PRINTED TASKUKONSULTTI

Total number of advertisement spaces: 8
• 4 cover advertisements
• 4 inner page advertisements

FRONT COVER
• 95 mm x 135 mm

INSIDE FRONT COVER, INSIDE BACK COVER AND BACK COVER
• 105 mm x 175 mm
  (+ bleed 3 mm and crop marks)

INNER PAGES 4 PCS
• 105 mm x 175 mm
  (+ bleed 3 mm and crop marks)

Material:
Print-ready PDF file (image resolution 300 dpi, CMYK colours, 3 mm bleed + crop marks)

### Printing paper:
Covers: MultiArt Silk 170 g
Inner pages: MultiArt Silk 115 g

Enquiries: Laura Koskela Head of Production, Lääkärituotteet, tel. 040 717 6439
Send material by email to: laura.koskela@laakariportaali.fi

ELECTRONIC TASKUKONSULTTI

- The Electronic Taskukonsultti contains the same text and chart content as the printed Taskukonsultti.

- The content is in HTML format, and the Electronic Taskukonsultti is part of the Lääkäriportaali.

- Access to the content is ensured by Lääkäriportaali credentials, which verify the readers' right to view the material. Use requires logging in for the first time.

- Users can save an icon for the Electronic Taskukonsultti to their mobile device's home menu.

- The Electronic Taskukonsultti includes 4 advertising slots. The whole box is 300 x 250 px, material instructions below.

- Both the content and advertisements are available for 12 months from the publication of the Taskukonsultti.

Boksimainos
300 x 250 px
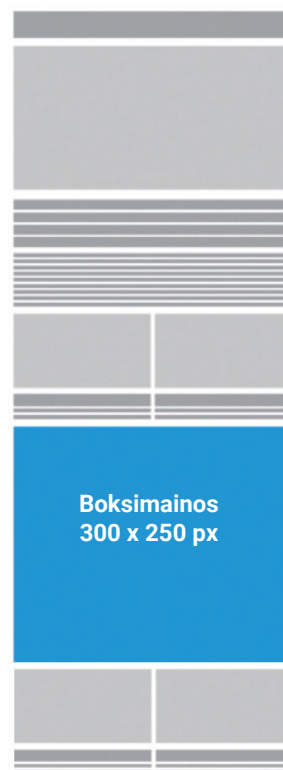
Electronic Taskukonsultti

Ad formats	Ad size (px)	Max. fileweight (kb)	Ad format
Medium Rectangle	300 x 250 px	80 kb	jpg, HTML5 or gif

Banner material information

Attach the URL address to which the banner should direct. In principle, banners can be directed to only one destination. An exception is HTML5 banners, to which several links can be coded directly into the advertisement.

HTML5 advertisements:
- instructions on the following page

Video advertisements:
- file format: mp4, max. size 20 MB

Send the material with links by email to laura.koskela@laakariportaali.fi

HTML5 banners in Smart Ad Server

Technical specifications

File size:
All files included the html5 creative does affect to the creative size (images, scripts, fonts and CSS-files). The lower the file size is, the creative and the website where the creative is shown, will be loading faster.

Initial load:
Use only files which the creative needs to keep initial loading as low as possible.
- Optimize the images and postpone the loading of all heavier files
- let the file loading start by user activation (e.g. mouse over or click)

Structure:
Html5-file should include one index.html-file. Folder structure is supported, where CSS-files and images are in located their own folders or all the files can be in the same in folder.

General:
- html5 creatives must be SSL compatible (https).
- Character set is UTF-8 as default.
- html5 creative should in a be zip-file (rar-format is not supported).
- Links should open in a new window (*target="_blank"*)
- Using jQuery is not recommended in the html5 advertising.
- Size of the creative should be defined in a meta-tag information in order to make sure, that the creative is displaying in right size: *<meta name="ad.size" content="width=[x],height=[y]">*

How to define clickTAG on a html-script:

Smart follows IAB recommandations regarding clicks counting for HTML5 creatives. Adserver must be able to identify the click destination so creative must use the javascript "**clickTag**" variable(s) in the index.html file.

How to set up one clickTag in the html

var clickTag = "url of the click";

How to set up multiple clickTags in the html

var clickTag0 = "first click url";
var clickTag1 = "second click url";
var clickTag2 = "third click url";

Then creative has to use either of these two variables in html:

first example:


```
<script type="text/javascript">
var clickArea = document.getElementById("clickArea");
clickArea.onclick = function(){
window.open(clickTag, "blank");
}
</script>
```

second example:


```
<script type="text/javascript">
var clickArea = document.getElementById("clickArea");
clickArea.href = clickTag;
</script>
```

Clients has to add smart's javascript file in the <head></head> section, inside the HTML5 creative to provide the desired behavior:

<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.1.js"></script>

Thing to notice
If creative is using clickTag like in second example (var clickArea = document.getElementById("clickArea"); clickArea.href = clickTag;) this is necessary to wait for the clicktag library initialization. It means that the smart javascript library must first replace javascript clicktag variables by smart click counter and then ad can be rendered.

How the ad will know when initialization is completed?
Just register the "init" function - it will callback when clicktag library finish task, e.g.:

```
<script>
function init(){
/* this is a customer function which start building the ad */
}

sas.clicktag.register(function(){
init();
});
</script>
```

More information about the topic

Smart, HTML5 creatives best practices
https://support.smartadserver.com/s/article/HTML5-creatives-best-practices

Smart, HTML5 click management
https://help.smartadserver.com/s/article/Click-counting-in-HTML5-creatives

IAB HTML5 Ad Validator 1.0:
http://html5.iabtechlab.com/

IAB HTML5 for Digital Advertising v2.0:
https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/

If you require more help we can offer you and your organization technical AdOps support. Please contact support@relevant-digital.com or +358 45 123 3886 and let's talk how we can support and help you grow your ad business.