

Online media – technical information

These instructions have been updated on Oct 2016.

Advertising material deadlines:

5 weekdays before campaign start: special features and effects

3 weekdays before campaign start: basic banners

The material is submitted by e-mail to verkkoaineistot@otavamedia.fi.

In addition to the material, the e-mail message must contain the following:

Name of advertiser or customer

Name of campaign

Site or section in which the advertisement is to be published

Campaign time

Target URL to be launched by clicking the advertisement

With Flash material, also a backup image in jpg or gif format.

Material testing

The material must be tested with the most commonly used browsers (the most common versions of Internet Explorer, Firefox, Opera and Safari). If the advertisement is to be displayed through a tag, it may only be visible in browsers and operating systems with which it has been tested.

Changing advertisement materials

The standard deadlines also apply to material changes during a campaign. The customer submits the new material to verkkoaineistot@otavamedia.fi

Incorrect material

If the material is a) late, b) not compliant with the instructions, c) suspect in terms of content or d) technically non-functional, the start of the campaign may be postponed past the agreed date.

The advertisement must not be mistaken to be part of the actual site content. If there is such a risk, the advertisement must be continuously labelled with the text "Advertisement" in the top left-hand corner (16-pixel font). This does not concern sites with the text "Advertisement" separately indicated in the site template.

Otava Media Ltd. reserves the right to remove any material that is not compliant with these instructions. The material will be restored once the advertiser has corrected the non-compliance issue.

Instructions

Image material

The image must be in jpeg or gif format and no bigger than 50 kb (parade 60kb). The image must feature RGB colours, because not all browsers read CMYK colours. The recommended maximum duration of animated gif-format advertisements is 15 seconds.

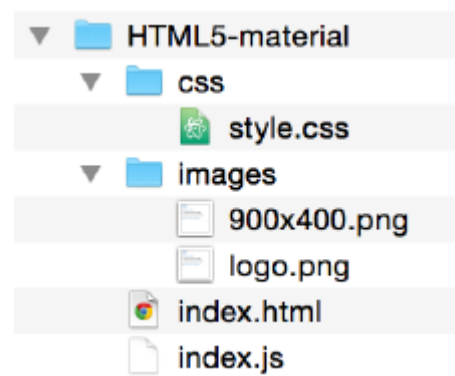
Technical requirements for HTML5 creative

Size and Format

The HTML5 creative should be delivered as a compressed file bundle (.zip). The bundle's size must not exceed the limits specified on the ad format.

Creative Structure

A creative may use a folder hierarchy to allow resources such as stylesheets and images to live in separate folders. There must be at least one file with a.html extension in the bundle's root level (typically index.html). If you wish to remove the user agent's default body margin you can do so in the HTML file.



Landing Page URLs

Landing page URLs in the creative should start with http:// or https://, and open in a new browser tab/window when clicked.

Examples:

```
<a href="http://www.exmple.com" target="_blank">...</a>
```

```
<span onclick="window.open('http://www.exmple.com', '_blank')">...</span>
```

The URLs will automatically be replaced with their corresponding click-tracking URL. Make sure to follow the example(s) above to ensure that the replacement logic doesn't fail. Avoid using iframes in your creatives, as this may cause click-tracking to fail. If you're creating links via JavaScript, make sure that all the links are in the document when the creative is fully loaded (i.e. before the parent iframe's 'onload' event triggers, or before 'compositionReady' for content created in Adobe Edge).

If you wish to use your own click-tracking URL, simply replace the landing page URL with the corresponding click-tracking URL.

Third-party tags

The submitted material must be accompanied by clear instructions on how the click-rate tracking practiced by Otavamedia Oy shall be implemented on third-party tags. The material behind the tag must not change during the campaign without separate agreement. The tag material must be submitted no later than five days before the campaign start, and it must be functional for content review, technical testing and other such purposes; i.e. the final advertising material must be displayed when loading the tag even before the campaign start.

If the tag is not suitable for Otavamedia Oy's click-rate tracking or not functional for some other reason, Otavamedia Oy is entitled to transfer the material to its own server. Alternatively, the material provider can be asked to provide the data needed to implement click-rate tracking using a pixel tag and a separate tracking address added to the material. The advertisement distribution server of the third party must have sufficient capacity to endure the data traffic and data transfer peaks caused by the additional visitor load.

Otavamedia Oy is entitled to refrain from accepting material or to interrupt an advertising campaign in case of technical or other such problems. Otavamedia Oy reserves the right to check the reliability of a third party's tag provider before accepting the tag material for publishing.

Advertisement formats

Basic banners

Advertisement format	Advertisement size (pixels)	Advertisement size (kb)
Box	300 x 250	40
Double box	300 x 500	50
Triple box	300 x 750	50
Leaderboard	728 x 90	40
Leaderbox	468 x 400	50
Big Button	150 x 120	40
Panoramic banner	980 x 120	50
Extended Eboard	160 x 600	50
Eboard	140 x 350	40
Parade	980x400	60
Mobile parade	300x300	40
Mobile panorama	300x150	40

Special features

Advertisement format	Advertisement size (pixels)	Opening direction	Advertisement size (kb)
Interstitial	768 x 500		60

An **Interstitial** opens on its own page when the user moves from one page to another. The advertisement display time should be 10 – 15 seconds (timing via advertising management). The interstitial will only be displayed once for each individual user (frequency weekly 1). The text "Close advertisement" and a closing icon button will automatically be added to the advertisement.

Also note the clickTAG included in Flash material. See top of the page for detailed instructions.

The **extension banner** consists of two separate banners (files), the basic banner and extension. The extension will open up when the mouse cursor is taken on the advertisement, and closed when the cursor moves outside the banner. The maximum size for both the basic banner and the extension is 40 kb.

Also note the clickTAG included in Flash material. See top of the page for detailed instructions.

Effects – Video

A video banner may only activate after user activity. The video can be configured to launch when the user clicks a banner or with a 0.5-second delay after the user takes the mouse cursor on the banner. The video must stop when the user clicks the Stop button or moves the cursor outside the banner. The same rules also apply to the video's audio content. In addition, the audio level must be 0% upon launch and increase to the maximum level gradually over 2 seconds.

Video banner must be delivered in swf-format (please see the normal instructions and restrictions for swf-banner). It can also be delivered as third-party tag. The banner must include all the video functionalities. Because the video is to be streamed from the advertiser's own server, it must be ensured that the server can endure the increased load.

Also note the clickTAG included in Flash material. See top of the page for detailed instructions.

Cancellation terms

If a campaign is cancelled

- 15-30 days before campaign start, 25% of the price will be charged
- 7-14 days before campaign start, 50 % of the price will be charged
- less than 7 days before campaign start, 100 % of the price will be charged.

If the campaign is postponed

If the campaign is postponed to a later time, the inventory status must always be reviewed. Please contact advertisement traffic.

Other terms

Otavamedia Ltd.'s [general delivery terms](#) of media sales apply to the order. No compensation is granted for possible overlapping campaigns by competitors in the same sections. Furthermore, out of respect for the confidential relationship between the media and the customer, no advance information of any competitor campaigns is released.

Advertisement traffic:

verkkoaineistot@otavamedia.fi