

Banner specifications

Banner (CPM)	Specifications	Max. Weight	Price (CPM)
Rectangle	300x250	45kb	25 euros
Billboard	970x250	45kb	35 euros
Halfpage	300x600	45kb	50 euros
Inpage video	16:9, 30sec, MP4	5mb	50 euros + 350 euros hosting

Advertorials and specifications

The specifications below apply to advertorials in the **Sprout newsletter**

Header	Max. 45 characters (including spaces)
Body	Max. 135 characters (including spaces)
Image size	300x152
Format	JPG
Price	1500 euros

The specifications below apply to advertorials on the **Sprout website**

Header	Max. 45 characters (including spaces)
Body	Max. 180 characters (including spaces)
Image size	272 x 168 pixels < 50kb
Formats	GIF, JPG, PNG
Price	50 euros (CPM)

Banners

A GIF file must always be supplied, possibly supplemented with a SWF file

Recommended flash version is 9 or lower with actionscript 2

Max. kb for flash 45kb / backup FIF (or JPG) 35kb

The buttons in the SWF file that link to the advertiser website must have the following action: `on (release) { getURL (_root.clickTag, "_blank"); }`

Please note that the banner supplied does not push other iframes

Planning

Delivery	No later than four working days before placement at andres@mtmediagroep.nl
Duration	On Sprout.nl in period of weeks; for the newsletters per date newsletter.