

Creative specs display

General conditions

The advertiser must be clearly identifiable as such in the banner. Banners must have clearly marked borders in order to prevent confusion with editorial content and/or other ads. Expanding banners according to agreement. Expansion must be initiated by user interaction.

All advertising needs to be secure (https), all ad calls shall be over HTTPS and the domains has to have valid SSL-certificates.

Advertising format

Jpg, gif, png and 3rd Party Tags. For HTML ads, we only accept 3rd Party Tags. We don't accept separate files.

Streaming video

Video and sound has to be user initiated by click. The container may not exceed regular specifications. Uploaded file size is max 500KB and the maximum framerate is 18 fps.

HTML and 3rd party tags

HTML-ads must be delivered as a 3rd Party Tag. Separate files will not be accepted. Ads through 3rd Party Tag as with any other ad-files must meet the specifications we have specified for all current banner format. Also, it must follow the terms of publication regarding creatives in our digital channels.

Video

Preroll, midroll and postroll must be: size 640x360 px. Time 15–20sec, 30 fps, 700 kbit/s, filetype MP4.

Native display

3 headlines max 60 characters, at least one image max 800 px wide, max 250KB.

Native display newsletter

B2B: Headline 30-75 characters, text 50-300 characters, image 1024x576 (16:9 ratio).

B2C: Headline max 60 characters, text (optional) max 80 characters including Advertiser name "Av Company name", Image max 250 KB.

Social display

A link to a social media post.

Video-in-banner

We build the banner and need a mockup of how it should look. We also need the following in separate files: one video file, text, logo and font.

Wallpaper & Interscroller

If you choose to build your own wallpaper, please follow the guidelines on the following page: [Click here](#)

If we build the Wallpaper for you please supply us with a .PSD file with each component and font separately in a 2560x1600 px image. We also need a Panorama 980x120 px.

The dimensions of a Wallpaper is 2560x1600 px, but it will automatically customize to the visitors screen resolution.

Interscroller: [Click here](#)

Desktop	Format	Max file size
Module	468×240 px	50 KB
Module XL	640×320 px	50 KB
Insider	300×250 px	50 KB
Skyscraper	250×600 px	100 KB
Panorama	980×120 px	100 KB
Panorama XL	980×240 px	100 KB
Full page	980×480 px	100 KB
Splash (no 3rd party or HTML)	1280×800 px	200 KB
Mobil	Format	Max file size
Panorama large	320×320 px	50 KB
Panorama double	320×160 px	50 KB
Panorama	320×80 px	50 KB
Full page	320×480 px	50 KB
Video	Format	Max file size
Preroll 15s	640×360 px	700Kbit/s
Newsletter	Format	Max file size
B2C	670×200	50 KB

Submit creatives

All creatives should be tested and delivered to us no later than 7 days before the start date of the campaign. Don't forget to specify which advertiser/campaign the creative is for and the target URL. If it's a mobile banner the landing page has to be in a mobile readable format.

Send creatives and questions via e-mail to
B2B Adops: adops_EMEA@foundryco.com
B2C Adops: consumerops@foundryco.com

Late creatives

If Foundry does not receive any creative we reserve the right to bill the full amount of the ad, according to the current rates.

Cancellations

Cancellations can be done no fewer than seven days before banner delivery date. Cancellations must be submitted in writing to your sales contact or to our representative.

We reserve the right to make any change at any time. For updated and complete rate cards, terms and conditions, and information about ads and advertising terms, please contact us or visit idgssverige.se.

Contact details

Adops B2B: adops_EMEA@foundryco.com
Adops B2C: consumerops@foundryco.com