

## Material

### General conditions

The advertiser must be clearly identifiable as such in the banner. Banners must have clearly marked borders in order to prevent confusion with editorial content and/or other ads. Expanding banners according to agreement. Expansion must be initiated by user interaction.

All advertising needs to be secure (https), all ad calls shall be over HTTPS and the domains has to have valid SSL-certificates.

### Advertising format

IDG Sweden handles creatives in jpg, gif, png, flash and 3rd Party Tags. For HTML ads, we only accept 3rd Party Tags. We don't accept separate files.

### Flash

We strongly discourage to use flash for banners. We accept flash version up to 10.1. A back-up image should be attached to the flash file in order to guarantee impressions for visitors who don't support flash in their browsers or have an older version of flash player. Click tracking of flash banners is carried out by "clickTAG". This means that the target URL is indicated outside of

the flash file via a variable (clickTAG). In ActionScript2 this is implemented by converting objects that are to be clickable into buttons with the following action:

```
on (release){
    gotoURL (_root.clickTAG, "_blank");
}
```

If you have several different target URL:s in your advertisement, the following target is named clickTAG2, etc.

### Video

Video and sound has to be user initiated by click, not mouseover. The container may not exceed regular specifications. Uploaded file size is max 500KB and the maximum framerate is 18 fps.

### HTML and 3RD Party tags

HTML-ads must be delivered as a 3rd Party Tag. Separate files will not be accepted. Ads through 3rd Party Tag as with any other ad-files must meet the specifications we have specified for all current banner format. Also, it must follow the terms of publication regarding creatives in IDG's digital channels. Read our terms and conditions here: [http://static.idg.se/idgmedia/IDG\\_Datapolicy\\_en.pdf](http://static.idg.se/idgmedia/IDG_Datapolicy_en.pdf)

### Webb-tv

Videobanner preroll and postroll must be: size 480x270 px. Time 15 -20sec, 30 fps, 700 kbit/s, filetype MP4. Overlay shall be gif or jpg on all devices. Overlay does not show at all on mobile devices.

## Submit creatives

All creatives should be tested and delivered to us no later than 7 days before the start date of the campaign. Don't forget to specify which advertiser/campaign the creative is for and the target URL. If it's a mobile banner the landing page has to be in a mobile readable format.

Send creatives and questions by e-mail to [webad@idg.se](mailto:webad@idg.se).

### Late creatives

If IDG does not receive any creative we reserve the right to bill the full amount of the ad, according to the current rates.

### Cancellations

Cancellations can be done no fewer than seven days before banner delivery date. Cancellations must be submitted in writing to your sales contact or to our representative.

## Ad units

Standard banner	Format	Maxz File Size
Module	468x240 px	50 KB
Insider	300x250 px	50 KB
Skyscraper	250x600 px	100 KB
Panorama	980x120 px	100 KB
Panorama XL	980x240 px	100 KB
Fullpage	980x600 px	100 KB

Special banner	Format	MaxFile Size
Splash (no 3rd party, resize and HTML)	1280x800 px	200 KB

Mobilebanner	Dimensions	Max File Size
Panorama large	320x320 px	50 KB
Panorama double	320x160 px	50 KB
Panorama	320x80 px	50 KB

Webb-tv	Dimensions	Max File Size
Preroll 15s	480x270 px	700Kbit/s
Postroll 60s	480x270 px	700Kbit/s
Overlay	450x50 px	50 KB

## General reservations

IDG reserves the right to make any change at any time. For updated and complete rate cards, terms and conditions, and information about ads and advertising terms, please contact us or go to [idgmedia.se](http://idgmedia.se).

## Contact information

If you have any questions, contact: Traffic Online, [webad@idg.se](mailto:webad@idg.se) or +46-8-453 60 40.  
For price info see [www.idgmedia.se/priser](http://www.idgmedia.se/priser)

