

ADTECH



User Guide

WebOver Ads

ADTECH IQ

2014-06-18

ADTECH GmbH

Webover Banners

Introduction

The Webover is a full page ad experience which appears when the guest is into the content page. The ad displays to the guest for x seconds. The guest may also press a "Close" button to continue onto the content.

Specs

Dimensions	640 x 480 (DOL decision)
Site available	All
File format	Static / Animated image (GIF/JPG) or Flash
Max file size	<=150 KB (Suggest)
Max duration	15 seconds (Suggest the final frame holds 3-5 seconds)
Frequency Cap	The AD is capped ONCE per unique user per day (advertiser decision)
Third-party Ad-serving	This AD placement can be third party AD served; Adtech Supports (available placement-1x1)
Testing	All creative must function uniformly on both MAC and PC platforms as well as multiple Browser versions of Internet Explorer, Firefox, Chrome, Mozilla and Safari.
Third-party serving:	Adtech, Pictela, DoubleClick, Adman, Sizmek (formerly MediaMind)
Third-party tracking:	Accepted
Close Button	Must be included