

General guidelines: Developing the material

The Advertiser is responsible for the banner material, functionality and design. Banners, which disturb the editorial content or cause technical problems for the users, will be removed immediately.

All banner ads have to be within the frames of the assigned banner placement. I.E. No popping pictures, layers or popups, which exceeds the specific size of the banner.

Landing pages has to open in a new window (target= "_blank").

Playing/downloading files, which are bigger than the allowed file size, are only permitted with mouseover or click, and Not when the page loads. (See further below). Downloading/Playing must not start before 1 second after mouseover. The file which is being downloaded may not exceed more than 2,5 MB.

When using Audio, there should be a clear start- and stop button. The Audio must not start before 1 second after mouseover, and has to stop at mouseout.

A flash-banner may not exceed 50 KB.

gif-banner may not exceed 30 KB.

Animated banners without video and without ActionScript 3-specific effects, May maximum have 18 frames per second (FPS).

Animated banners WITH ActionScript 3-specific effects or video, can maximum have 25 fps.

The total animation or video, which run without user interaction, may never exceed 45 seconds (incl. loops) – however the 45 seconds may be executed for every 90 seconds (I.E. for example 45 sec. animation, after that 45 sec. pause, after that execution again, etc.).

The total amount of loops within the 45 seconds is a maximum of 5.

The banners may not contain continuous; rapid "stroboscopic" animation of graphic arts, text, colors or background elements.

Video in banners may not exceed 500 KB in the load of the banner and may maximum run for 45 seconds without any user interaction. However it may stream up to 2,5 MB extra if there has been user interaction such as click or mouseover.

A banner must not inflict an increase of more than 5 % in the CPU-consumption. (Read more in the paragraph about CPU consumption)

Streaming may not start without user interaction (I.E. click or mouseover).

If the streaming is being activated by mouseover, the streaming has to stop again by mouseout. Visual indicator of download status has to be applied, if the streaming doesn't start before it has been completely downloaded.