

TECHNICAL SPECIFICATIONS NEWSLETTER

REQUIRED ELEMENTS :

- A **JPEG/GIF** image or **PNG** conforming to IAB standards : **300x250** (Medium Rectangle)
- Clickable ad with redirect URL

If creatives are not hosted on the CMI Media's server

And/or

If creative are heavier than the maximum weight authorized :

- The URL to the creative
- Redirects are not accepted

TECHNICAL CONSTRAINTS :

- The weight of each creative must not exceed **50 KB**. If necessary, reduce the quality of the image from 100 to 60% minimum.

EXPECTED DELIVERY TIME :

- All design elements must be delivered at least **3 business days** before online publication

If these deadlines are not respected CMI Media may decide not to broadcast the campaign on the scheduled date

ANY PROBLEM ?

For any and all questions or concerns, please contact traffic@lagardere-pub.com or your sales contact at **CMI Media** !