

De Morgen iPhone Application

General guidelines

→ Submission

- Materials have to be sent to banner@persgroep.be.
- We will send feedback within 24 hours after material reception.
- All elements should work properly on sending.

→ Delivery delays

- 3 business days

→ File format & HTML-specs

- All material should be delivered in PNG, JPEG or (animated) GIF.
- The HTML page can either be hosted at advertiser or at publisher side. It can use HTML5/CSS3/JavaScript (for video or interactivity), but should be tested thoroughly in Mobile Safari on iPhone.
- Browser plug-ins (Flash, Silverlight, Windows Media ...) are NOT supported on iPhone.
- The HTML page should be tested in Mobile Safari on iPhone in portrait mode.
- All ads should point to the landing page. Links to other apps are not permitted.
- Advertiser should be clearly mentioned and the ad cannot look exactly like editorial content.

→ Landing page

The page which appears in a browser-view within the app (Mobile Safari based), after clicking (tapping) the interstitial ads (no click-through on Splash or Post-Splash possible).

- URL from an iPhone compatibele HTML-page (see specs above).
- Page should be optimized to display in portrait view (landscape view is not supported in our app).
- Page should be tested in Mobile Safari on iPhone.
- Portrait: 320 px width (horizontal scrolling is not attractive), height is unlimited (vertical scrolling is possible).
- You can call an external app from the landing page.



Contact

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De Morgen iPhone Application

M-IMU

Items	Width	Height	Weight	File Types
M-IMU (iPhone 3)	320px	224px	15KB (as small as possible)	GIF/JPEG
M-IMU (iPhone 4)	640px	448px	30KB (as small as possible)	GIF/JPEG

→ **Submission delay:** 3 business days



M-PAGE

Items	Width	Height	Weight	File Types
M-PAGE (iPhone 3)	320px	356px	25KB (as small as possible)	GIF/JPEG
M-PAGE (iPhone 4)	640px	712px	50KB (as small as possible)	GIF/JPEG

→ **Submission delay:** 3 business days



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ICON

Items	Width	Height	Weight	File Types
ICON (iPhone 3)	85px	66px	10KB (as small as possible)	EPS, vector-based
ICON (iPhone 4)	170px	132px	10KB (as small as possible)	EPS, vector-based



- **Text:** max. 12 characters (for readability!)
- **Logo:** EPS, vector-based
- **The creative agency may set up a graphical mock-up (file type: AI, PSD, PNG,...). We will adapt the button to let it fit perfectly in our application.**
- **Ask us for our Adobe Illustrator template**
- **Submission delay:** 3 business days

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