

# Technical Specifications

MPU Square	
Size	300 x 250 or 250x250
Weight	30 kb
Technical specifications / Elements required	Images or Ad tag
Technical languages**	All*
Time of animation	30 secondes
Copy deadline	2 working day prior to start date

Leaderboard	
Size	728x90
Weight	30 kb
Technical specifications / Elements required	Images or Ad tag
Technical languages**	All*
Time of animation	30 seconds / Must not exceed two loops of animation
Copy deadline	2 working day prior to start date

Push Down (Launch Unit)	
Size	1000x120 -> 1000x430
Weight	30 kb + 50 kb
Specifications	Flash or Ad tag
and/or elements required	2 files to be provided : <a href="http://www.benchmark.fr/media/uk/tarifs_pub/pushdown-uk.pdf">http://www.benchmark.fr/media/uk/tarifs_pub/pushdown-uk.pdf</a>
Technical languages**	All*
Time of animation	30 seconds / 1 loop of animation
Copy deadline	3 working day prior to start date

Flag Ship	
Size	Logo 90x30
Weight	10 kb
Specifications	Images gif or jpeg
Technical languages**	All*
Time of animation	Animation no accepted
Copy deadline	2 working day prior to start date

Expand Banner	
Size	728 x 90 -> 728 x 180 300x250 -> 600x250 300x600 -> 600x600
	Not automatic opening. Opening and closing by Roll Over
	No delay before closing - Opening towards the left (and downwards if necessary)
Weight	100 kb max
Specifications	Images or Ad tag
Technical languages**	All*
Time of animation	no limited
Copy deadline	2 working day prior to start date

FOOTER EXPAND	
Size	1000x90 -> 1000x450
Weight	30 kb + 50 kb
Specifications	Flash or Ad tag
and/or elements required	2 files to be provided : <a href="http://www.benchmark.fr/media/uk/tarifs_pub/pushdown-uk.pdf">http://www.benchmark.fr/media/uk/tarifs_pub/pushdown-uk.pdf</a>
Technical languages**	All*
Time of animation	30 seconds / 1 loop of animation
Copy deadline	3 working day prior to start date

Half Page	
Size	300 x 600
Weight	50 ko
Technical specifications / Elements required	Images or Ad tag
Technical languages**	All*
Time of animation	30 secondes
Copy deadline	2 working day prior to start date

Skyscraper	
Size	120 x 600 or 160 x 600
Weight	30 ko
Technical specifications / Elements required	Images or Ad tag
Technical languages**	All*
Time of animation	30 secondes
Copy deadline	2 working day prior to start date

Format Magazine	
Size	260x360 ou 260x500
Weight	30 ko
Technical specifications / Elements required	Images or Ad tag
Technical languages**	All*
Time of animation	no limited
Copy deadline	2 working day prior to start date

Corner	
Size	gif : 100x100 max flash : 560x400 max
Weight	gif : 3 Ko flash : 50 Ko
Technical specifications / Elements required	Images or Ad tag Script for the opening and the closing of the couner, the overlay and if necessary for the accounting of the openings
	Close Button : <pre>on (release) {     _parent.gotoAndPlay("fermeture"); }</pre>
Technical languages**	Gif and Flash
Time of animation	30 seconds / Must not exceed two loops of animation
Copy deadline	3 working day prior to start date

Overlay	
Size	500 x 400 maximum
Weight	60 Ko
Specifications	Images or Ad tag Must be able to be closed by a click -> code for close button : <pre>on (release) { getURL ("javascript:oas_hide()"); }</pre> <b>Mention "close" + pictogram must be clearly visible and placed at the creatives top right hand corner</b> The button must be of a white background and not transparent
Technical languages**	All*
Time of animation	<b>5 secondes in 56k maximum</b> (animation et loading include)
Copy deadline	3 working day prior to start date

INTERSTITIEL	
Size	600 x 500 maximum
Weight	75 Ko
Specifications	Images or Ad tag Not close button Not stop Button The button must be of a white background and not transparent
Technical languages**	All*
Time of animation	15 seconds max (animation and loading included) (animation et loading include)
Copy deadline	3 working day prior to start date

Vidéo Integration and/or sound	
MPU Square / rectangles, Fomats Magazine, Half page	30 seconds max - 2 loops max - sound OFF by default - sound ON possible if campaign capped at 1 per unique visitor
Recommandations for using sound / vidéo	Sound button must be placed at right down corner sound < at 12 db
Copy deadline	3 working day prior to start date

Newsletters Sponsorship in Top column left	
Size square on le Journal du Net	250 x 250
Size Square on Magazine on L'internaute	250 x 250 - 260 x 360
Technical Specifications and/or Element required	Weight max: 20 ko Redirect no accepted - Clickcommand allowed
Technical languages**	Gif ou Jpeg
Time of animation	
Copy deadline	2 workday

Newsletters Sponsorship Journal du Net, JDN Solutions, JDN Développeurs, Journal du management	
Size du texte :	250 characters (spaces and link include)
Size et Weight du logo :	Logo: 90 x 30 - 3 Ko max
Technical Specifications and/or Element required	Simple text without uppercase and colour - Image fixed Redirect no accepted - Clickcommand allowed
Technical languages**	Gif ou Jpeg
Time of animation	
Copy deadline	2 workday

Newsletters Sponsorship et Complements of L'internaute Magazine	
Size texte :	250 characters (spaces and link include)
Size et Weight logo :	Logo: 90 x 30 - 3 Ko max
Technical Specifications and/or Element required	Simple text without uppercase and colour - Image fixed Redirect no accepted - Clickcommand allowed
Technical languages**	Gif ou Jpeg
Time of animation	
Copy deadline	2 workday

Newsletters Sponsorship Exclusive	
Technical Specifications and/or Element required	Header 760 x 90 Gif Static (728 x 90 accepted) 300 characters (link et spaces include) + logo 90x30 in Top column left (L'emplacements des textes sont éventuellement utilisables selon les désirs de l'annonceur) Exclusive Co Branding carried out by our care on the basis of creation provided in header Redirect no accepted - Clickcommand allowed
Technical languages**	Gif ou Jpeg
Time of animation	fixed
Copy deadline	5 workday

Exclusive Co Branding Journal du Net	
Technical Specifications and/or Element required	background image whose sizes are defined in this PSD : http://benchmark.fr/media/tarifs_pub/gabarit_linteraute_habillage.zip
	Choice of : MPU Square 300 x 250 or halfpage 300x600 (gif/flash/redirect)
	Redirect no accepted - Clickcommand allowed
Technical languages**	Gif ou Jpeg
Time of animation	fixed
Copy deadline	5 workday

Exclusive Co Branding Linteraue Magazine	
Technical Specifications and/or Element required	background image whose sizes are defined in this PSD : http://benchmark.fr/media/tarifs_pub/gabarit_linteraute_habillage.zip
	Choice of : MPU Square 300 x 250 or halfpage 300x600 (gif/flash/redirect)
	Redirect no accepted - Clickcommand allowed
Technical languages**	Gif ou Jpeg
Time of animation	fixed
Copy deadline	5 workday

Exclusive Co Branding Journal des Femmes	
Technical Specifications and/or Element required	background image whose sizes are defined in this PSD : http://benchmark.fr/media/tarifs_pub/gabarit_JDF_habillage.zip
	Choice of : MPU Square 300 x 250 or halfpage 300x600 (gif/flash/redirect)
	Redirect no accepted - Clickcommand allowed
Technical languages**	Gif ou Jpeg
Time of animation	fixed
Copy deadline	5 workday

Advertorial BtoB	
Size call text :	250 characters (link et spaces include)
Size middle page :	800 wouds
Technical Specifications and/or Element required	Call text : Simple text without uppercase and colour and logo - Clickcommand allowed
	Middle page : Images fixed ou Redirect- width max 460 pixels - Clickcommand allowed
Technical languages**	Gif ou Jpeg
Time of animation	fixed
Copy deadline	2 workday

Advertorial BtoC	
Size call text :	300 Characters Text + link
Size middle page :	800 mots
Technical Specifications and/or Element required	Call text : Simple text without uppercase and colour - logo fixed 90x50 max- Clickcommand allowed
	Middle page : Images fixed ou Redirect- width max 460 pixels - Clickcommand allowed
Technical languages**	Gif ou Jpeg
Time of animation	fixed
Copy deadline	2 workday

\*\* Flash is not compatible with Netscape 3 and Internet Explorer 3

The sound banner are not allowed on le Journal du Net

\* Modifications to be made to any creation in flash for an integration in Open Adstream

1 / To integrate a get URL as the screenshot ----->  
(Attention: not to put quotation marks for the expression clicktag)  
Put also « target\_blank »

2/ Provide the link which will be integrate directly in adserver.

