

Guidelines on delivery of material

Banner material may only consist of Flash-files (.SWF), image-files (gif, jpeg) and/or inline DHTML/HTML.

Banner material must be submitted 2 whole workdays before release, in case of special formats 5 whole work days before release. If for example a campaign is set to start Monday morning – EB BackOffice has to have the material Thursday morning at the latest.

In case of late delivery of material, EB cannot guarantee release of the campaign, and the supplier can be charged an administration fee.

Banner material, which doesn't apply to the frames of weight and formats on the Weight and Format overview (see section 3) is considered to be Special formats. If special formats are on request, please contact EB BackOffice. We are happy to test new banner concepts, but we have to ensure that they fulfill our technical and editorial requirements. There is no guarantee, that special formats can be released.



Delivery of Material:

Banner material has to be sent to backoffice_ebn@eb.dk with the following information:

- Advertiser name (in the subject field)
- Campaign name
- Campaign start date
- If possible Bureau id
- If possible Contact person in bureau or Advertiser
- Indication of format, placement, type
- Landing page – URL
- Put EB's Sales consultant C.C. on the email

In case of too many negative user-feedback/- disturbance, EB has the right to take exception and remove advertisement material, whether or not the campaign has been completed or not. The Advertiser will then have the right to get there campaign accomplished with other more acceptable material.