TECHNICAL SPECIFICATIONS

DISPLAY

Ads & Data

One & not the same

TECHNICAL SPECIFATIONS | DISPLAY

DISPLAY SPECIFICATIONS

FORMAT	DESKTOP / TABLET	MOBILE	MAX. WEIGHT	EXTENSIONS
3D Cube*	300 x 250	320 x 250 + 300 x 250	950 Kb	---
Billboard	970 x 250	320 x 200	950 Kb	HTML5/GIF/JPG/PNG
Desktop Full Impact	970 x 500	---	950 Kb	HTML5/GIF/JPG/PNG
Half Page	300 x 600	320 x 250 + 300 x 250	950 Kb	HTML5/GIF/JPG/PNG
Medium Rectangle	300 x 250	320 x 250 + 300 x 250	950 Kb	HTML5/GIF/JPG/PNG
TV Leaderboard	995 x 250	320 x 200	950 Kb	HTML5/GIF/JPG/PNG
Wide Skyscraper	160 x 600	320 x 250 + 300 x 250	950 Kb	HTML5/GIF/JPG/PNG
XL Leaderboard	995 x 123	320 x 200	950 Kb	HTML5/GIF/JPG/PNG

* 3rd party script with 2 to max 4 images with 3D rotation.

IMPORTANT

To ensure maximum ad quality on both mobile and desktop devices, we ask you to provide two ad formats: one for mobile devices and one for desktop.

RETINA / HIGH DENSITY

Many newer devices use high-density displays with twice as many pixels as older devices resulting in higher resolution images and a better end-user experience. For images (jpg/png/gif), the retina sizes are optional if we receive the mobile (standard) format.

Ads & Data

TECHNICAL SPECIFATIONS | DISPLAY

MOBILE ONLY FORMATS

FORMAT	DESKTOP / TABLET	MOBILE	MAX. WEIGHT	EXTENSIONS
Paralax[1]	---	300 x 600	200 kb	GIF/JPG/PNG
Interscroller[2]	---	300 x 500	200 kb	GIF/JPG/PNG
Social Ad[3]	---	---	---	---

[1] No HTML5 material. We will create this format based on a 300x600 pixel image or 3rd party tag.
[2] No HTML5 material. We will create this format based on a 3rd party tag.
[3] via template, download HERE the Social Ad Template

DESKTOP ONLY FORMATS

FORMAT	DESKTOP / TABLET	MOBILE	MAX. WEIGHT	EXTENSIONS
Conversation Ad[3]	300 x 600	---	---	---

[3] via template, download HERE the Conversation Ad Template

TECHNICAL SPECIFATIONS | DISPLAY

3RD PARTY

- All active HTTPS 3rd party tags are accepted.
- All assets loaded by the 3rd party tag must be HTTPS as well.

HTML5

- We strongly recommend the use of HTML5 but under the following conditions:
  - CSS selector must contain banner specific prefix's.
  - Must contain an IAB ClickTag and open the landing page in a new tab.
    (See following pages for extra information.)

SPECIFICATIONS FOR VIDEO IN DISPLAY ADS

- Max 2.5mb, Up to 30 seconds, Longer than 30 seconds during user interaction. play, pause, stop, sound on/off button must be present.
- Due to iOS video behaviour, following parameters must be added to the HTML5 video tag:
  playsinline=»playsinline» webkit-playsinline=»webkit-playsinline»

SPECIFICATIONS FOR AUDIO IN DISPLAY ADS

- Standard audio off, only on with user interaction, on mouse off the creative, audio should stop. Sound on/off button must be present.

ANIMATION (HTML5 AND ANIMATED IMAGES)

- Maximum 3 loops within 15 seconds
- No loop or animation after 15 seconds

3RD PARTY TRACKING ALLOWED FOR

- **ImpressionTracker**: to measure the number of impressions.
- **Clicktracker**: to measure the number of clicks.

  Destination URL, impression trackers and click trackers must be delivered in the same e-mail as the material, in a text file.

Z-INDEX

- If you are supplying a 3rd party script, you must ensure that the 'expanded unit' uses the following Z-index:
  - Expandable ad blocks: 9999
  - Floting ad blocks (overlay): 100000
  - Takeover: maximum 350

TECHNICAL SPECIFATIONS | HTML

WHAT DO WE ACCEPT / DO NOT ACCEPT?

We accept:
- HTML5 ads in the form of .zip file or 3rd party script for Classical or Responsive TakeOvers HTML5 only possible if served via 3rd party script
- Images: .gif / .png or .jpg files are accepted

We do not accept HTML5 files for newsletters.

Practical tips for clicktag implementation
Normal implementation:
> HTTPS://SUPPORT.GOOGLE.COM/ADMANAGER/ANSWER/7046799

Google Web designer implementation:
> HTTPS://SUPPORT.GOOGLE.COM/WEBDESIGNER/ANSWER/3263494?HL=EN

3RD PARTY SCRIPT SPECIFICATIONS FOR HTML5

When delivering 3rd party tags which generate an iframe, though it is not required we recommend the use of responsive banners.

Ads & Data

TECHNICAL SPECIFATIONS | **TAKEOVER**

CLASSICAL TAKEOVER*

FORMAT	DESKTOP / TABLET	MOBILE	MAX. WEIGHT	EXTENSIONS
Wallpaper	1680 x 1000	---	950 Kb	GIF/JPG/PNG
XL Leaderboard	995 x 123	320 x 200	950 Kb	HTML5**/GIF/JPG
IMU	300 x 250	320 x 250	950 Kb	HTML5**/GIF/JPG

*   Format applicable on standaard.be, nieuwsblad.be, gva.be, hbvl.be, made-in.be
** HTML5 only possible when delivered via 3rd party tag

WALLPAPER (PART OF TAKEOVER)

Wallpaper is a part of the TakeOver, existing of multiple formats.
- Desktop: TakeOver is based on Wallpaper (1680 x 1000), XL Leaderboard (995 x 123) and Medium Rectangle (300 x 250).
- Mobile: TakeOver is based on a mobile Leaderboard (320 x 200) and mobile Medium Rectangle (320 x 250).

Wallpaper dimension:
- 1680 x 1000 pixels with white space in the middle of the image.
- This white space will be filled with site content (width 990 pixels).

Create your wallpaper
- Create your wallpaper based on a template.
- Download a template HERE.

Ads & Data

TECHNICAL SPECIFATIONS | DELIVERY

DELIVERY ADDRESS

All material should be sent to **digitaladvertising@adsanddata.be**.

DELIVERY DELAY

- Standard: 3 business days before the start of the campaign.
- For rich media: 5 business days before the start of the campaign.

These deadlines have been set to ensure that your campaign starts on schedule.

DELIVERY SHOULD INCLUDE

- All necessary creatives.
- Active destination URL's.
- If applicable, detailed instructions on how material should run.

FEEDBACK

- Will be given within 24 hours after reception.
- If material does not meet requirements, procedure will restart.

SPECIFICATIONS .ZIP FILE

- The .zip file must contain at least one index.htm or index.html file, or another unique .htm or .html file. This file will be used as the starting point for the HTML5 advertisement.

- The main .html file contains a **clickTAG**.
  Our ad server counts on it to correctly track the clicks.

  Practical tips for clicktag implementation
  Normal implementation:
  HTTPS://SUPPORT.GOOGLE.COM/ADMANAGER/ANSWER/7046799
  Google Web designer implementation:
  HTTPS://SUPPORT.GOOGLE.COM/WEBDESIGNER/ANSWER/3263494?HL=EN

- The main .html file refers relatively to all code and assets.
  This means that all links in HTML5-creative, like the link to an image in the ad, have to use a relative path, for example /graphics/ad-image.png or <img src=»/ graphics/ ad-image.png»>. In this way, the ad can be independent and therefore run or be displayed independently without a network connection. External libraries and web fonts may constitute an exception to thisto this guideline.

- There are no specific rules for the folder structure in the .zip file.
  All files can be organized in different subfolders or in the root folder.

- The number of files should be kept to a minimum (maximum 15)because each other file leads to a separate request, which affects the performance of the web page on which the ad is loaded.

- If you are linking to external libraries (jquery, etc.), ensure the request is made via HTTPS (SSL).

- Send all HTML5 .zip files through a service like WeTransfer or Dropbox.

Ads & Data

NEED MORE INFORMATION?

Mail: DIGITALADVERTISING@ADSANDDATA.BE