

# Special formats

It can take up to 5 working days to test and approve banners in Special formats.

## Interstitials

- A Format which "darkens" the website in a transparent color and the ad shows in the middle of the site.
- The ad stays in place, even though the user scrolls up or down.
- A distinct close-button must be placed in the top right corner
- Max. appearance: 5 seconds
- Format: SWF, GIF, JPG, PNG.
- File size: max. 50 KB
- Max. 700x700 pixels
- Frame rate: max. 18 fps.
- Redirect or iFrame is not supported
- Does not show in IE6 or earlier versions
- The site loads simultaneously as the Interstitial ad shows. It is therefore recommended that external file downloading is not being used. This being said, it is recommended that the ad is made as simple as possible to avoid potential performance-problems.

## Layer

- A Format which animates above the site with transparent background.
- A distinct close-button must be placed in the top right corner.
- Max. width: 800 pixels
- Transparent background, so that the site can be seen through it.
- Max. appearance: 5 seconds
- Format: SWF
- File size: max. 50 KB
- Frame rate: max. 18 fps.
- Redirect or iFrame is not supported
- Does not show in IE6 or earlier versions
- The site loads simultaneously as the Layer ad shows. It is therefore recommended that external file downloading is not being used. This being said, it is recommended that the ad is made as simple as possible to avoid potential performance-problems.