

Technical specifications

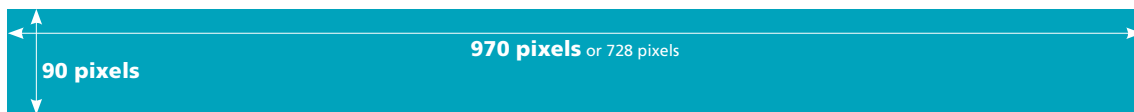
CIRCUITS BIO / LINÉAIRES / RAYON BOISSONS / PROCESS ALIMENTAIRE / PLM / FILIÈRES AVICOLES / PORCMAG Website

Updated on
august 23th, 2023

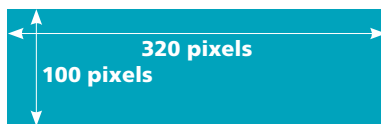
Technical specifications for advertising **banners** for our websites

Banner size

The banner format for our websites is: **970 x 90 pixels** or 728 x 90 pixels



Since our websites is responsive, please provide us with a second file in **320 x 100 pixels** if you have the possibility.



Clicking on your advertisement can result only in activating your URL link

Encoding attributes

In order to be viewable without installing additional software on the customer's computer, the file format should be **gif (animated or otherwise) or jpeg**. The file size should not exceed **100 KB**.

NB: The first image of your animation should be one that can be clearly understood, as certain messaging clients (including Outlook) do not support animated gifs, and show only the first page of the animation.

The redirection link to your site or specific page must contain **http://** or **https://**.

It must be supplied in clear text format (**.txt** format) and will be checked before going live.

If your ad is retrieved from an external server, the conditions are as follows:

- "iframe" format in html provided in a **.txt** file (1 file per banner).
- To guarantee a display adapted to the screen resolution, a banner for the desktop display (**970 x 90 pixels** or 728 x 90 pixels) and another banner for the mobile/smartphone display (**320 x 100 pixels**) are required.
- We must be warned in case of change of visual or link during a campaign.

Full responsibility for the content of your advertising is borne by the entity that has supplied it to us. You must own the copyright of your advertising content. We reserve the right to refuse to display any content that we reasonably deem to be in breach of the legislation in force.

Statistical characteristics

Our website statistics are managed by **AT-Internet** and impression and click statistics are managed by **Revive**.

We also accept click tracking integrated in the redirect URL and impression tracking by tracking pixel in html format provided in a **.txt** file (1 file per tracking pixel).