

TECHNICAL INSTRUCTIONS FOR ON LINE SOLUTIONS

- GENERAL BANNER :

- Leader board : 728 x 90 pixels : 14 ko maximum
- or smaller banner 468 x 60 pixels : 12 ko maximum

- SKYSCRAPER :

- 148 x 800 pixels : 18 ko maximum

We ONLY accept :

- Files : GIF, JPG or Flash (see the Flash specifications below)
- Tags

If you send Dart tags :

Please send Javascript tags (no I Frame tags because we would like to avoid different statistics between the adservers).

- FLASH SPECIFICATIONS (in french) :

--> Thanks to put in the FLA file : the word : "**clicktag**" (see below the link: a screenshot explain it) and not the real link. And tick the box: "Expression", and target="_blank".

But of course, précise us this real link a part.

Click on : <http://www.smartadserver.com/gestion/flash/>

WARNING :

No flash files and tags for all "bandeau in the text" (459 X 90) + "vignette" and all the ad sizes on the Newsletter.

Expand Banner :

1- Either you send a script in which the entire animation is included

2- Either you send the element in gif or flash (swf)

--> one 468x60 banner with a 468x180 expand (size maximum) or one 728x90 leaderboard with a 728x180 expand (size maximum)

--> Thanks to give us the url

--> For each element the weight is 15 Ko max

Be careful : for flash element we have particular specifications : click on :

<http://www.smartadserver.com/gestion/flash/> to see them

--> thanks to put in the FLA file the word "**clicktag**" and not the real link and tick the box "Expression", and target="_blank".

But of course, précise us this real link apart.

For Dart tags thanks to give us Javascript tags and no Iframe

VIDEO BANNER :

- Banner size : 300 X 250 pixels

We ONLY accept :

- Tags

- sounds if the reader is able to stop the sound

For Dart tags thanks to give us Javascript tags and no Iframe

We need the element 4 days before the beginning of the campaign

Your contact, for further information is Laure MERY : l.mery@groupetests.fr who is in charge of the Electronique.biz and Mesures.com traffic.