

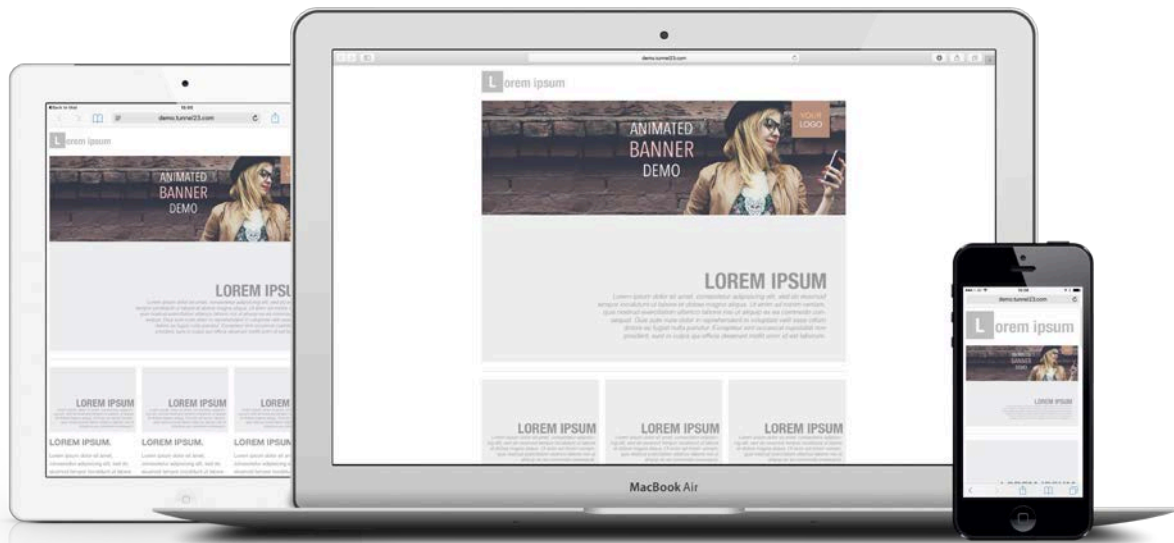
## Supply specifications:

# "All screen responsive billboard ad" for desktops, tablets & smartphones

In the field of online and mobile advertising, we can no longer imagine life without the billboard/wideboard. A large area format which offers much space for creative ideas.





### Brief description of the functions:

- The advertising form is optimised for HTML5-compatible web browsers
- The advertising form is supplied on smartphone (mobile web and inApp), tablet and desktop in the responsive design
- The advertising form is displayed in the upper part of the website, below the navigation bar
- The advertising form is a responsive ad in HTML5, which - providing the publisher has linked it correctly - adapts to the screen size and the characteristics of the respective terminal device
- The standard format of 994x310 pixels is specified as the original format
- Clicking or touching the advertising material causes the target URL to open in a new window
- The advertising material is designed to the MRAID 2.0 standard



The billboard is linked into the content and is displayed in the header area below the navigation bar. It is designed for delivery on to the screens of modern terminal devices.

### Checklist – you will need these content items in order to create your advertising material:

	Graphics element	Size (pixels)	File size (maximum) in kB	Format
	Images, ideally a Photoshop file with layers	994x310 pixels, Retina (144 dpi)	any	PNG, PSD
	Fonts	-	-	*.ttf, *.otf
	Logo	Please supply in vectors	-	*.ai
	Disrupters and buttons	Please supply in vectors	-	*.ai

Please state the link in the advertising material	URL (http://...)
Click URL	<a href="http://www.ihrefirma.ch">http://www.ihrefirma.ch</a>

The following mobile operating systems are supported	From version
iOS	7
android	4.5
We assume that a 100% HTML5-compatible browser is installed on these systems	
The following desktop browsers are supported	
All modern HTML5-compatible browsers. A current overview of which browsers support which functions can be found here: <a href="http://fmbip.com/litmus/">http://fmbip.com/litmus/</a>	
You can test here whether your browser supports HTML5: <a href="http://html5test.com">http://html5test.com</a>	

### Any further questions?

Contact:  
 AdSpot GmbH  
 Freddy Prost  
[freddy.prost@adspot.ch](mailto:freddy.prost@adspot.ch)  
 Office: +43 1 216 48 44 52  
 Mobile: +43 699 11 04 17 89