

TECHNICAL SPECIFICATIONS STANDARD FORMATS

REQUIRED ELEMENTS :

JPEG/GIF ad formats

- A **JPEG/GIF** image or **PNG** conforming to IAB standards : **728x90** (Leaderboard), **120x600** (Skyscraper), **160x600**, **300x250** (Medium Rectangle), **300x600** (Half Page), **970x250** (Billboard)
- Clickable ad with redirect URL embedded
- Agency tracking pixel, 1x1 px (optional)
- All advertising content must respect HTTPS protocols. Source URLs and clickthroughs must be prefixed by **HTTPS://**

HTML5 ad formats

Architecture of the .zip file :

1. The Index.html file must be at the root of the zip file, not in a subfolder
2. Insert a call to the HTML5 AppNexus Javascript Library inside the header :

```
<script src="https://acdn.adnxs.com/html5-lib/1.3.0/appnexus-html5-lib.min.js"></script>
```

3. For click tracking, wrap an <a> tag around the ad creative code as shown bellow :

```
<body>
<a href="javascript:void(0)" onClick="window.open(APPNEXUS.getClickTag(), '_blank');">
<!-- Your creative's code -->
</a>
</body>
```

4. Make sure there are only "HTTPS" calls and no URL prefixed by "HTTP".
5. Do not implement redirect url in the creative.

→ Only one click-through URL can be used

RECOMMENDATIONS (for the development of HTML5 code):

- All specific functions (size, rotation, expands, clicks, auto-play, UI...) must be tested on all browsers.
- Ensure resizing data is inserted into <head> element
- Include 'overflow : hidden' tag in CSS
- Create animations in CSS, avoiding javascript if possible
- Prefix CSS classes and IDs to avoid all interactions with the displayed design element.

TECHNICAL CONSTRAINTS :

- JPEG, GIF and HTML design elements must not be heavier than **100 kb**

EXPECTED DELIVERY TIME :

- All design elements must be delivered at least **3 business days** before online publication

Further information: CMI Media can not guarantee online publication of campaigns where elements are received **after 3pm**. **However, any errors in already scheduled campaigns will not qualify for compensation.**

ANY PROBLEM ?

For any and all questions or concerns, please contact traffic@lagardere-pub.com or your sales contact at **CMI Media** !