

Technical Specifications for onlineadvertising on tillate.com

Basic information

- No sound is allowed. In case of sound, then "on demand" after click
- Ads may not influence or diminish the functions of the website. Necessary adaptations are at own risk and cost of the client or its respective agency.

IMPORTANT: Please send the ads under specification of customer, campaign, placement, runtime, plus (if necessary) the used flashversion to

banner@hi-media.de

If there are any questions left, please contact:

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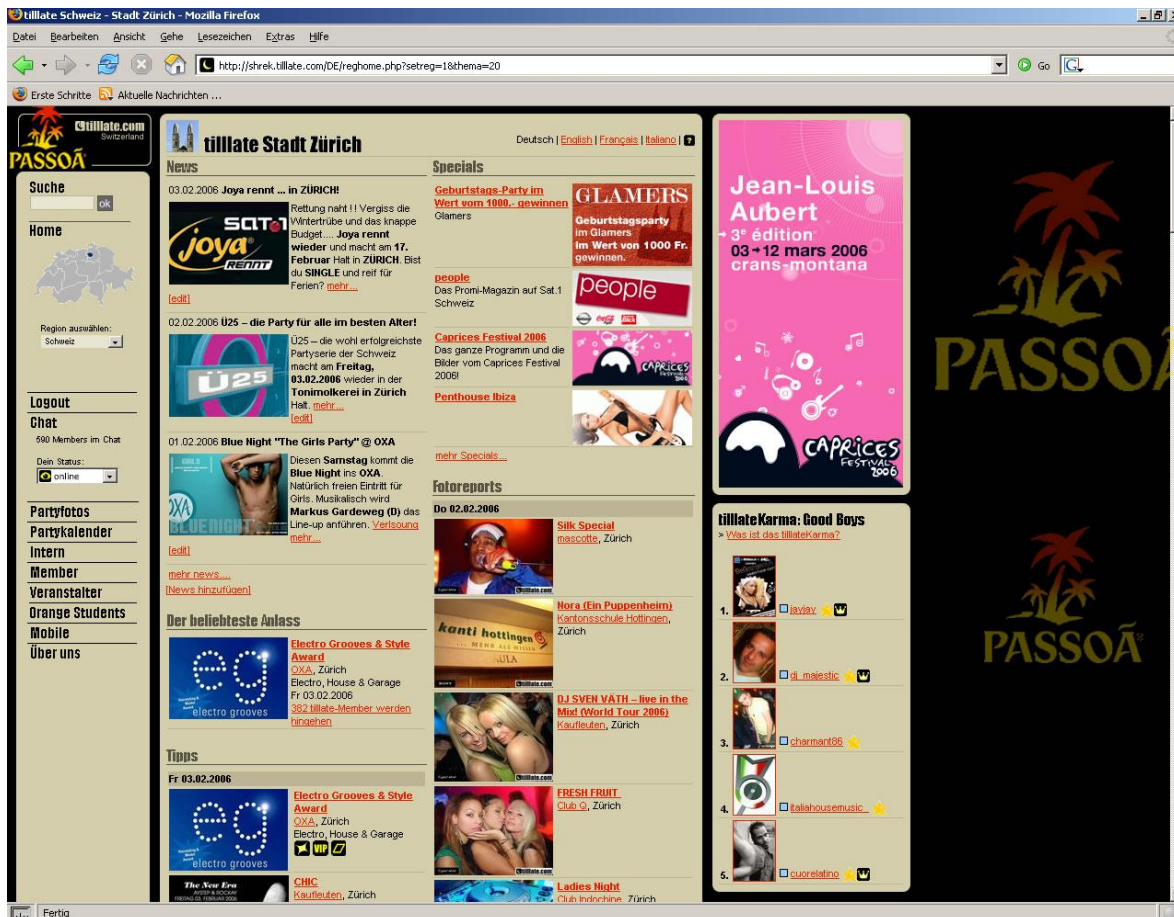
eMail: banner@hi-media.de

1. Specifications of the background ad

The following elements can be defined:

- Background colour and background picture of the page
- Colour of content-boxes (see example "beige") should not be too dark. The font should be darker than background.
- font colour
- link colour

Screenshot:



The following elements must be provided by the client:

- Corporate Colors (colour scale RGB, Hexadezimalcode or sample-picture)
- Background / Backgroundcolour (see example Passoa), the whole area can be affected (1600x1000 Pix)

Or

- Rich media (flash); only possible on the right hand side of the skyscraper
- Max 300x700 Pix
- Max 40kb
- Background must be transparent
- Clicktag (see page 4)

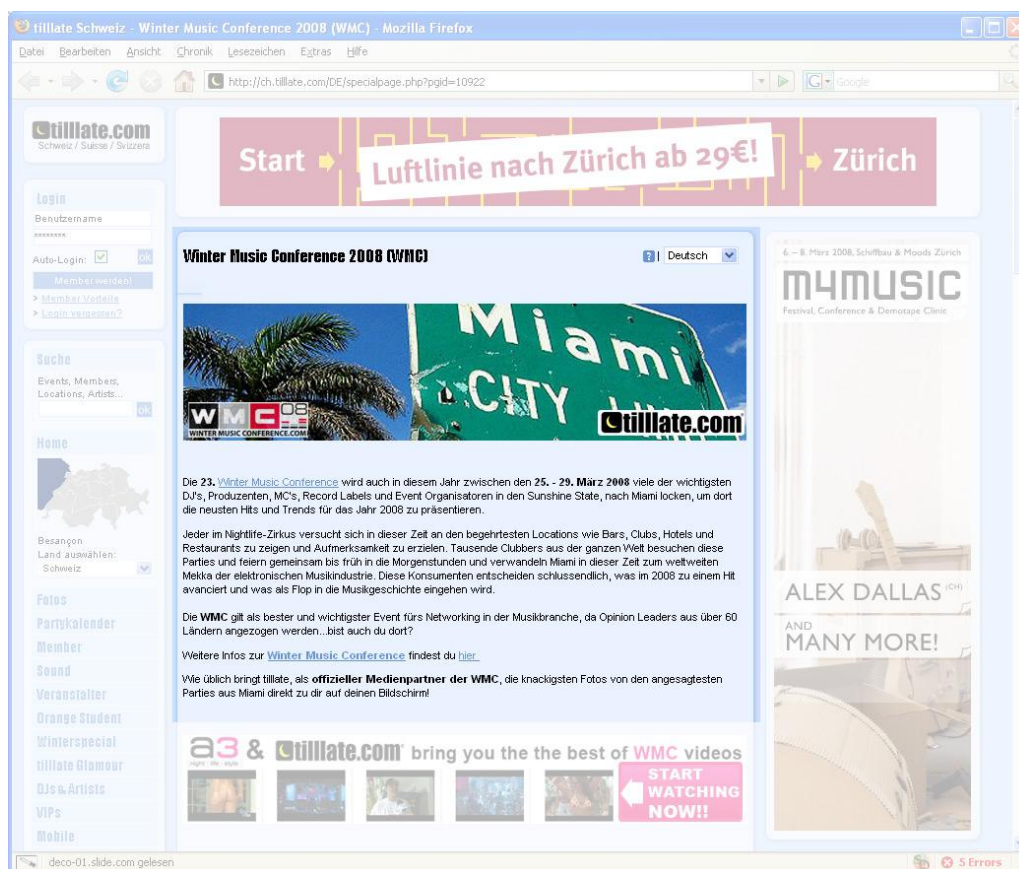
2. Microsite / content integration

For such an integration the following elements must be provided:

- Header-graphics: 572x150 Pix (optional)
- Text, pictures and / or videos (flv), or flash (see flash-specs)

The site has a maximum width of 572 Pix and should be produced in HTML.

Screenshot:



clickTAG implementation:

In order to count the clicks with our adserver, the original URL is replaced by the clickTAG-variable. Only with that clickTAG-variable a counting of clicks is possible. Each action on a button with clickTAG-implementation is counted by the adserver and the user is connected to the original URL. Other scripts like ActionScripts etc are not affected. Due to the clickTAG-way it is possible to change target-URLs during a campaign without making changes in the creative necessary.

Standard Action-Script für den LINK Button:

```
on (release) {  
  getURL(clickTAG, "_blank");  
}
```

Please notice: If the variable shall be used within a Movieclip of the main flash animation, the variable must be prepended by the term `_root.clickTAG`.

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