

Takeover

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**Create a Fullpage Takeover
for Ekstrabladet.dk**

”It has never been easier”

- Signe Jørgensen, Graphic Designer

**Ekstra
Bladet**

Fullpage Takeover is a responsive ad, covering most of the screen of the front page of ekstrabladet.dk

1. Create the banner image

Make sure the main content is in the middle of the format for the best visibility. Make use of the image in the folder. The red transparent background shows where the content is to be placed. Notice that at the top and bottom there is placed an Ekstra Bladet bar.

Max weight is 350 kb.

Desktop

Format: 1920x1080 pixel

Save the banner image as takeover.jpg (lower t and not JPEG) and replace it with the image with the same name in the folder.

Tablet

Format: 1920x1080pixel

Save the banner image as takeover_tablet.jpg (lower t and not JPEG) and replace it with the image with the same name in the folder Takeover_tablet.

Mobile

Format: 640x960 pixel

Save the banner image as takeover_mobil.jpg (lower t and not JPEG) and replace it with the image with the same name in the folder Takeover_mobil.

So...

takeover.jpg	belongs to the folder Takeover
takeover_tablet.jpg	belongs to the folder Takeover_tablet
takeover_mobil.jpg	belongs to the folder Takeover_mobil

Test and view the format by opening the Takeover html file in a browser.

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2. Insert link and tracking.

Before the banners can be handed over, the correct tracking must be put in order for Ekstra Bladet to indicate how many have clicked and viewed the banner.

Open the file index.html in the Takeover folder

Replace the url ekstrabladet.dk with the link for the Fullpage Takeover..

```
href="_ADCLICK_http://ekstrabladet.dk/"
```

Do not delete or add additional styling or code if it should work.

Save the file.

If the format is made for all devices, it must be done in all three folders with the three platforms.

If there is additional tracking, manually add it to the takeover.html file. For example an impression pixel.

Open the takeover html files that needs tracking and paste in the tracking pixels as follow <body> start.

Eg.

```

```

REMEMBER! Add style = "display: none;" to not display the impression, otherwise there will be a 1x1 pixel on the banner.

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3. Delivery

Once the format is completed and tested, the zip file (s) will be sent to Ad Operations at Ekstra Bladet and they will now add it to ekstrabladet.dk.

Right-click on the Takeover folder and save as zip.

Do this with all three folders if you have created for all three platforms.

Send the zip files to adops@jppol.dk

Done!

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