

Technical requirements & guidelines for designing ads

Overview of formats

NAME	SIZE	EXPANDABLE	MAX. WEIGHT	TIJD.BE / LECHO.BE / NETTO.BE / MONARGENT.BE
Giant Leaderboard (only for High impact)	990 x 120		45 kB	x x x x
Large Leaderboard	840 x 150	840 x 400 (°)	40 kb	x x x x
Leaderboard	728 x 90	728 x 400 (°)	40 kB	x x x x
Banner (1) (only for Mobile)	640 x 80		40 kB	x x
Half Banner (2) (only for Web TV)	234 x 60		30 KB	x x
Half Page ad	300 x 600		40 kB	x x x x
Wide skyscraper	160 x 600	400 x 600 (°)	40 kB	x x x x
Skyscraper	120 x 600	400 x 600 (°)	40 kB	x x x x
Medium rectangle (IMU)	300 x 250	500 x 250 (°)	40 kB	x x x x
Square (IMU)	250 x 250	400 x 250 (°)	40 kB	x x x x
Floorad (3)	990 x 70		40 kB	x x x x
Large Overlayer (4)	800 x 600		40 kB	x x x x
Small Overlayer (5)	500 x 400		40 kB	x x x x
Splash	640 x 480		40 kB	x x x x
Peelback	90 x 90	500 x 500 (°)	40 kB	x x x x
Advertorial (6)	160 x 160		15 kB	x x

FORMATS CLASSIFIEDS	SIZE	MAX. WEIGHT	TIJD.BE / LECHO.BE / NETTO.BE / MONARGENT.BE
Advertorial (5)	160 x 160	15 kB	x x
Vertical banner	160 x 300	20 kb	x x
3 : 1 Rectangle (IMU)	300 x 100	40 kb	x x

- (1) Banner Mobile (640x80): animation, only gif or jpg (no swf or third party tags)
- (2) Half Banner (234x60): static, no animation, gif / jpg / swf / third party tags
- (3) Floorad (990x70): static, no animation, gif / jpg / swf / third party tags
- (4) Large Overlayer (800x600): only allowed with transparent background and max. size of the animation = 1/3 of the format
- (5) Small Overlayer (500x400): animation with non transparent background
- (6) Advertorial (160x160): static, no animation, only gif or jpg (no swf or third party tags)

(°) Expandable leaderboard and Peelback collapses to the bottom
Expandable skyscraper / imu collapses to the left

General Specifications

Deadlines

- GIF | JPG
All standard ads must be provided to publisher or media sales house 3 business days before the campaign start date.
- Rich media creative(*)
All standard ads must be provided to publisher or media sales house 5 business days before the campaign start date.

(*): Rich media creatives = all creatives other than GIF/JPEG creatives.

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Formats

- Logo: the material should always include the logo of the advertiser
- GIF: animated or static GIF image file
- JPG: JPG image file banner
- Rich media: swf + back-up gif or third party tags
For expandables, overlayers, splash and streaming only third party allowed.

Remark: We don't take charge of the technical costs of Rich media campaigns (eg.: eyeblaster, ...).

Updates

- Rich media creatives: no more than once a week
(see * under "Deadlines").

Animation

- 3 loops within 15 seconds
- Maximum of 3 creatives in rotation per campaign.

Linking URL

- An active URL must be provided for each creative.

Testing

- All creatives must function uniformly on popular browser platforms and/or operating systems

Sound

- User initiated
(mouse-over = sound ON | mouse-out = sound OFF | Icon sound ON/OFF)
- NO LOOPING ALLOWED.

Video

- up to 30 sec (starts automatically)
- above 30 seconds only user initiated allowed (start/stop button)

Flash

- Delivery:
swf file (minimum version 8) + destination URL + backup gif/jpg
- Clicktag:
Please insert the following actionscript 2.0 code on the button layer of the flash file

```
on (release) {  
    get URL(_root.clickTag, "_blank");  
}
```

Remark: Do not insert a hardcoded destination url in the swf! Otherwise we 'll not be able to measure the clicks of the swf. The url will be entered by our advertising system doubleclick

Specifications for newsletters and textads

NEWSLETTERS	DISPLAY	DIMENSIONS	FORMAT
Monday Online	Imu	250x250 / 300x250	Jpg / gif (no animation, no swf or third party)
Morning Midday Evening	Imu	250x250 / 300x250	Jpg / gif (no animation, no swf or third party)
Geldworp/brève d'argent	Imu	250x250	Jpg / gif (no animation, no swf or third party)
T-zine	Imu +	250x250 / 300x250	Jpg / gif (no animation, no swf or third party)
	Text	300 characters	Title: 50 characters, Text: 250 characters (*)
Stocks mail	Imu +	250x250 / 300x250	Jpg / gif (no animation, no swf or third party)
	Textad		Title: 35 characters, Text: 100 characters, onscreen url: 35 characters, url: unlimited characters (*)
Funds mail	Imu +	250x250 / 300x250	Jpg / gif (no animation, no swf or third party)
	Textad		Title: 35 characters, Text: 100 characters, onscreen url: 35 characters, url: unlimited characters (*)
TEXTADS	DISPLAY	DIMENSIONS	FORMAT
	Textad		Title: 35 characters, Text: 100 characters, onscreen url: 35 characters, url: unlimited characters (*)

(*) spacing included

Third party adserver specs

Deadlines*:

- Standard ads 3 business days prior to start dates
- All other formats 5 business days prior to start dates

* Late creative policy (IAB)

Formats allowed:

- Standard ads | Overlayer | content banner | streaming

Approved Third Party Delivery Services List:

- These specifications pertain to those services that have been preapproved by us for utilization.
- Please ask your sales representative for an approved

Services list or documentation on the approval process for third party delivery services.

- we will only accept advertising from third party services that have been tested and approved to run on network.

Cache Busting:

- Any image hosted by a third party company should be formatted for us to attach a timestamp to the third party tags.
- Publisher will work with the third party company to ensure the timestamp functions correctly on portfolio.

Performance:

- Any creative that delays load time or fails to appear on publisher sites will be pulled immediately.

Testing:

- All creative must function uniformly on both Mac and PC platforms as well as multiple browser versions of Netscape and Internet Explorer.
- Click count resolution by adserver 's side depends on tags delivered by third-party company and submitted to publisher trafficking approval.

Submissions:

- All tags must be delivered in *.TXT file containing following references:
 - Advertiser name
 - Campaign
 - Agency name
 - Period
 - Creative language
- Tags must be active at delivery.
- As publisher needs to keep track of all material delivery, all tags upload on third-party website will be refused

For further information, please contact:

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