# 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<br>**Minimum delivery**: 3 titles and 3 images<br>Advertiser-name (max. 35 characters)<br>Text / Call-to-action (max. 80 characters) with an explicit call to action<br>Image with an aspect ratio of 1.91:1 (min. 400 × 209 px) and must contain any logos or text | | |



For more information: **digitaladvertising@adsanddata.be**

# 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<br>Link to template - 320 x 250 |
| Mobile portrait | | X | X | | OK | Link to template - standaard<br>Link to template - video<br>Link to template - slider<br>Link to template - window (carousel) |
| Takeover Video | X | | | | OK | Link to template |

* Sporza.be, standaard.be, nieuwsblad.be, gva.be, hbvl.be. Desktop only.
** 3rd party script with 2 to max 4 images with 3D rotation

**Need more information?**

Click **here** for an overview of the required asset dimensions.
All other specifications can be found in the template.

| 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.



For more information: **digitaladvertising@adsanddata.be**

# DISPLAY - DIGITAL | NATIVE PROGRAMMATIC

## HOW TO DELIVER?

| ASSET NAME | SIZE | WIDTH (PX) | HEIGHT (PX) | MAX. WEIGHTS | FILE TYPE |
|---|---|---|---|---|---|
| Image | 1.91 : 1 | 1200 | 627 | max 60 KB | .gif - .jpg - .png, static (no animation) |
| Logo (optional) | 1 : 1 | 150 | 150 | max 60 KB | .gif - .jpg - .png |
| Headline<br>Body text<br>Advertiser name*<br>Call to action (optional)<br>Landing page<br>Impression tracker (optional) | Max 40 characters (incl. spaces)<br>Max 140 characters (incl. spaces)<br>Max 25 characters (incl. spaces)<br>Max 15 characters (incl. spaces)<br>Provide a landing page/URL with any UTM code | | | | |

* This can be the advertiser, brand or product name.

## PLEASE NOTE

The native box must keep a natural, native look and feel. Please follow these guidelines:
- Headlines must not contain unrealistic claims
- Headlines must not contain words or sentences written entirely in capital letters
- Images must not contain any text



For more information: **digitaladvertising@adsanddata.be**

## 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
  - Floting 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.



For more information: **digitaladvertising@adsanddata.be**

# DISPLAY - DIGITAL | 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.



For more information: **digitaladvertising@adsanddata.be**

# 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:
  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.