

Advertisements for digital magazines

Simple picture advertisements

- A whole individual page in digital magazine.
- Delivery of the picture(s) 48 hours before the digital magazine is published.
- File format as JPEG or GIF, no file size limit.
- Possible to deliver 1-3 pictures per advertisement which makes the ad look better on different screens:
 - **Portrait:** 1536 * 2008 pixels
 - **Landscape:** 2048 * 1496 pixels (optional)
 - **Smart phone:** 640 * 920 pixels (optional)
- Possible to deliver web link (URL) which is opened when the advertisement is clicked.

HTML5 advertisements

- Delivery of the material 4 days before the digital magazine is published.
- Aste Helsinki offers production of HTML5 advertisements. Pricing depends on the case.
- Material must be in one ZIP file which contains one HTML document. Optionally the ZIP file can contain JavaScript files, CSS files and pictures (JPEG, PNG or GIF). File size is not limited.
- Videos as YouTube or Vimeo embeddings. Other implementations depend on the case.
- Advertisement must scale well on all screen widths between 320 and 1200 pixels.
 - It is recommended to use CSS media queries.
- Good to notice in JavaScript:
 - There is jQuery (version 1.7.2 with jQuery or \$ variable) available in the digital magazine system so including jQuery on the advertisement material is not necessary.
 - Instead of jQuery's animate method, jQuery Transit plugin must be used. The plugin makes transitions smoother on mobile devices and it's already included in the digital magazine system so it's not necessary to include it in the advertisement material. <http://ricostacruz.com/jquery.transit/>
 - The load event of window object is not supported because the advertisement material is brought to digital magazine dynamically with AJAX.
 - The DOMContentLoaded event of document object (more familiar, `jQuery(document). ready ()`) is supported.
 - Click event of every link must include function call `Asteikko.openLink()`. For example

```
<a target="_blank" href="http://www.example.com"
  onclick="return Asteikko.openLink( 'http://www.example.com' );">
  Click here</a>
```
 - Digital magazine is browsed with touch event so the advertisement is not allowed to prevent page turns.
- The advertisement is part of the whole digital magazine system so all the JavaScript variables, CSS class and id selectors must be named as uniquely as possible e.g. with prefixes.