

# TECHNICAL SPECIFICATIONS DIGITAL

Q1 - 2019



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## ADVERTISING SOLUTIONS



### Display Advertising

#### Premium Display Format

##### Leaderboard

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Leaderboard	Desktop / Tablet	728*90	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag
Mobile Leaderboard	Mobile	640*150	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag

##### Large Leaderboard

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Large Leaderboard	Desktop / Tablet	840*150	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag
Mobile Leaderboard	Mobile	640*150	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag

##### Medium Rectangle

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Medium Rectangle	Desktop / Tablet	300*250	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag
Mobile Medium Rectangle	Mobile	600*500	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag



## ADVERTISING SOLUTIONS



### Display Advertising

#### Impact Display Format

##### Billboard

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Billboard	Desktop / Tablet	970*250	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag
Mobile Leaderboard	Mobile	640*300	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag

##### Half page

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Half Page	Desktop / Tablet	300*600	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag
Mobile Medium Rectangle	Mobile	600*500	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag



## ADVERTISING SOLUTIONS



### Display Advertising

#### New Display Format

##### Floor Ad

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Floorad	Desktop / Tablet	995*90	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag
Mobile Floorad	Mobile	640*150 fixed	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag

##### Carousel Ad

Format	Device	Width*Height	Dimension	Extensions	Max. weight	Optional
Brand Logo	Mobile	50*50	1:1	GIF/JPG	20KB	Yes
Visual 1	Mobile	600*600	1:1	GIF/JPG	150KB	No
Visual 2	Mobile	600*600	1:1	GIF/JPG	150KB	No
Visual 3	Mobile	600*600	1:1	GIF/JPG	150KB	No
Visual 4	Mobile	600*600	1:1	GIF/JPG	150KB	Yes

##### Carousel Box also includes:

- Box Title: max 25 characters incl spaces
- Box Subtitle: max 90 characters incl spaces. This text is optional.
- Visual Subtext: max 25 characters incl spaces. (Each Visual and subtext can have a separate click command)

! 3 rd Party and HTML5 not accepted for this format.



## ADVERTISING SOLUTIONS



### Display Advertising

#### New Display Format

##### Responsive TakeOver

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Large Background	Desktop / Tablet	1920*250	HTML5/GIF/JPG	150KB	-	-
Mobile background	Mobile	640*200	GIF/JPG/PNG	70KB	-	-
Video*	Desktop / Tablet	640*300	M/OGG/WEBMP	2,5MB		
Thumbnail*	Desktop / Tablet	360*214	GIF/JPG/PNG	70KB		
Half Page**	Desktop / Tablet	300*600	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag
Mobile Medium Rectangle**	Mobile	600*500	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag

\* Video is optional, all video formats/extensions are mandatory when using video in your takeover.

\*\* If no HP or MMR material is provided, the pixel will remain empty (it won't be occupied by an other customer).



#### Visible zones

Desktop: Premium zone and secondary zone.

Tablet landscape : Premium zone and part of secondary zone.

Tablet portrait: Premium zone.

Smartphone (smaller then 768px) : Mobile background.

#### Content

The entire premium zone holds the most important content. This will always be visible.

Secondary zone is used to fill up additional space when available.

This format has an optional video. The position of the video is in the left premium zone.

Position video : 370px from center.

18px from top.

Download a photoshop template [here](#)



## ADVERTISING SOLUTIONS



### Video Advertising

#### Outstream Formats

Format	Device	Width*Height	Extensions	Max. weight	Max. Duration	Frames/sec
Inbound video ad	Desktop / Tablet / Mobile	640*360	MP4/MOV/WMV/AVI	4MB	15"	25
In-Article Video ad	Desktop / Tablet / Mobile	640*360	MP4/MOV/WMV/AVI	2.5MB	15"	25



## ADVERTISING SOLUTIONS



### E-mailing

#### Newsletter Advertising

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Banner		600*150	GIF/JPG/PNG	70KB	3 loops in 15"	clickTag
Medium Rectangle	Desktop/Tablet	300*250	GIF/JPG	70KB	-	-

#### Dedicated Mailing

Required material :

- Subject line
- Email copy in TEXT or HTML
- Desired visuals/images
- Landing page URL(s) (including tracking if required)
- Target audience details / opt-in email address database
- Banners / In-text images / Logo

Format	Width*Height	Extensions	Max length / filesize	Additional requirements	Format
SUBJECT LINE	-	TXT/DOCX	50 characters		SUBJECT LINE
TEXT	-	TXT/DOCX/HTML	700 characters		TEXT
BANNER	600*150	GIF/JPG/PNG	70KB	Alt texts per image	BANNER
IN-TEXT IMAGES	630*420	GIF/JPG/PNG	70KB	Alt texts per image	IN-TEXT IMAGES
LOGO	264*175	GIF/JPG/PNG	70KB	Alt texts per image	LOGO





## DELIVERY

### Delivery Address:

All materials should be sent to [productie@metrotime.be](mailto:productie@metrotime.be)

### Delivery Delays:

- 3 business days for standard banners
- 5 business days for rich media

### Delivery should include:

- all necessary creatives
- active destination URLs
- if applicable, detailed instructions on how material should run

### 3rdParty:

All active HTTPS 3rdparty tags are accepted.  
All assets loaded by the 3rdparty 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 below for extra information).

### Video specifications:

Max 2.5mb, Up to 30 seconds, Longer than 30 seconds during user interaction. Play, pause, stop, sound on/off button must be present.

### Audio Specifications:

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

### Delivering HTML5 As Hard material:

Inside the <head> of the .html file a global JavaScript variable called "clickTag" must be declared.

Example:

```
<script type="text/javascript">
  Var clickTag= "";
</script>
```

This variable must be used as landing page when processing the click.

A possible example:

```
<body style="margin:0;padding:0;">
  <a href="javascript:window.open(window.clickTag)">
    "INSERT YOUR CREATIVE DIV STRUCTURE HERE"
  </a>
</body>
```

Please deliver us the landing page by mail, our adserver will make sure the click command and landing page will be placed inside the clickTag variable.

### Delivering HTML5 self hosted by a web service:

Inside the .html file the click command from our adserver must be picked up and placed in front of the landing page.

We will pass the click command in the URL via a query string called "click".

Exemple `<iframe SRC="<YOUR BANNER URL?click=<CLICK COMMAND>"></iframe>`

Picking up the click command can be done with the following code:

```
var clickthrough= location.search.split("click=")[1];
```

Adding the variable clickthrough in front of your landing page will allow us to measure clicks in our adserver.

When using clickTag as variable to process the click, the entire code would become the following:

```
var clickthrough= location.search.split("click=")[1];
var clickTag= clickthrough+"<YOUR LANDINGPAGE>;"
```

### Delivering HTML5 hosted in an ad serving system (DCM –Adform –Sizmek...):

Please inform yourself how your ad serving system will process the click command.

Implement the clickTag as demanded by your system.

We will make sure our click command will be passed to the creative using the implementation guidelines of your ad serving system.

