Ad specification
sf.se desktop/mobile

DELIVERY INFORMATION
Advertising material for sf.se and sf.se in the mobile phone will be delivered to - digitalt@sfmedia.se - no later than 4 working days prior to campaign start. In case of late delivery, SF Media is not liable for any missing exposure and no compensation for missing impressions is given.

Contact: (kontorstider 8-17)

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AD FORMAT

PANORAMA desktop/tablet
In order for the format to appear on different screen resolutions, we need to enter two different sizes of the same ad.
Format: JPEG, GIF, PNG, iframe, Javascript, HTML5
Weight: Max 200 kB
Desktop: 980 x 240/360 px
Tablet: 728 x 90 px

PANORAMA mobile/app
For a better resolution of banners, Retina format is also recommended, which is the double number of pixels to below specified dimensions. 320x320 is instead produced in 640x640 pixels.
Format: JPEG, GIF, PNG, iframe, Jacascript, HTML5
Weight: Max 200 kB
Mobile: 320 x 320 px
App mobile: 320 x 320 px

TAKE OVER mobile/app
Format: JPEG, GIF, PNG
Weight: Max 200 kB
App mobile: 320 x 480 px

CREATIVE SOLUTIONS
Here we have gathered some guidelines for banners that are not just a picture. These simple guidelines are compiled using Adform and also tries to mirror IAB's Swedish Display Standards http://iabsverige.se/svensk-displaystandard/ as far as possible.

If there are questions that are not answered below or via IAB, please contact us at digitalt@sfmedia.se.

Video in banner
In the case of video material in a banner, we only accept them as third-party scripts and we cannot host material. Guidelines for the material are listed below. Our recommendation is that you have   1 MB per 10 seconds to keep down the weight and still have good quality.
Please see guidelines for the material listed below.

Loop-times
We recommend, like IAB, that the animation time for standard banners is 30 seconds.

Frame rate
Low frame rate is recommended. Benchmark about 18 FR / sec.

Behavior
Video material should be started via a click of a play button and then sound can be activated. You can also create a material with Auto Play, but then the sound must be deactivated until the user chooses to turn it on by pressing a button.
The always need to be a button to stop / pause video playback.
Playback of video cannot be looped it has to be rebooted by a click after it ends.

Generel Guidelines
All advertising should be secure (https), which means that all ad calls must be over the HTTPS protocol
and The domains must have valid SSL certificates.

Third-party scripts
All third-party scripts need to be scalable to accommodate different devices and resolutions.

We will not be able to host any material, except images and GIF animations, so all material related to the scripts, HTML, etc., needs to be hosted by third party.

Note that when using JavaScript - which is executed digitally by us - it is important that it is clear who responsible for the code, as this may affect site security if the script contains malicious code.

Third-party script containing Javascript, HTML, CSS must support jQuery 1.7.1