



# Banner Advertisement

To ensure that your advertisement will be effective, it is necessary to observe some technical requirements:

- Please send us your advertising banner at least one week before the campaign is meant to start in one of the following formats: HTML5, GIF/JPG/PNG file or 3rd party tag.
- Please take note of the banner's required dimensions when creating it (your order confirmation states which banner is applicable)
  - Leaderboard: 728 x 90 pixels
  - Medium Rectangle: 300 x 250 pixels
  - Wide Skyscraper: 160 x 600 pixels
  - Half Page: 300 x 600 pixels
  - Wallpaper: 728 x 90 plus 160 x 600 pixels
- Don't forget to inform us of the destination URL(s) to which your banner should be linked.
- If you wish to geotarget your banner campaign, please send an e-mail to [order@lumitos.com](mailto:order@lumitos.com) with a list of countries where your banner should be visible.
- If your campaign is targeted to several language areas, please provide the banner ad in several languages, too.
- For a banner campaign with keyword targeting, please send your keywords in a list to [order@lumitos.com](mailto:order@lumitos.com). Please note that the keywords may not contain any spaces or special characters (@, &, ® etc.).

## Banner as HTML5:

- Please send us the required data in a zip file.
- No more than one level for folders that contain required images, style sheets, scripts, etc. is permitted.
- There are no restrictions for naming these folders (for example "css", "images" or "js").
- Please use unique designations, class, variables and functional names for each banner.
- The maximum file size is 200 KB

## Banner as a GIF, JPG or PNG file

- The maximum file size is 150 KB

## Banner delivered as a redirect tag (also known as a 3rd party tag)

- For a GIF redirect we need a complete tag that allows the wizard to automatically detect the image source (IMG SRC) and the link (HREF)

### Contact:

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