PARIS**  
CLIQUEZ ICI


**Promotions de vol**

Montreal	€ 345
Johannesbourg	€ 475
Bangkok	€ 519
Dakar	€ 565
Jakarta	€ 589
Sydney	€ 895

[aller/retour, taxes incl](#)

**Nouvelles de l'aéroport**

Accident au viaduc de Vilvorde








[Plus ->](#)

Beaudevin remporte le premier prix aux International Airport Food & Beverage Awards 2010

[Plus ->](#)

**CONDITIONS SALON "JE VEUX TOUT" EN JANVIER SUR TOUTES LES CITROËN**

-  **SUPER REMISE\***
- +**
-  **SUPER REPRISE\***
- +**
-  **SUPER TAUX DE FINANCEMENT\***
- +**
-  **6 MOIS ASSURANCE OMNIUM GRATUITS\***
- +**
-  **COFFRE de TOIT LECTEUR DVD MONOSPACE CITROËN PICASSO\***

CITROËN TECHNOLOGIE CITROËN