

storyhouse
magazines

EGMONT

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General Specifications

Materials must be submitted to online@egmont.com no later than 3 working days prior to campaign start. If the materials are delivered later, Egmont cannot guarantee that the campaign will start on the planned date. Egmont uses Google Ad Manager as ad server. The advertiser is responsible for banner materials, functionality and design. Banners which clash with the editorial content or cause technical problems for visitors will be removed from the page immediately. All banner materials must comply with the framework for the assigned banner space. This means no projecting images, layers or pop-ups that exceed the specified banner size. We reserve the right to return the banner if the computer's CPU load is significantly increased in connection with loading the banner. Links must always open in a new window (target = "_blank").

Banners must include the sender's logo. If the banner includes audio, this must only play after 1 second mouseover delay or by clicking. Audio must always stop on mouse-out. If a banner links to a website with alcohol or of a sexual nature, the URL for this website must include a "warning box" with an age limit of 18.

Industry standards and guidelines for digital production

Finished materials for display advertising must be delivered in accordance with the fixed guidelines and standards, cf. [IAB guidelines](#).

Delay

We reserve the right to delay or change the implementation of any campaign. In case of a delay, the advertiser is entitled to later delivery. The terms for later delivery shall be agreed separately with the advertiser, but as a rule of thumb, the advertiser must receive services to the same value as the originally agreed services.

Materials

If correct and functional materials are not supplied inside agreed materials deadlines, timely campaign implementation cannot be guaranteed. This also applies to ownerships, and hence the ownerships will be considered to have been dissolved if the materials are supplied late. No compensation will be available for lost exposure in case of late supply of materials. The specifications are updated on an ongoing basis. Please contact us via online@egmont.com with any questions.

High Impact formats

Format	Device
Topscroll	Desktop & Mobile
Topscroll Expand	Desktop
Skin	Desktop
Midscroll	Desktop & Mobile
Double Midscroll	Desktop & Mobile

We partner with Adnami to deliver a range of high impact formats. Find all of Adnami's specifications [here](#).

Standard Display formats

Format	Device
930x180	Desktop
930x600	Desktop
300x600*	Desktop
160x600*	Desktop
300x250*	Desktop & Mobile
320x320	Mobile
320x480	Mobile
320x160	Mobile

*Euroman.dk does not support 160x600, 300x600 & 300x250 on desktop

Format

Thrid Party Tag, HTML5**, jpg, png, gif

Max Size

120 KB

**HTML5 google specs [here](#).

Video

Format	Device
16:9	Desktop & Mobile

Format

MP4, MOV, VAST

Max Size

5 MB

Aspect ratio

16:9

Video length

Max 30 seconds