



Ad specifications for SOL.no

For SOL to be able to book ads, the following criterias must be followed:

GENERAL INFO:

- Ordinary ads (jpg/gif/flash) must be sent to booking@sol.no no later than 48 hours upon campaign starttime. This means that for campaigns starting on the weekend or Monday, SOL must receive the ads no later than Wednesday.
- If special formats, such as DHTML or video-feeding, is to be used this must be cleared with our booking departement and the ads must be tested by SOL at least one week(7 days) in advance.
- All campaigns start at 00:00 Norwegian time, unless other agreements have been made.
- Maximum of 3 ads per placement.

TECHNICAL SPESIFICATIONS:

- If the ad is a flash, a fallback gif og jpg must be provided.
- Flash-ads MUST contain clickTag.
NB! Maximum of 5 clickTags per ad.

- Maximum file size:

768x150	}	55 kb
468x400		
180x500		

It is possible to buy extra file size (upto 70 kb) for a price of 1000 NOK pr million ad impressions).

1280x30	}	35 kb
468x60		
180x150		

180x120

20 kb

- Campaign field: Picture 130x98+93x24, max 35kb, text=max 20+30 characters
 - Text link = Max 32 characters
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Ads and question about ads can be directed to booking@sol.no

If one or more of these criterias are not fulfilled, SOL.no can not guarantee for the ads to be published in time of the agreement and SOL.no is not liable for any compensation.