Ad unit guidelines for Lääkäriportaali mainsponsorship

Mainsponsorship

Your brand is shown for the whole year online through five different ad placements. As primary partner your message is on the front page of the service exclusively.

Mainsponsorship includes an option to advertise customer's own educations/events in Lääkäriportaali newsletters twice every 6 months. In addition, the customer has an event page in Lääkäriportaali and one direct e-mail sending to target group once every 6 months.

Lääkäriportaali website

Ad formats (see pages 2–3)	Ad size (px)	Max. fileweight (kb)	Ad format	Visibility
❶ Giant Panorama	980 x 400 px	200 kb	jpg, HTML5 or gif	Lääkäriportaali's desktop view, front page continuously, inner pages varying with other possible advertisers on page load, excl. spesific sections e.g. content marketing articles and educational section.
❷ Medium Rectangle	300 x 250 px	80 kb	jpg, HTML5 or gif	Lääkäriportaali's front and inner pages continuous visibility in mobile view, excl. spesific sections e.g. content marketing articles and educational section. Visibility also in Lääkäriportaali's front page (desktop view) continuously.
❸ Standard Rectangle	600 x 250 px	100 kb	jpg, HTML5 or gif	Lääkäriportaali's front and inner pages continuous visibility in desktop view.

Lääkäriportaali newsletter

Ad formats (see page 3)	Ad size (px)	Max. fileweight (kb)	Ad format	Visibility
❸ Standard Rectangle	600 x 250 px	100 kb	jpg	Lääkäriportaali newsletters, continuous visibility.

Material delivery

Schedule: five (5) working days prior to campaign start to mainos@tervemedia.fi. If the materials are delivered late it may affect the campaign duration.

Please include:
- name of advertiser and campaign
- publish date
- url/landing page
- speciality in which the banners are displayed
- possible targetings
- if the campaign has several materials, please state the order or delivery% they're displayed

Material information

The banners can include only one link. HTML5 banners can have multiple links coded straight into the banner.

HTML5-Banners
- please see pages 6–7

Video banners
- format: mp4, max. size 20 mb

If you have any further questions, do not hesitate to ask.

Kind regards,

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Ad unit guidelines for Lääkäriportaali mainsponsorship

Ad formats, Desktop, Front page

1 Giant Panorama,
980 x 400 px, 200 kb

2 Medium Rectangle,
300 x 250 px, 80 kb

3 Standard Rectangle,
600 x 250 px, 100 kb
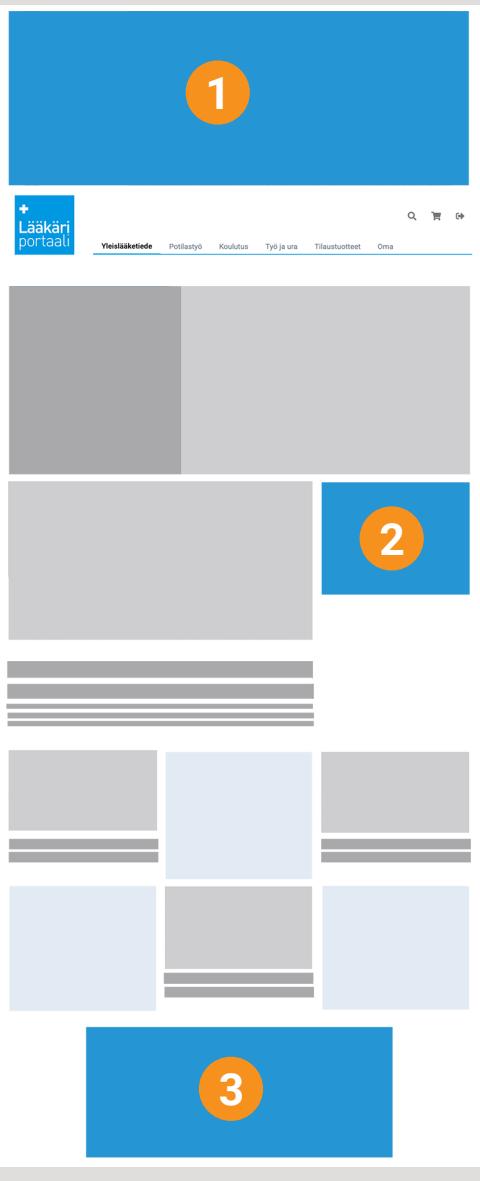
## Ad formats, Desktop, Inner page

1 Giant Panorama,
980 x 400 px, 200 kb

3 Standard Rectangle,
600 x 250 px, 100 kb
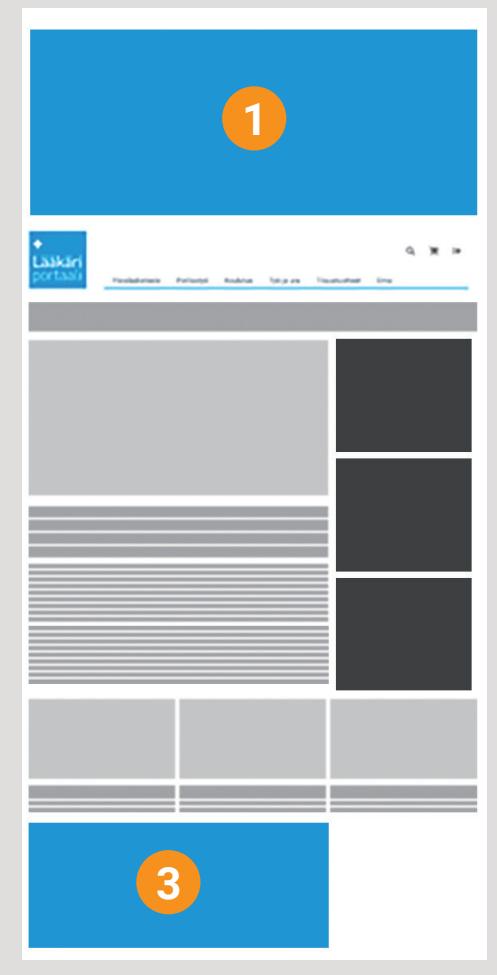
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Ad formats, Mobile

2 Medium Rectangle,
one of the shown slots
300 x 250 px, 80 kb

Ad formats, Newsletter

3 Standard Rectangle,
600 x 250 px, 100 kb
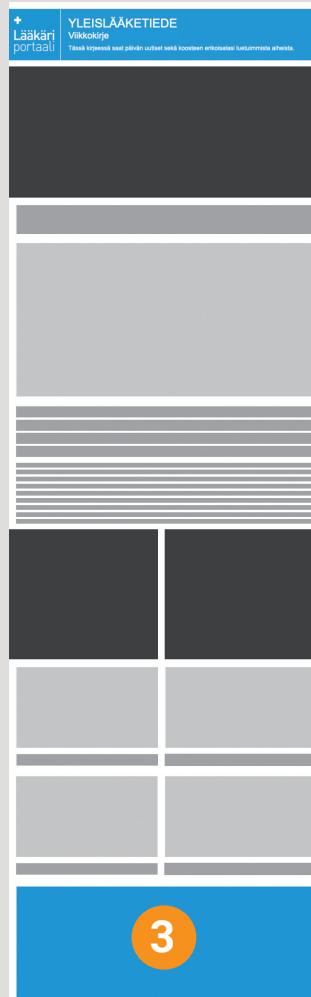
Lääkäriportaali mainsponsorship, event page

## Event page and newsletter news lead

Customer events can be advertised on customer's event page. In addition to enrollment buttons there can also be e.g. a contact button directing to a meeting with medical representative, or other spesific request. Customer has media space for event banner (980x400 px) and logo banner (200x200 px). Recommendation for headline/topic max.50 characters, ingress 200 characters. Newsletter's news lead consists of a modul including logo, headline and ingress.

Event page

Event banner, 980 x 400 px

Event logo, 200 x 200 px

Event name and date,
max. 50 characters

Ingress for the event

Enrollment button

Contact button

News lead, newsletter

Event logo, 200 x 200 px

Event name and date,
max. 50 characters

Enrollment button

Lääkäriportaali mainsponsorship, direct e-mail

Direct e-mail

Lue selaimessa

KAUPALLINEN YHTEISTYÖ
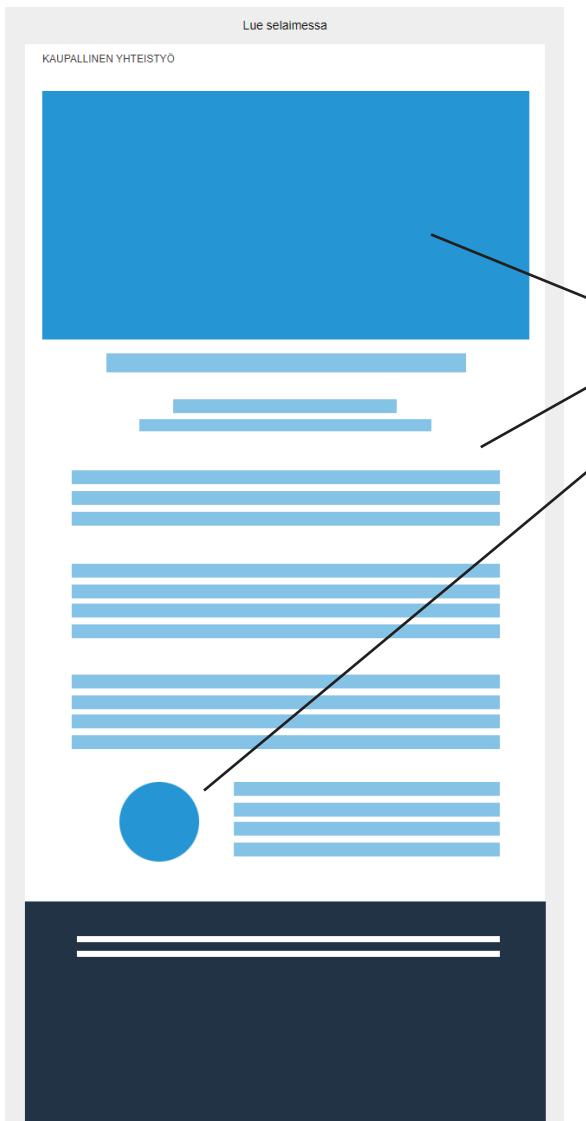
Direct e-mail consists of the following

Topic

Preheader (optional)

Image (560 x 315 px)

Content

Logos or other material (optional)

HTML5 banners in Smart Ad Server

Technical specifications

File size:
All files included the html5 creative does affect to the creative size (images, scripts, fonts and CSS-files). The lower the file size is, the creative and the website where the creative is shown, will be loading faster.

Initial load:
Use only files which the creative needs to keep initial loading as low as possible.
- Optimize the images and postpone the loading of all heavier files
- let the file loading start by user activation (e.g. mouse over or click)

Structure:
Html5-file should include one index.html-file. Folder structure is supported, where CSS-files and images are in located their own folders or all the files can be in the same in folder.

General:
- html5 creatives must be SSL compatible (https).
- Character set is UTF-8 as default.
- html5 creative should in a be zip-file (rar-format is not supported).
- Links should open in a new window (*target="_blank"*)
- Using jQuery is not recommended in the html5 advertising.
- Size of the creative should be defined in a meta-tag information in order to make sure, that the creative is displaying in right size: *<meta name="ad.size" content="width=[x],height=[y]">*

How to define clickTAG on a html-script:

Smart follows IAB recommandations regarding clicks counting for HTML5 creatives. Adserver must be able to identify the click destination so creative must use the javascript "**clickTag**" variable(s) in the index.html file.

How to set up one clickTag in the html

var clickTag = "url of the click";

How to set up multiple clickTags in the html

```
var clickTag0 = "first click url";
var clickTag1 = "second click url";
var clickTag2 = "third click url";
```

Then creative has to use either of these two variables in html:

first example:

```
<a id="clickArea"></a>

<script type="text/javascript">
var clickArea = document.getElementById("clickArea");
clickArea.onclick = function(){
window.open(clickTag, "blank");
}
</script>
```

second example:

```
<a id="clickArea" target="_blank"></a>

<script type="text/javascript">
var clickArea = document.getElementById("clickArea");
clickArea.href = clickTag;
</script>
```

Clients has to add smart's javascript file in the <head></head> section, inside the HTML5 creative to provide the desired behavior:

```
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.1.js"></script>
```

Thing to notice
If creative is using clickTag like in second example (var clickArea = document.getElementById("clickArea"); clickArea.href = clickTag;) this is necessary to wait for the clicktag library initialization. It means that the smart javascript library must first replace javascript clicktag variables by smart click counter and then ad can be rendered.

How the ad will know when initialization is completed?
Just register the "init" function - it will callback when clicktag library finish task, e.g.:

```
<script>
function init(){
/* this is a customer function which start building the ad */
}

sas.clicktag.register(function(){
init();
});
</script>
```

More information about the topic

Smart, HTML5 creatives best practices
https://support.smartadserver.com/s/article/HTML5-creatives-best-practices

Smart, HTML5 click management
https://help.smartadserver.com/s/article/Click-counting-in-HTML5-creatives

IAB HTML5 Ad Validator 1.0:
http://html5.iabtechlab.com/

IAB HTML5 for Digital Advertising v2.0:
https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/

If you require more help we can offer you and your organization technical AdOps support. Please contact support@relevant-digital.com or +358 45 123 3886 and let's talk how we can support and help you grow your ad business.