

The following details are normally to be given on delivery of ads:

- Client name
- Campaign name
- Optional: name of motif/ad
- Booking period
- Site on which placement is to be made
- Placement on page (Leaderboard, Skyscraper, Promobox, ...)
- File format (Flash, DHTML, GIF, ...)
- Ad type (Sky, Banner, ...)
- For Flash media: indication of flash version
- For Flash media: additional fallback image
- Dimensions and file size of ad
- Banner link (click-URL)
- Contact for questions
- Optional: indication of a previous text
- JavaScript functions used
- List and documentation of modified parameters within the Redirect link

Lead time

- We need a lead time of between 3 and 5 working days before campaign launch.

Flash ads

- The top level of the Flash ad must include insertion of a button which responds to mouse clicks.

This button must meet the following requirements:

- The button must have a defined active area ("Active" state in the button symbol)
- The active area must cover the whole surface of the ad
- The clickTag scrip must be inserted in correct notation:

```
on (release) {  
    getURL(clickTag, "_blank");  
}
```

- The ad will be published at most for one Flash version specified by IDG as the upper limit. If functions of newer Flash versions are not used, publication for Flash version 6 is recommended.

Redirects

- A click on the ad must open a new browser window (click-Target:: _blank)
- It must be indicated which parameters within the Redirect link can be modified in what way, e.g. to adapt the positioning of a layer.
- No positioning indications may be defined for Flash ads (except layers). Positioning is effected on inclusion of the ad by IDG.
- For layer ad, positioning is effected by the client script, in consultation with IDG.
- For Flash ads, a script must be used for identification of the flash plug-in available in the browser, and if necessary a fallback image must be provided.
- The parameter wmode must be used for flash ads. This is to be used both in the object Tag and in the embed Tag. For flash layers, it is to be set to wmode=transparent and for all other flash ads it is to be set to wmode=opaque.
- Each layer must have a clearly visible Close button. This must enable the user to close the layer at any time. No other functions may be triggered by clicking the Close button.
- The Close function is executed by a JavaScript, which has to be provided together with the Layer.
- Display of the ad is controlled exclusively by IDG.
This means it is not permissible to use Redirect to execute Frequency Cap, restriction to certain browsers, operating systems, bandwidths, times of day, etc.
- All JavaScripts used must be listed and must be supplied together with the ad.
- Indication of the JavaScripts used must be easily comprehensible and unequivocal.
To avoid overlaps with the scripts used within the site, the JavaScript functions provided must start with a short author indication, e.g.
agencyname_moveLayer();

Flash Layer

- The Flash Layer must have a clearly visible Close button. This must enable the user to close the Layer at any time. No other function may be executed by means of this button.
- Release of the Close function is on the Close button, on the upper layer of the Flash film, and may be formulated e.g. as follows
on(release) {
 getURL("javascript:dclk_hide()");
}

If the Flash Layer is delivered per Redirect, the corresponding Close function must be provided. If the Flash Layer of the SWF file is supplied, the doubleclick standard close function dclk_hide() must be released by click on the Close button.

- Transparent areas of the Flash Layer must be through-clickable, i.e. these must not have switching surfaces on them.
- The Click-URL is to be opened in a new browser window (Target:: _blank).
- Where Flash Layers are supplied via Redirect, a script must be used for recognition of the Flash plugin available in the browser, and if necessary a fallback image must be provided.
- Where Flash Layers are supplied via Redirect, the parameter wmode must be used on inclusion of the Flash Film. This is to be set to "transparent" both in the object Tag and in the embed Tag.

DHTML Layer

- For DHTML Layers, positioning is to be effected via the Client script in consultation with IDG.
- The DHTML Layer must have a clearly visible Close button. This must enable the user to close the Layer at any time. No other function may be released on clicking the button.
- The Close function is to be released via a JavaScript, which must be provided together with the Layer.
- Great care must be taken to ensure that the DHTML Layer is executed with error-free HTML code. In particular, the code must be checked to avoid nesting errors and non-closed Tags.

File transfer via email:

please send compressed files (zip or .sit) as an email-appendix.
Don't embed it in your email-text.

delivery address for online advertising material:

Mail to: Sales Manager and
copy for online ad-administration

Mail to: IDG_OnlineAnzeigenTechnik@idgcom.de

phone: ++49 (0) 89 360 86-415