

# Overview of formats

## Formats per site

	AD.nl	vk.nl	trouw.nl	parool.nl	VKbanen
<b>Homepage Exclusives</b>					
Homepage Takeover	x	x	x	x	
TV Spot Leaderboard	x	x	x	x	
Large Leaderboard	x	x	x	x	
Large IMU		x	x	x	
TR-IMU	x				
Super IMU		x			
Half Page	x	x	x	x	
<b>CPM Campaigns</b>					
3-Ad	x	x	x	x	x
Layer (Overlayer, FloorAd)	x	x	x	x	
Interstitial	x				
Pre roll 15 sec.	x	x	x	x	
Mobiel Banner	x	x	x	x	
<b>Extra formats</b>					
Promobox	x				
Traffic Booster	x	x	x	x	
Dossier / Integratie	x	x	x	x	
Tekstlink	x				
Advertorial		x	x		x
<b>Newsletter</b>					
AD.nl nieuwsbrief	x				
Nieuwsbrief Banner		x	x	x	
Nieuwsbrief Rectangle		x	x	x	
Nieuwsbrief Advertorial				x	



Sales Support

T 0031 (0)20 562 3311

E internetadverteren@persgroep.nl

Ad Operations (techniek)

T 0032 2 454 2390

E banner@persgroep.nl

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	AD.nl	vk.nl	parool.nl	trouw.nl	VKbanen
<b>Expandable formats</b>					
Expand. Large Leaderboard	X	X	X	X	X
Expand. Large Skyscraper	X	X	X	X	X
Expand. Banner	X	-	-	-	-
<b>Overlayers</b>					
Small 500x400 (max 8 sec)	X	X	X	X	X
Medium 640x480 (max 8 sec)	X	X	X	X	X
Large 800x600 (max 8 sec)*	X	X	X	X	X

(\*) Only possible with a transparent background. Smaller elements can be animated within this space.  
The 800x600 frame may never become opaque during animation.



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## Dimensions & weights

Formats	Width	Height	Size
TV Spot Leaderboard	840 px	250 px	40 KB
Super IMU	840 px	400 px	75 KB
Half Page	300 px	600 px	40 KB
Large Leaderboard	840 px	150 px	40 KB
Large IMU	468 px	400 px	40 KB
Large Skyscraper	160 px	600 px	40 KB
Promobox / Inside Box	177 px	275 px	40 KB
Traffic Booster	300 px	150 px	40 KB
Interstitial	640 px	480 px	75 KB
Layer: FloorAd**	100 % of website	70 px	300 KB
Small Overlayer (max. 8 sec)	500 px	400 px	40 KB
Medium Overlayer (max. 8 sec)	640 px	480 px	75 KB
Large Overlayer (max. 8 sec)*	800 px	600 px	100 KB

(\*) Only possible with a transparent background. Smaller elements can be animated within this space. The 800x600 frame may never become opaque during animation.

(\*\*) Floorads are always hosted via Adprime. Please contact them for further details.  
<http://clients.adprime.com> (Adprime)



**Sales Support**

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E [internetadverteren@persgroep.nl](mailto:internetadverteren@persgroep.nl)

**Ad Operations** (techniek)

T 0032 2 454 2390

E [banner@persgroep.nl](mailto:banner@persgroep.nl)



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## Expandable formats

		Width	Height	Size
Large Leaderboard	Standard	840 px	150 px	40 KB
	Expandable	840 px	400 px	60 KB
Large Skyscraper	Standard	160 px	600 px	40 KB
	Expandable	400 px	600 px	60 KB
FloorAd *	Standard	100 %	70 px	300 KB
	Expandable	100 %	Max. 400 px	300 KB

\* Floorads are always hosted via Adrime. Please contact them for further information.

### The following should be delivered:

- 2 SWF files (one for the standard format + one for the expandable)
- A standard clickTag should be implemented in both formats
- Backup GIF or JPEG images for both formats

Expand will open on mouse over and close again on mouse out.

Please do not integrate Expandable functions in the Flash material.

A clear **close button** should be present in the expandable format, but out of the standard format zone: \_\_\_\_\_

```
on(release)
{
  getURL("javascript:IABcloseAD()");
}
```

### Formats

### Positioning close button

Expandable Large Leaderboard

Bottom, left or right

Expandable Large Skyscraper

Bottom, left

# Layers

A Layer should be **supplied with a standard format** like Large Leaderboard, Large Skyscraper, Skyscraper or Banner (depending on the site where the Layer should appear).

Both formats will be **served together on the page**. The standard format will act as a backup for the Overlayer when it has disappeared.

Overlayer **display time**: max. 8 sec.



Formats	Width	Height	Size
Small Overlayer:	500 px	400 px	40 KB
Medium Overlayer:	640 px	480 px	75 KB
Large Overlayer*:	800 px	600 px	100 KB
FloorAd:	100%	70 px	300 KB (always hosted via Adprime)

\* A Large Overlayer 800x600 is only possible with a transparent background. Smaller elements can be animated within the 800x600 frame. The frame may never become completely opaque during animation.

A clear **close button** has to be implemented in the top-right corner:

```
on(release)
{
  getURL("javascript:ABcloseAD()");
}
```

A **standard clickTag** should be implemented in the SWF files:

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



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