

# Technical specifications



## Side kick

General	
Dimensions	250x500, 300x600
Format	HTML, JPG, PNG, GIF
Maximum file size	300 kB

HTML Creative	
Consists of	HTML
Security protocol for external source links	HTTPS
FPS	18-24
Body tag style	overflow:hidden; margin:0; padding: 0;
Meta tag in HTML head	name="ad.size" content="width=250,height=500"
Loop	Allowed
Video	Yes
Audio	Allowed on user click
Fullscreen	No
Closing button only for third party serving tag	Yes
Border	Allowed

HTML – ClickTAG	
Placement	Clickable area on the banner
Example of clickTag inserted in an HTML document	<pre>&lt;head&gt;   &lt;meta name="ad.size" content="width=250,height=500"&gt;   &lt;script type="text/javascript"&gt;     var clickTag = 'https://digitalmatter.ai';   &lt;/script&gt; &lt;/head&gt; &lt;body style="overflow:hidden;margin:0;padding:0;"&gt;   &lt;a href="javascript:window.open(window.clickTag)"   target="_blank"&gt;     &lt;img src="250x500.jpg" border=0&gt;   &lt;/a&gt; &lt;/body&gt;</pre>