



EGMONT

DIGITAL MATERIAL SPECIFICATIONS BANNERS

ALT.DK / EUROMAN.DK

General Specifications

Materials must be submitted to webbannons@egmont.se 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.

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.

Ai-generated or ai-manipulated content

Any advertisement containing AI-generated or materially AI-manipulated images, video, or audio that could reasonably be perceived as real must be clearly labelled at the point of first exposure. The label must be displayed in close proximity to the relevant content, for example "*AI-generated*" or "*AI-manipulated*". Advertisers are solely responsible for ensuring compliance with all applicable laws and regulations regarding AI-generated content.

Ai-generated text

Story House Egmont **does not** accept advertising materials containing fully AI-generated text. All advertising copy must be subject to meaningful human authorship, review, and editorial control prior to submission. Advertisers are solely responsible for ensuring that all submitted materials comply with applicable laws, regulations, and industry standards.

Please contact us via webbannons@egmont.se with any questions.

High Impact formats

Format	Device	Size	Format	Adnami link
Topscroll	Desktop	2560x1440px (16:9)	JPG, PNG or WEBP	https://www.adnami.io/specs/topscroll-desktop-image
	Mobile	1080x1920px		https://www.adnami.io/specs/topscroll-mobile-image
Topscroll Expand	Desktop	2560x1440px (16:9)	JPG, PNG or WEBP	https://www.adnami.io/specs/topscroll-expand-template-desktop
Skin	Desktop	Background 1920x1080px	JPG or MP4	https://www.adnami.io/specs/pushdown-skin
		Side 800x1440px	PNG or WEBP	
Midscroll	Desktop	2560x1440px (16:9)	JPG, PNG or WEBP	https://www.adnami.io/specs/midscroll-desktop-fullscreen-image
	Mobile	1080x1920px		https://www.adnami.io/specs/midscroll-mobile-image
Double Midscroll	Desktop	1920x1080px	HTML	https://www.adnami.io/specs/midscroll-desktop-double-height
	Mobile	1080x1920px		https://www.adnami.io/specs/double-height-midscroll-mobile

We partner with Adnami to deliver a range of high impact formats.

Find all of Adnami's specifications [here](#).

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Standard Display formats

Format	Device	Format	Max size
930x180	Desktop	Thrid Party Tag, HTLM5*, jpg, png, gif	120 KB
930x600	Desktop	Thrid Party Tag, HTLM5*, jpg, png, gif	120 KB
300x600	Desktop (only alt.dk)	Thrid Party Tag, HTLM5*, jpg, png, gif	120 KB
160x600	Desktop (only alt.dk)	Thrid Party Tag, HTLM5*, jpg, png, gif	120 KB
300x250	Desktop & Mobile (only alt.dk)	Thrid Party Tag, HTLM5*, jpg, png, gif	120 KB
320x320	Mobile	Thrid Party Tag, HTLM5*, jpg, png, gif	120 KB
320x480	Mobile	Thrid Party Tag, HTLM5*, jpg, png, gif	120 KB
320x160	Mobile	Thrid Party Tag, HTLM5*, jpg, png, gif	120 KB

*HTLM5 google specs [here](#).

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Video

Format	Device	Format	Max size	Video length
16:9	Desktop & Mobile	MP4, MOV, VAST	5 KB	Max 30 seconds

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