

# IMU



**Size:** 300x250

**Weight:** 100KB

**Type:** HTML5, JPG, GIF, PNG & 3rd party tag

**Supports:**    

**Desposit website for the finished material:**

<https://regie-internet.filemail.com/>



## HTML5 / Richmedia:

Standard file size initial download

4Mb progressive download. (Chrome's HAI automatically blocks adverts that use more than 4Mb of resources)

It's highly recommended to use responsive HTML5.  
Please also deliver static back-up material in GIF or JPG.

**The material should be centered.**

**The default margin & padding should be initialized to 0.**

We also accept size : 250x250.

## HTTPS Compliancy:

To be compliant all traffic has to be served over "https".  
This includes 3rdParty tag and external downloads

## Redirection URL:

The redirection link provided must be a direct link to the landing page and not a double / triple / ... redirection (ex: no use of bit.ly)

## Delivery terms

Standard, no HTML5 & 3rdParty tag: **3 working days**

HTML5: **5 working days** The material must be sent attached to a mail or in an archive or with server link.

We accept up to 3 different materials for integration in rotation for the same campaign.

Any additional material will generate additional costs.



