

TECHNISCHE AANLEVERSPECIFICATIES



	Available Sizes	Flash	BACKUP GIF/JPEG/PNG	Third-Party	Animation Time	Flash Version *	Frame Rate	FLASH: Each creative must be delivered with the clickTAG action for measuring clicks according standard clickTAG	Notes / Additional Specs
- LARGE RECTANGLE - LEADERBOARD	336x280, 728x90	40kb	40kb	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<15 seconds	All versions supported	<30 fps	on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }	* Sound must be user initiated on mouse over or playbutton action
- LARGE RECTANGLE - LEADERBOARD EXPANDABLE ADS (COLLAPSED STATE)	336x280, 728x90	100kb - 300kb initial load	40kb	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<15 seconds	All versions supported	<30 fps	on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }	* Sound must be user initiated on mouse over or playbutton action * Hosting is done by Adrime
- LARGE RECTANGLE - LEADERBOARD EXPANDABLE ADS (EXPANDED STATE)	336x280, 728x90	100kb - 300kb initial load	40kb	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<15 seconds	All versions supported	<30 fps	on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }	* Sound must be user initiated on mouse over or playbutton action * Subsequent Loads: at least 4, at 100kb a piece * Must be able to be "pinned" in it's open state once the user interacts with the ad * Hosting is done by Adrime
FLOOR AD (COLLAPSED STATE)	100% width of the screen *	100kb	100kb	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<15 seconds	All versions supported	<30 fps	on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }	* Sound must be user initiated on mouse over or playbutton action * On mouseover or a unfold button the cornerad will expand * Maximum height 50 pixels and maximum 200 pixels expanded * Must be able to be "pinned" in it's open state once the user interacts with the ad * Hosting is done by Adrime
PEEL AD (COLLAPSED STATE)	50% width, 50% height of the corner of the screen *	100kb	100kb	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<10 seconds	All versions supported	<30 fps	on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }	* Sound must be user initiated on mouse over or playbutton action * 50% height, 50% width of the screen, independant of resolution being used * On mouseout peel ad must collapse * Hosting is done by Adrime
HOME PAGE TAKEOVER		100kb - 300kb initial load		FLASH, JAVAS- SCRIPT	<15 seconds	All versions supported	<30 fps	on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }	* Sound must be user initiated on mouse over or playbutton action * Subsequent Loads: at least 4, at 100kb a piece * Hosting is done by Adrime
SPONSORED HEADER	862x120	40kb	40kb	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<15 seconds	All versions supported	<30 fps	on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }	* Sound must be user initiated on mouse over or playbutton action
RECTANGLE	300X250	40kb	40kb	FLASH, JPEG, GIF, Javascript, HTML, DHTML	<15 seconds	All versions supported	<30 fps	on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(clickTAG, "_blank"); } }	* Sound must be user initiated on mouse over or playbutton action

