

Advertising material specifications on Nordicnet.net

GIF animation or JPG image

Size

Size for GIF or JPG ad

Button: 200 x 100 pixels, max 30 kB

Side bar banner: 200 x 150 pixels, max 40 kB

Vertical side bar banner: 200 x 250 pixels, max 55 kB

Horizontal banner: 550 x 80 pixels, max 60 kB

Leaderboard: 980 x 120 pixels, max 80 kB

URL

Please add an URL to where your ad is to be targeted.

Material

All ad material is due no later than 3 days before publication.

Flash ad

Today, the Flash format has become standard for Internet advertising, and it has opened up a host of new opportunities to develop creative advertising solutions. An interesting and eloquent message, or an attractive offer has proven, again and again, to give great attention and a high CTR (click through rate).

Create and save SWF files for as low version of Flash Player as possible in order to ensure widest possible audience. If the ad is saved for version 8, it will not appear in the lower versions of Flash Player.

ClickTag

In order to enable Nordic Netproducts AB to measure how many people click on your ad, the clickTag method must be used. You can also use a clickTag for your own URL in order to allow change of link during the ad period.

ClickTag – Option 1 (hard-coded URL and a clickTag)

The clickTag is used for Nordic Netproducts AB's logging of clicks. To link ad, insert a hard-coded URL under the same button in the ActionScript. The clickTag should be defined as follows in the ActionScript:

```
on (release) {  
  getURL (_root.clickTag);}
```

A hard-coded URL is defined as follows in the ActionScript:

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

ClickTag – Option 2 (clickTag for logging and URL)

The first clickTag is used for Nordic Netproducts AB's logging. The second clickTag is used for your own URL. Place clickTag1 and clickTag2 under the same button in the ActionScript. Define as follows in the ActionScript:

```
on (release) {  
  getURL (_root.clickTag1);}
```

```
on (release) {  
  getURL (_root.clickTag2, "_blank");}
```

Please include the URL for clickTag2 in an e-mail to annons@nordicnetproducts.se.

File version

Always notify in which Flash version the ad is saved.

Back-up image/fallback

A GIF or a JPG must be made as a backup file. It will be displayed for visitors who do not have Flash Player installed on their computers. The backup file must have exactly the same dimensions as the Flash ad.

Framerate

Max: 18 FPS

FPS (frames per second) affects how much processor capacity is used. To prevent the Flash file to slow down the computer, ensure that FPS is set to correct values. Adobe recommends 15–18 FPS for all Flash files.

Sound

If sound is used in the ad, there must be a visible on/off button for the visitor.

ActionScript

We accept only ActionScript 1 and 2.

URL

Please include an URL to where your ad is to be targeted.

Size

Size for Flash file and backup image:

Button: 200 x 100 pixels, max 30 kB

Side bar banner: 200 x 150 pixels, max 40 kB

Vertical side bar banner: 200 x 250 pixels, max 55 kB

Horizontal banner: 550 x 80 pixels, max 60 kB

Leaderboard: 980 x 120 pixels, max 80 kB

Material

All ad material is due no later than 3 days before publication. This is in order to have time to test the ad and to ensure that the material has been delivered correctly.

Contact information

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CONTACT INFORMATION

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