

# Specifications Display

2018



**IEX** Media

## 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 interface with a large blue rectangular area at the top, labeled 'BILLBOARD 970 x 250 (970 x 500)'. Below this, there is a section for 'BEURS VANDAAG' with various market data and a 'Liveblog' for Thursday, December 28th.

**Half Page 300 x 600**

The screenshot shows a half-page advertisement on the IEX.nl website. The ad features a headline 'Kooplijst 2018: Wilfried Steentjes' and a sub-headline 'Welke aandelen hebben in 2018 een mooi potentieel?'. The ad is positioned on the right side of the page, partially overlapping the main content area.

**LEADERBOARD 728 x 90**

The screenshot shows a leader board advertisement on the IEX.nl website. The ad is a horizontal strip with a blue background and white text, positioned at the top of the page. It contains the text 'LEADERBOARD 728 x 90'.

**LARGE RECTANGLE 336 x 280 (300 x 250)**

The screenshot shows a large rectangle advertisement on the IEX.nl website. The ad features a headline 'AEX begint met klein verlies' and a sub-headline 'De aandelenbeurs in Amsterdam is donderdag licht lager begonnen. Ook de meest...'. The ad is positioned on the right side of the page, partially overlapping the main content area.

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BTW-nummer: NL 8083.85.604.B01  
KvK: 34118495



Banner	Size
Leaderboard/Bottomboard	728 x 90
Large Rectangle/MPU	336 x 280
HalfPage Ad	300 x 600
Billboard	970 x 250
<b>File Typs</b>	<b>JPG, PNG, GIF or 3rd party/HTML5</b>

For IEXProfs.nl please note that we need all three sizes for one banner.

Banner IEXProfs	Size
Leaderboard/Bottomboard	728 x 90, 300 x 250 and 320 x 50
Large Rectangle/MPU	300 x 250, 640 x 480 and 320 x 700
HalfPage Ad	300 x 600, 640 x 480 and 320 x 700
Billboard	970 x 250, 300 x 250 and 320 x 50
<b>File Typs</b>	<b>JPG, PNG, GIF or 3rd party/HTML5</b>

## STEP 1: ADD THE APPNEXUS HTML5 LIBRARY

Add the AppNexus HTML5 Library inside the `<head>` tag in the `index.html` file, by adding the following `<script>` tag:

Use `https` to ensure the creative can serve on secure inventory.

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

## STEP 2: ADD `APPNEXUS.getClickTag()` TO A CLICKABLE ELEMENT

Wrap the banner markup in an HTML element that opens a new window and uses the `APPNEXUS.getClickTag()` function. This will retrieve the value of the `clickTag` parameter set in the ad URL. The example below uses the `<a>` anchor element with the `href` attribute set to `javascript:void(0)` and an `onClick` attribute set to `window.open(APPNEXUS.getClickTag(), '_blank');`.

Open `<a href="javascript:void(0)"`  
`onClick="window.open(APPNEXUS.getClickTag(), '_blank');">` immediately  
after `<body>` and be sure to close it with `</a>` immediately before `</body>`. The banner

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markup should go between `<a href="javascript:void(0)" onClick="window.open(APPNEXUS.getClickTag(), ' blank');">` and `</a>`.

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

</body>
```

## STEP 3: TEST

Save your work. Open the `index.html` file in your web browser. Add `?clickTag=http://www.appnexus.com` at the end of the URL in the address bar.



file:///Users/username/Desktop/ad.html?clickTag=http://www.appnexus.com

Refresh the page and click on the ad. A new window with AppNexus' website should open in your browser. When the ad is served AppNexus sets the value of `clickTag` to AppNexus' click tracker and a redirect to the landing page URL provided for the creative in Console.

## STEP 4. SAVE WORK

## STEP 5. ZIP CREATIVE CONTENTS

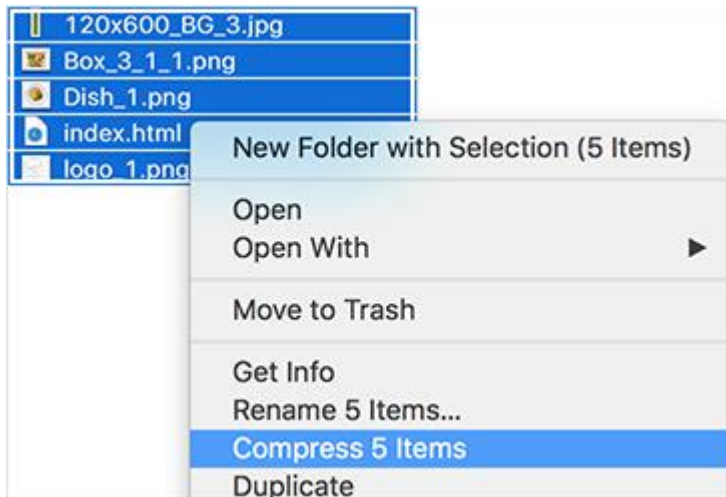
Select all of the contents. Compress the contents into a `.zip` file.

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You are now ready to upload your HTML5 creative onto the AppNexus platform.

## ADDITIONAL OPTION

AppNexus follows [IAB HTML5 guidance](#) for clickTag (Section 3.10.1). The ad URL returned to a publisher's page includes a clickTag parameter in the query string. Ad developers who prefer not to use AppNexus' `getClickTag()` convenience can access the clickTag parameter's value with their own Javascript. In this case, the ad does not need to load the AppNexus HTML5 Library.

### Example Ad URL with clickTag Parameter

```
https://vcdn.adnxs.com/.../index.html?clickTag=http%3A%2F%2Fnym1-ib.adnxs.com%2Fclick%3FAA...gwJUgAAAAA.%2Fbn%3D0%2Fclickenc%3Dhttp%253A%252F%252Fwww.appnexus.com%252F
```