

### IAB-Belgium Technical Specifications Display advertising - March 2006

	Format Category	Size (WxH)	Weight (SWF GIF JPG)	Audio Initiation	Animation Length	Controls	Labeling & Other items
In-Page Units	UAP units	728x90; 300x250; 160x600; 120x600	30 KB	User initiated (mouse-over = sound ON   mouse-out = sound OFF   Icon sound ON/OFF )	3 loops within 15 seconds	<b>_root.clickTAG</b> (flash only)	ALT TXT max 65 char
	In-Page Units	468x60; 336x280; 250x250; 468x400; 468x250; 500x400; 640x480; 840x150; 860x100	25 KB	User initiated (mouse-over = sound ON   mouse-out = sound OFF   Icon sound ON/OFF )	3 loops within 15 seconds	<b>_root.clickTAG</b> (flash only)	ALT TXT max 65 char
180x150; 234x60; 120x60 and smaller		15 KB					
Over-the-page Units	UAP Expandable Units	468x250; 468x310; 468x468; 370x600; 420x600; 728x500; 600x250	30 KB	User initiated (mouse-over = sound ON   mouse-out = sound OFF   Icon sound ON/OFF )	Not expanded = 3 loops within 15 seconds Expanded = No limitation	<b>_root.clickTAG</b> (flash only) User Initiated : <b>IABshowAD()</b> (show panel) <b>IABcloseAD()</b> (hide panel ) close-button : <b>IABcloseAD()</b> (hidelayer )	ALT TXT max 65 char close button = "Close X"
	Over-the-Page : pop up pop-under Units	Popup/Popunder : 250x250; 300x250	25 KB	User initiated (mouse-over = sound ON   mouse-out = sound OFF   Icon sound ON/OFF )	3 loops within 15 seconds	<b>_root.clickTAG</b> (flash only)	na
		Site under : 720x400	na	na	na	na	na
	Over-the-Page : Floating Units	800x600; 640x480; 500x400	30 KB	User initiated (mouse-over = sound ON   mouse-out = sound OFF   Icon sound ON/OFF )	max 8 seconds / no loops	<b>_root.clickTAG</b> (flash only) auto-close : <b>IABcloseAD()</b> (hidelayer ) close-button : <b>IABcloseAD()</b> (hidelayer )	ALT TXT max 65 char close button = "Close X"
	Between-the-Page Units	InterstitialTransitional : 800x600; 640x480; 500x400	25 KB	User initiated (mouse-over = sound ON   mouse-out = sound OFF   Icon sound ON/OFF )	max 8 seconds / no loops	<b>_root.clickTAG</b> (flash only) auto-skip : <b>IABcloseAD()</b> (hidelayer ) skip-button : <b>IABcloseAD()</b> (hidelayer )	ALT TXT max 65 char skip button = "Close X"
		splash page : 800x600; 640x480; 500x400	25 KB	User initiated (mouse-over = sound ON   mouse-out = sound OFF   Icon sound ON/OFF )	3 loops within 15 seconds	<b>_root.clickTAG</b> (flash only)	ALT TXT max 65 char
In-Stream Units	na	na	User initiated (mouse-over = sound ON   mouse-out = sound OFF   Icon sound ON/OFF )	na	<b>_root.clickTAG</b> (flash only)	ALT TXT max 125 char stop / play button	
3rd Party	Third-Party	all formats	Managed by third-party adserver (approval required)	User initiated (mouse-over = sound ON   mouse-out = sound OFF   Icon sound ON/OFF )	3 loops within 15 seconds	Managed by third-party adserver	Managed by third-party adserver (approval required)

Material delivery terms (see IAB Sales Guidelines): GIF, JPEG = 3 working days / Flash, Rich Media = 5 working days / Third Party AdServers = 3 working days

Contact Skynet (adops@team.skynet.be) to receive the latest version of our Technical Specifications Guidelines which are specific for adformats sold by Skynet