

# Specifications per format



## HOMEPAGE TAKE OVER – parool.nl

Items	Width	Height	Weight	File Types	Backup Image	Flash
Large LB	840px	150px	40KB	SWF/GIF/JPEG	GIF or JPEG	v9 / AS2
Half Page	300px	600px	40KB	SWF/GIF/JPEG	GIF or JPEG	v9 / AS2
Large IMU	468px	400px	40KB	SWF/GIF/JPEG	GIF or JPEG	v9 / AS2
Background	1600px	1200px	100KB	GIF/JPEG		

clickTag required in Flash material:

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

### Background / wallpaper:

- The background can either be tiled (repeating) or fixed

### Video streaming & Adrime / Media Mind (Eyeblander):

- Through Adrime / Media Mind or hosted at client-side.
- If Adrime / MM is used, please initiate the process or inform us at least 8 business days before the start of the campaign.
- We support the Adrime / MM costs for 1 format.

Submission delay: 5 business days



Sales Support

T 0031 (0)20 562 3311

E internetadverteren@persgroep.nl

Ad Operations (techniek)

T 0032 2 454 2390

E banner@persgroep.nl