ADVERTISING GUIDELINES 2022

LINNC ONLINE

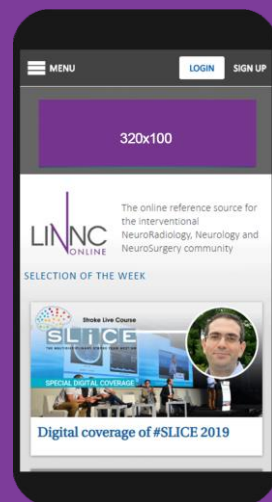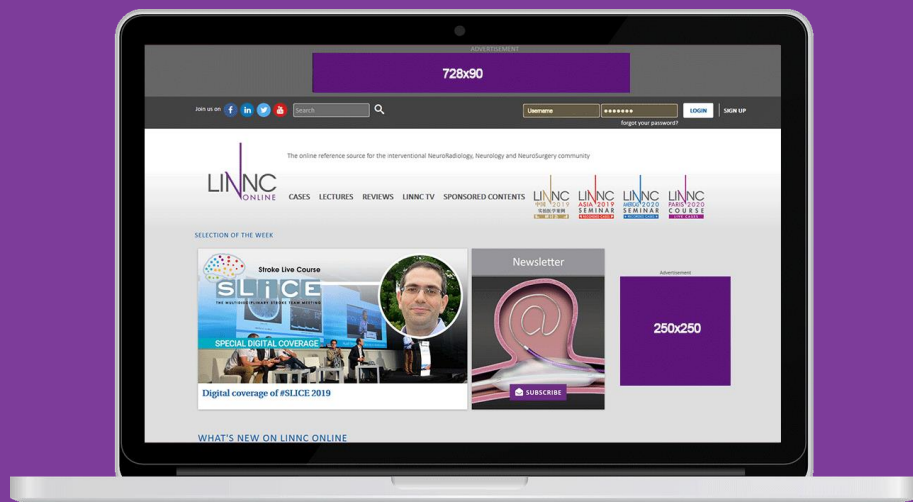EUROPA GROUP

THE ONLINE REFERENCE SOURCE FOR THE NEURORADIOLOGY, NEUROLOGY AND NEUROSURGERY COMMUNITY

AD PLACEMENT

PLACE	FORMAT	DIMENSIONS		MAX SIZE	
		Desktop	Mobile	Desktop	Mobile
Header	Leaderboard	728x90	320x100	80 ko	40 ko
Home Page	Rectangle	250x250	250x250	80 ko	80 ko

AD SPECIFICATIONS

File type	Gif, Jpg, Png, HTML5. Creatives and url must be provided 1 week before publication date.
Colors	RGB color only.
SSL	Ads must be SSL compliant.
Click tag	Click destination URL must be target blank.
HTML5 requirements	Check HTML5 Creative requirements.
Animation / Looping limit	Max animation length : 30 seconds. Animations can be looped, but the animations must stop after 30 seconds.
Audio	Audio must be user-initiated and never automatic. Audio on/off toggle button must be present at all times when sound is available. Europa Group prior approval required.

HTML 5 CREATIVE REQUIREMENTS

General specifications	• HTML5 creatives (.zip) must be SSL compatible to serve to HTTPS sites • Supported file types are HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML, and SVG • Do not insert tracking tags on HTML5 files
Dimension guidelines	• Use the size meta tag to indicate the intended size for your creative : `<meta name="ad.size" content="width=[x],height=[y]">` • HTML5 creatives can only have fixed dimensions. Dynamic sizes such as "Fluid" aren't supported

Click tag guidelines	• The click tag should be easy for the ad server to read (no minification or obfuscation) though you can use minifiers in the rest of your code and other files
	• We don't recommend hard-coded click-through URLs in your asset because it prevents the ad server from tracking clicks and prevents traffickers from updating the URL
	• Here's an example of a click tag inserted in an HTML document:
	`<html>`
	`<head>`
	`<meta name="ad.size" content="width=300,height=250">`
	`<script type="text/javascript">`
	`var clickTag = "http://www.google.com"; </script>`
	`</head>`
	`[The rest of your creative code goes here.] </html>`
	• Make sure your creative uses the click tag variable as the landing page URL:
	`<a href="javascript:window.open(window.clickTag)">`
	`<img src="images/dclk.png" border=0>`
	`</a>`

Creative compliance	• Check your HTML5 creative compliance [here](#)
Additional resources	• More information about HTML5 creatives guidelines [here](#)

CREATIVE DESIGN BEST PRACTICES

Text
- Limit the number of fonts
- Keep headlines short => Keep it concise !
- Text size optimized for lisibility
- Clear, distinguishable call to action

Image
- Single focal point or eye-catching image
- Use high quality images

URL
- Link to relevant landing pages

Animation
- Avoid flashing, high contrast or fast-moving images or content

REGULATORY INFORMATION

Regulatory information
- Advertising campaigns for medications requiring a medical prescription will only be distributed to healthcare professionals who are connected via their member account.