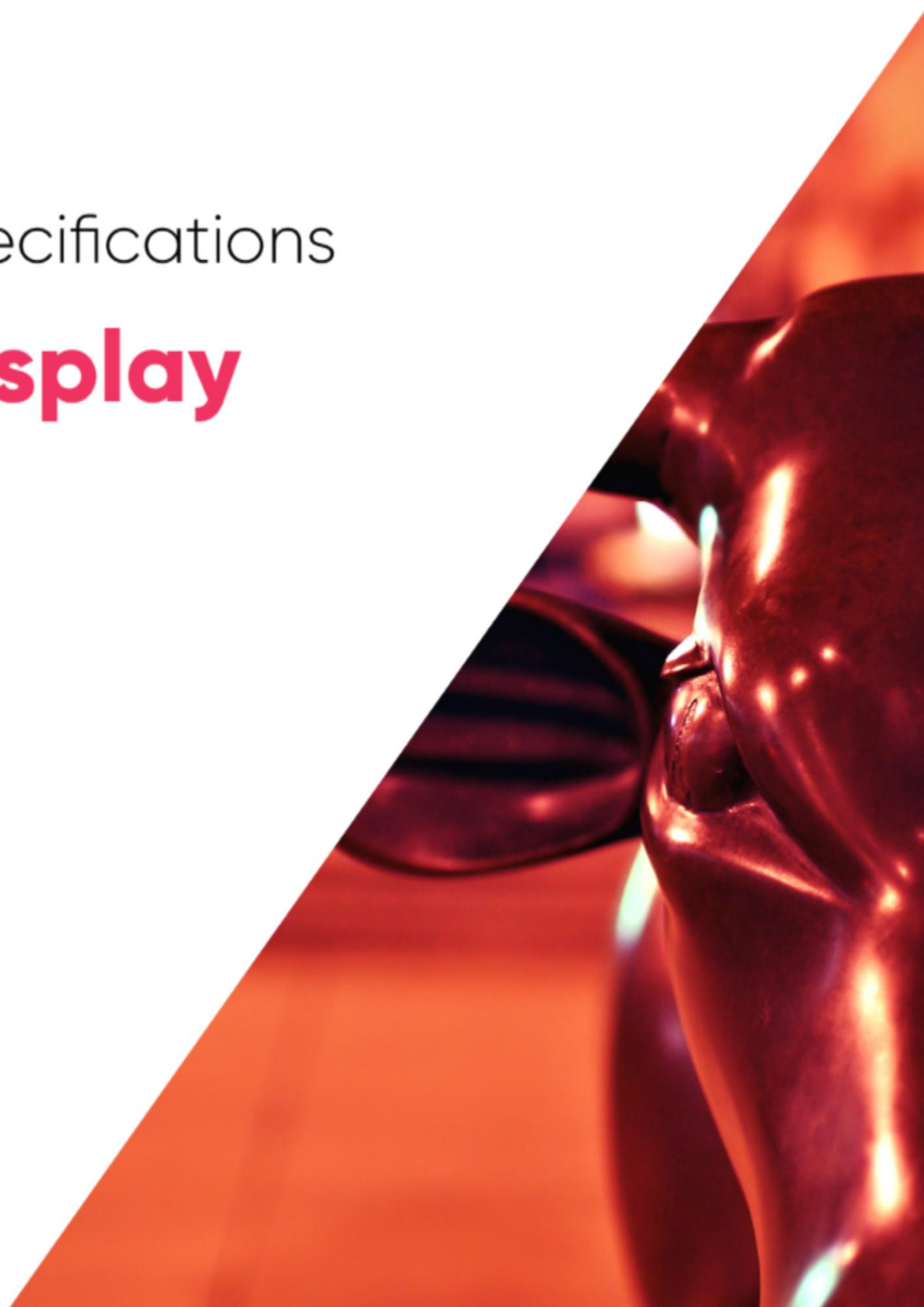


IEX Media

Specifications

Display



General Display

The basic ad positions on the IEX Media network are the IAB Billboard, Halfpage, Large Rectangle (MPU) and Leaderboard.

Billboard– Halfpage - Large Rectangle (MPU) – Leaderboard

This four formats you'll find and are possible to book on the entire IEX Media network. Below a few examples:

BILLBOARD 970 x 250 (970 x 500)

The screenshot shows the IEX.nl website with a large blue banner at the top containing the text "BILLBOARD 970 x 250 (970 x 500)". Below the banner is a liveblog section with the date "Donderdag 28 december" and various news items. The website header includes navigation links like "Home", "Beurs", "Opinie", "Analysen", etc.

Half Page 300 x 600

The screenshot shows the IEX.nl website with a vertical ad on the right side. The ad has a blue background and contains the text "Half Page 300 x 600". The main content area shows a liveblog with the headline "Kooplijst 2018: Wilfried Steentjes" and a list of news items.

LEADERBOARD 728 x 90

The screenshot shows the IEX.nl website with a horizontal ad at the top. The ad has a blue background and contains the text "LEADERBOARD 728 x 90". The main content area shows a liveblog with the date "Donderdag 28 december" and various news items.

LARGE RECTANGLE 336 x 280 (300 x 280)

The screenshot shows the IEX.nl website with a vertical ad on the right side. The ad has a blue background and contains the text "LARGE RECTANGLE 336 x 280 (300 x 280)". The main content area shows a liveblog with the headline "AEX begint met klein verlies" and a list of news items.

Banner	Size
Leaderboard	728 x 90
Large Rectangle/MPU	336 x 280, 300x250
HalfPage Ad	300 x 600
Billboard	970 x 250, 970x500
Skyscraper	160 x 600, 120x600
File Typs	JPG, PNG, GIF or 3rd party/HTML5

Banner IEXProfs	Size
Leaderboard	728 x 90
Large Rectangle/MPU	336x280, 300 x 250
HalfPage Ad	300 x 600
Billboard	970 x 250, 970x500
File Typs	JPG, PNG, GIF or 3rd party/HTML5

Delivery specifications 3rd party tag/HTML5

- SSL-compliant (HTTPS).
- Write clean, human readable code.
- Make sure the banner is wrapped in a click tag: `<!-- Content goes here -->`
- Add the supporting javascript to the head of the document:

```
<script> document.write('<script src="'+ (window.API_URL ||
'https://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js?bv='+ Math.random()) +' "></script>');
</script>
```

```
<script type="text/javascript"> var clickTag = "%CLICK_URL_ESC%"; </script>
https://support.google.com/adxbuyer/answer/3187721?hl=en
```

- Make sure the following meta tags are in the head of the document: `<meta charset="UTF-8"> <meta http-equiv="X-UA-Compatible" content="IE=edge">`

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
```

```
<meta name="ad.size" content="width=xxxx,height=xxxx"> (note: add the appropriate width and height values, example: content="width=336,height=280")
```

- `<iframe>` is allowed but not preferred, it makes tracking clicks more difficult.
- Make sure externally linked Javascript and CSS files are up to date and correct.
- Zip files are allowed.



Important: if you are going to use a self hosted banner linked via a script or iframe make sure the code that links to the banner accepts an input parameter for the clickthrough URL. This should be set to `%%CLICK_URL_ESC%%`

This code is required to be readable on import in order for DoubleClick to be able to track banner performance. The destination URL should be provided separate.

- Don't use Flash, it's no longer supported.
- Don't use conversion software. For example Google Swiffy, it makes importing adds extremely difficult. Write native HTML, CSS, Javascript instead.