

Banner placement on DocCheck – Composition Guidelines

Our standard format is the **medium rectangle in 300 x 250 px**. Please send us your banner as either JPG or GIF, with the corresponding target link as Flash file, or as a banner code if you work with an external ad server provider.

DocCheck manages banners via the open-source ad server Revive. The tracking delivered there is binding for use in the intended advertising campaign.

Banner names shall not contain spaces. Words shall be separated by underscores. Example:
Client_WP_FLS_ImagenameV01_728x90+160x600_161209

Static

If you decide to send us the banner as JPG or GIF, you only need to provide us with the image file and the target link.

Banner code

Should you provide the banner as code via an external ad-server provider, there are no further requirements you have to meet. In this case, we do ask however that you provide us with the contact details of the person responsible at the ad-server agency.

HTML 5

Please send us the advertising material as an index.html file, with complete HTML syntax (Doctype definitions, <head>, <body>, etc.) including all linked Javascript, CSS and image files.

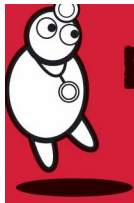
Flash File

In principle, Flash advertising media can also be supplied in compliance with the specifications below. However, we do not recommend this, as the format no longer corresponds to the current technical state of the art.

With regard to exporting the SWF file, we recommend to use Flash Player 8. Should the file exist in CS6, we ask you to downgrade it to version CS5, since most ad servers are not able to read and implement CS6 correctly.

In order to count a click on the ad server, the variable clickTAG is used instead of the target URL in Flash. This variable makes it possible to retrieve the destination URL of the ad server and transfer it onto the advertising material.

Any click on the button is registered on the ad server and the user is linked via the target URL to the offer. This action only has an effect on the link-URL operation; all other settings (ActionScripts, etc.) are not affected. You can put your advertising material together according to your own wishes.



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In addition, the use of clickTAG variables ensures that the target URL can be changed during a campaign, without having to modify the advertising material.

Standard Action Script for the LINK button:

on (release)

```
{  
  getURL(_root.clickTAG, "_blank");  
}
```

Fallback-GIF

The delivery of a fallback GIF or JPG is required for users without Flash plugin installed, or for displaying the banner in emails. Please cite the URLs separately, as they are delivered from the ad server directly to the variable "clickTAG" in the advertising material.

We offer you the **mobile rectangle in the format 300 x 150 px** for placement on our mobile website.

For display on mobile devices, the advertising materials can be delivered statically, as HTML5 or as banner code. Advertising materials programmed in Flash, however, are not suitable for display on mobile devices.

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Your contact for queries:
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