

TECHNICAL SPECIFICATIONS for EUROPA STAR WORLDWATCHWEB™ Material to supply:

AD UNITS & SIZES

WATCHWORLD:

www.europastar.com (RWD) + www.watches-for-china.com +
www.watches-for-china.cn + www.horalatina.com + www.europastarwatch.ru

Half-page: 300x600 pixels (for PC & tablets) + 300x250 pixels (for Smartphones)

Medium rectangle: 300x250 pixels

3:1 rectangle: 300x100 pixels

OTHER SPECIFICS:

Welcome page: 600x400 pixels (for PC and Tablets) + 300x200 pixels (for Smartphones)

Clock / Square banner: 200x200 pixels (for PC and Tablets) + 300x100 pixels (for Smartphones)

E-Newsletter sponsoring: 728x90 pixels

JEWELLERYWORLD / WOMEN'S WATCHES:

www.CIJintl.com

Top or Anchor Leaderboard: 728x90 pixels

Top or Side Skyscraper: 160x600 pixels

Top or Center Square: 160x160 pixels

OTHER SPECIFICS:

Welcome page: 600x400 pixels

E-Newsletter sponsoring: 728x90 pixels



WEB MATERIAL:

Ad Creative

- Rich media weight: Max Initial File Load 40k. Subsequent Max Polite File Load Size 100k. Subsequent Max User Initiated File Load Size 2.2mb.
- Expandable, please contact us for detailed specs
- File formats accepted: GIFs, animated GIFs, JPEG files, Flash
- No limit on looping / - No limit on animation
- No cookie or browser support
- Click-thrus are tracked only on GIF/JPEG ads or properly formatted Flash ads (see below)

Flash Specifications

- A new window must spawn when the Flash ad is clicked on (target = "_Blank" must be added to .FLA file)
- Click-thru urls must be embedded in the original .FLA file
- Finalized .SWF file must be received with alternate GIF or JPG file with click-thru URL
- Ads must be published to display in Flash 5 or above

Ad Creative Submission

- Please submit creative at least 5 working days in advance of start date.

Please send your material to: prod@europastar.com with copy to jbailly@europastar.com