Material instructions and material delivery

Materials should be delivered in three working days (special formats five working days) before campaign start.

Kindly include the following information

- name of the advertiser and the campaign
- campaign period
- target media
- the material in GIF, JPEG, Flash, HTML or DHTML format
- target url (landing page)
- any other campaign specific information

Material requirements

- GIF, JPEG, Flash, HTML or DHTML
- max 50 KB

Flash–materials

- o GIF/JPEG-backup version is recommended
- o Flash banner should be Flash 9 compatible
- o The target url should not be hardcoded into the material, but the linking should be done by using dynamic click tag:

```
on(release) {

  getURL(_root.clickTAG,
"_blank");

}
```

Action Script 3 should be done as follows:

```
if (root.loaderInfo.parameters["clickTAG"]) {
var clickTAG:String =
root.loaderInfo.parameters["clickTAG"];
}
symboli.addEventListener(MouseEvent.MOUSE_UP,
getUrlfunction);
function getUrlfunction(ev:Event = null): void {
ExternalInterface.call("window.open",
clickTAG,"_blank");
}
```

Multiple links in the material

When the flash -material links to multiple addresses, kindly name the click tags as following: clickTAG1, clickTAG2, clickTAG3..

Also include with the material the list of tags and their target url's. For example:

```
* clickTAG    Article list-button    http://www.firma.com/article.html
* clickTAG1   Offer-button           http://www.firma.com/offer.html
* clickTAG2   Rest of the  banner    http://www.firma.com/
```

Interstitial + DHTML

- When using expanding banners, two banner versions should be delivered to Relevant: "normal" and "expanded" version.
- Format: jpg or flash
- Flash version max 8

If the material is delivered with HTML-tag, the material should include the mechanism for expanding, otherwise the ad has to consist of two separated files.

Interstitial + DHTML

- Size max. 800x600 px
- Max 100 KB
- GIF, JPEG or Flash
- Animation max. 15 seconds
- The ad shall not include the close-button, since it will be done by Relevant.

Ticker

- K Size 1600x30 px
- Max 50 KB
- GIF, JPEG or Flash Megapanorama

- Size max. 980x400 px
- Max 100 KB
- GIF, JPEG or Flash

Peel away

- Only JPEG
- The ad is composed of two elements:
- Smaller 75x75 px "teaser" ad which is shown on the page all the time
- Bigger 500x500 px ad, which will be shown to the user when the cursor is on the top of the teaser ad
- Kindly notice that only the part of the area can be used for the content (näkyvä alue = visible content):

Audio- and video instructions

- If the audio effects, they should not be activated automatically, but only by the user.
- Activation should be done by clicking (play- and stop-buttons) or by mouse-over, when the audio should have 0,5 seconds delay and the audio goes off when the mouse goes off the banner.
- The volume should start from 0 % and grow to maximum during 2 seconds.

Animation

- The maximum length of GIF- ja Flash-animations is 15 seconds.

Video

- swf file max 100 KB
- bitrate 512 KB/s
- If the video is delivered by Relevant, both flash-file (swf) and the video material (flv, max. 2 M) should be sent to Relevant. Remember to contact Relevant before creating the material in order to get more detailed instructions.

Material deadlines

The materials should be sent to Relevant 3 working days (special formats 5 working days) before campaign start.

The ads will be placed by 10 am on the starting day, if the material is delivered to Relevant on time. Relevant is not responsible for any delays on campaign start when the delay is caused by the material delivery after deadline. Also Relevant is not responsible for the under delivery if the campaign has started late due the delayed material delivery. If the campaign should run on time, even if the material is delivered after deadline, contact Relevant in order to agree about the urgent trafficking.

Incorrect material

If the material is not done by the instructions shown above or needed information is missing, Relevant will send the material back to its sender.

Media has the right to not accept the material that is not proper for its content. In that case media should inform both customer and Relevant that the material will not be run on the media.

Relevant is not responsible for delays caused by the incorrect material. Anyway Relevant will inform the sender as soon as possible about the mistakes on material.