



TECHNICAL SPECIFICATIONS

DISPLAY - DIGITAL

Ads & Data

DISPLAY - DIGITAL | CONVENIENCE FORMATS

FORMAT	DESKTOP / TABLET	MOBILE	MAX. WEIGHT	EXTENSIONS	VIDEO INTEGRATION via Third party tag
Multi format	*	---	950 Kb	HTML5/GIF/JPG/PNG	--
Billboard	970 x 250	320 x 250 + 320 x 200**	950 Kb	HTML5/GIF/JPG/PNG	--
Halfpage	300 x 600	320 x 250 + 320 x 200**	950 Kb	HTML5/GIF/JPG/PNG	--
Medium Rectangle	300 x 250	320 x 250 + 300 x 250	950 Kb	HTML5/GIF/JPG/PNG	--
Skyscraper	160 x 600 + 120 x 600	320 x 250 + 320 x 200**	950 Kb	HTML5/GIF/JPG/PNG	--

* Medium Rectangle + Halfpage + Billboard

** necessary on sporza.be and zimmo.be

FORMAT		MAX. WEIGHT	EXTENSIONS
Component Based Ad (CBA)	Desktop & mobile	200 kb	JPG/PNG
Relevant to products: PureClick, HPC, HPC Business and HPC Regional			
Minimum delivery: 3 titles and 3 images			
Advertiser-name (max. 35 characters)			
Text / Call-to-action (max. 80 characters) with an explicit call to action			
Image with an aspect ratio of 1.91:1 (min. 400 x 209 px) and must contain any logos or text			

DISPLAY - DIGITAL | HIGH IMPACT FORMATS

FORMAT	DESKTOP / TABLET	MOBILE WEB	MOBILE APP		VIDEO INTEGRATION via Third party tag	FOLLOW THE TEMPLATE AND TECHNICAL SPECIFICATION LISTED ON WEBORAMA WEBSITE
Superheader*	X				OK	Link to template
Interscroller	X	X			OK	Link to template
3D Cube**	X	X			---	Link to template - 300 x 250 Link to template - 320 x 250
Mobile portrait		X	X		OK	Link to template - standaard Link to template - video Link to template - slider Link to template - window (carousel)
Takeover Video	X				OK	Link to template

* Sporz.be, standaard.be, nieuwsblad.be, gva.be, hbvl.be. Desktop only.

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

FORMAT	DESKTOP / TABLET	MOBILE	MAX. WEIGHT	EXTENSIONS	VIDEO INTEGRATION via Third party tag
Full Impact	970 x 500	---	950 Kb	HTML5/GIF/JPG/PNG	OK
Parallax	---	300 x 600 (web)	200 kb	GIF/JPG/PNG	--

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.



[Need more information?](#)

Click [here](#) for an overview of the required asset dimensions. All other specifications can be found in the template.

DISPLAY - DIGITAL | RECOMMENDATIONS

RECOMMENDATIONS

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.)
- The maximum permitted file size of 950Kb applies to all files combined (= unzipped folder). This does not apply to the supplied ZIP file.
- It is also important to avoid heavy ads that could potentially be blocked by the web browser. You can read more info on it [here](#).

SPECIFICATIONS FOR VIDEO IN DISPLAY ADS

- Max 2.5mb, Up to 24 seconds, Longer than 24 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
 - Floating ad blocks (overlay): 100000
 - Takeover: maximum 350

3RD PARTY BRAND SAFETY TOOLS

- It is advised to not add additional 3rd party Brand Safety partners, such as IAS, DV or MOAT, for Programmatic Guaranteed and Preferred Deals. Ads & Data has its own Brand Safety tool, Piano that manages this.
- Adding 3rd parties can cause delivery issues, resulting in payments for undelivered impressions, and incur unnecessary CPM costs.

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](https://support.google.com/admanager/answer/7046799)

Google Web designer implementation:

[HTTPS://SUPPORT.GOOGLE.COM/WEBDESIGNER/ANSWER/3263494?HL=EN](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.

DISPLAY - DIGITAL | 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:

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- 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 . 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 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.