

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 and 3rd Party Tags. For HTML ads, we only accept 3rd Party Tags. We don't accept separate files.

Streaming video

Video and sound has to be user initiated by click. 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 Tags as with any other ad-files must meet the specifications we have specified for all current banner format. Also, it must

Formats

Desktop	Format	Max File Size
Module	468x240 px	50 KB
Module XL	640x320 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	980x480 px	100 KB
Splash (no 3rd party, resize and HTML)	1280x800 px	200 KB

follow the terms of publication regarding creatives in IDG's digital channels.

Video

Videobanner preroll and postroll must be: size 640x360 px. Time 15 -20sec, 30 fps, 700 kbit/s, filetype MP4.

Native Display

Headline max 60 characters, image max 800 px wide.

Native Display Newsletter

Headline max 60 characters, text (optional) max 80 characters including Advertiser name "Av Company name", Image max 250 KB.

Social Display

A link to a social media post.

Video in-banner

We build the banner and need a mockup of how it should look. We also need the following in separate files: one video file, text, logo and font.

Wallpaper

If you choose to build your own wallpaper, please follow the guidelines on the following page: <https://www.adsolutions.com/templates/sticky-wps-idg/>

If we build the Wallpaper for you please supply us with a .PSD file with each

component and font separately in a 2560 x 1600 px image. We also need a Panorama 980x120 px.

The dimensions of a Wallpaper is 2560x1600 px, but it will automatically customize to the visitors screen resolution.

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.

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.

Mobile	Dimensions	Max File Size
Panorama large	320x320 px	50 KB
Panorama double	320x160 px	50 KB
Panorama	320x80 px	50 KB
Fullpage	320x480 px	50 KB
Video	Dimensions	Max File Size
Preroll 15s	640x360 px	700Kbit/s
Newsletter	Dimensions	Max File Size
B2B	800x200 px	50 KB
B2C	670x200 px	50 KB

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 visit idgsverige.se.

Contacts

Adops: webad@idg.se or +46-8-453 60 40.

