

TECHNICAL SPECIFICATIONS | SUPERHEADER

SUPERHEADER: HOW TO DELIVER?

FORMAT	ASSET NAME	SIZE	TYPE
Superheader image	Background_filler_4224x500	max 1 MB	.png
	Large_front_2560x500 (transparent bg on top of filler jpg)	max 1 MB	.png
	Medium_front_1536x500 (transparent bg on top of filler jpg)	max 1 MB	.png
Superheader animated or video	Background_filler_4224x500 or CSS color Large (desktop) animation or video 1280 x 250 Medium (tablet) animation or video 768 x 250	max 1 MB max 3 MB max 3 MB	.jpg or HEX code html or .mp4 html or .mp4

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

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

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. Digital advertising material briefing to provide Weborama with details about the website, the number of impressions, and campaign specifics. Client/Creative agency interacts directly with weborama about the delivering of campaign assets. Campaign assets must be sent to traffic@weborama.nl with digitaladvertising@adsanddata.be in cc.

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.

