

Online Advertising material specifications

Website

Banners	Pixels(WxH)	File	File size
Leaderboard banner			
- Desktop/tablet version	728 x 90	GIF or JPEG	Max 49kb
- Mobile version	234 x 60	GIF or JPEG	Max 49kb
Rectangle banner	300 x 250	GIF or JPEG	Max 49kb
Full banner			
- Desktop/tablet version	468 x 60	GIF or JPEG	Max 49kb
- Mobile version	234 x 60	GIF or JPEG	Max 49kb

Advertorial

- Text of maximum 100 words and a title of maximum 70 characters
- One image (minimum 300x400 pixels, JPEG)
- Optional: we can add a [Read More](#) link to go to a subpage for which you can provide a text of max 5.000 characters and maximum 3 pictures (minimum 300x400 pixels, JPEG)

Video

You can send an embedded video link (YouTube/Vimeo), a title (max 50 characters) and introduction text (max 150 characters).

E-newsletter

Banners	Pixels(WxH)	File	File size
Full banner	468 x 60	GIF	Max 49kb
Box banner	120 x 90	GIF	Max 49kb

Please note: Outlook does not show animated banners but only the first frame. Other e-mail clients do display this correctly. Please keep this in mind when designing e-newsletter banners.

Advertorial

You can send a text of max 700 characters with an image and or logo (110 x 50-150 pixels, GIF, JPEG or PNG, max 49kb).

Video

Title (max 50 characters), Screenshot of video (GIF, JPEG or PNG, Max 49kb) + URL to landing page.