

The Excellence of High Jewellery and High Horology Revealed

Online ADV Assets

## HJD – Online ADV available assets positioning

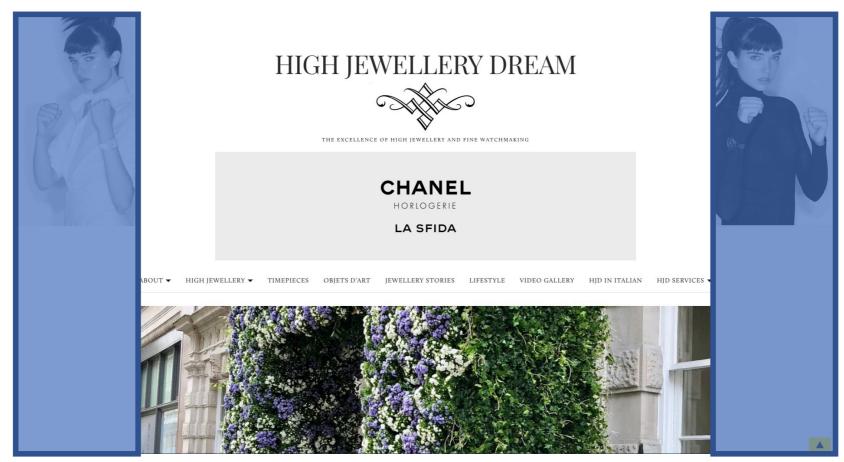
### DESKTOP

- MAIN
  - Skin
  - Masthead
  - Halfpage
- ADDITIONAL
  - PopUp, Layer ads and Overlays
  - Slider Ads

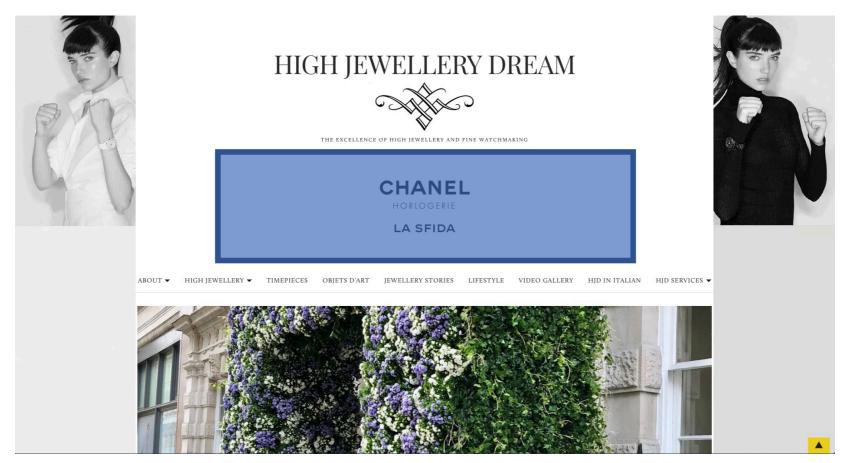
### MOBILE PHONES & TABLETS

- Strip
- MPU
- PopUp

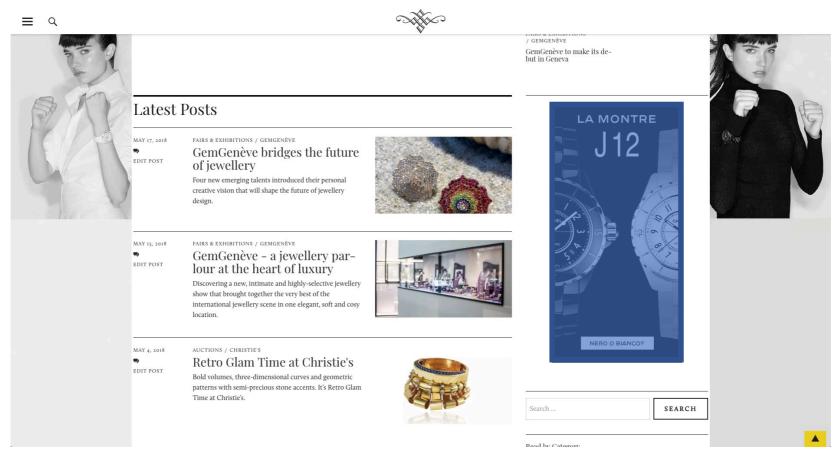
## Desktop – Sidebar Skin (280 x 1970 px – 150 KB)



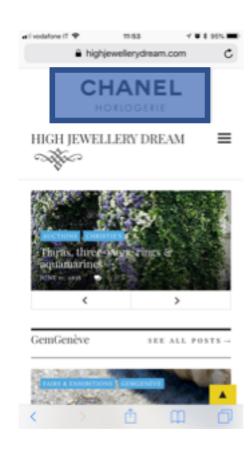
# Desktop – Masthead (1440 x 300 px – 50 KB)

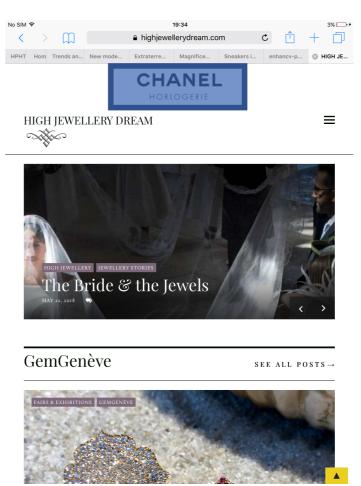


# DESKTOP – HALFPAGE (300 X 600 PX – 150 KB)



## Mobile (Phone & Tablet) – Strip (400 x 100 px – 50 KB)





## Mobile (Phone & Tablet) – MPU (300 x 250 px – 50 KB)









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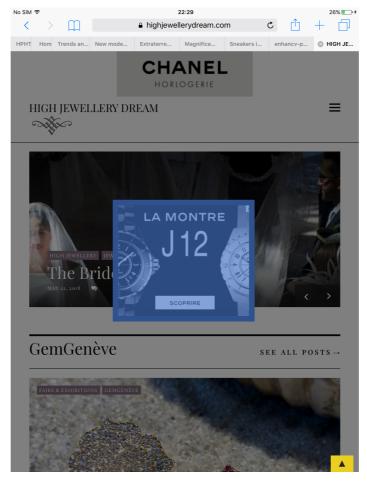


MAY 15, 2018 FAIRS & EXHIBITIONS / GEMGENÈVE

GemGenève - a jewellery parlour at the heart of luxury



# Mobile (Phone & Tablet) – PopUp (300 x 250 px – 50 KB)



## HJD – Online ADV available assets recap

#### DESKTOP

- MAIN
  - Sidebar Skin 280x1970 px per bar 150 KB
  - Masthead 1440x300 px 150 KB (desktop) / 50 KB (mobile)
  - Halfpage 300x600 px 150 KB
- ADDITIONAL
  - PopUp, Layer ads and Overlays
  - Slider Ads

#### MOBILE PHONES & TABLETS

- Strip 400x100 px 50 KB
- MPU 300x250 px 50 KB
- PopUp 300x250 px 50 KB

## HJD – Online ADV available assets formats

### Accepted ADV formats

#### Plain text code

 Ad network, Amazon, customized AdSense codes, shortcodes, and code like JavaScript, HTML or PHP

### Rich content

 Including shortcodes, image upload or styling, but also simple text/html mode for scripts and code

### Image Ad

Ads in various image formats