

# Technical Specifications ONLINE 2017

De Standaard  
Het Nieuwsblad  
Gazet van Antwerpen  
Het Belang van Limburg  
L'Avenir  
Vier & Vijf



**MEDIAHUIS**  
Connect



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# Display & Video



## FORMATS OVERVIEW



Most ads units are automatically placed on our mobile sites as well. To ensure the maximum of quality you should also deliver the mobile and/or tablet format.

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

**HIGH DENSITY / RETINA:** Many newer devices utilize high definition displays, with twice as many pixels as older devices, resulting in a higher resolution image and a better end-user experience.

## Display

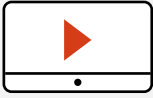

FORMAT	VARIANT	WIDTH (IN PIXELS)	HEIGHT (IN PIXELS)	MAXIMUM FILE SIZE	PROGRAM-MATIC
<b>Medium Rectangle</b>	standard	300	250	200kb	
	mobile (high density / retina)	600	500	200kb	✓
	expanded	500 (max.)	500 (max.)	200kb	
<b>Half Page</b>	standard	300	600	200kb	
	mobile (high density / retina)	600	500	200kb	✓
	mobile (non retina)	300	250	50kb	
	expanded (desktop only)	600	600	200kb	
<b>Sticky Ad</b> (former Skyscraper)	standard (desktop only)	160	600	200kb	✓
	expanded (desktop only)	400 (max.)	600	200kb	
<b>XL Leaderboard</b>	standard	995	123	200kb	
	mobile (high density / retina)	600	150	50kb	✓
	expanded (desktop only)	995	400 (max.)	200kb	
<b>TV Leaderboard</b>	standard	995	250	200kb	
	mobile	600	200	200kb	
<b>IAB Billboard</b>	Only programmatic	970	250	200kb	✓
<b>Leaderbord</b>	Only programmatic	728	90	200kb	✓
<b>Splash</b>	standard	640	480	200kb	
	mobile (required for mobile placement)	600	712	200kb	
<b>Overlay</b> (always with companion ad)	standard (desktop only)	640	480	200kb	
	small (desktop only)	500	400	200kb	
<b>Full Page Layer</b> (without companion ad)	standard (desktop only)	1000	800	200kb	
<b>Wallpaper</b> (part of our takeover packs)	standard (desktop only)	1680	1000	200kb	
<b>Advertorial</b>	standard	300	100	50kb	✓

# Display & Video



## FORMATS OVERVIEW

### Packs

PACK	PLATFORM	FORMATS	WIDTH (IN PIXELS)	HEIGHT (IN PIXELS)	MAXIMUM FILE SIZE	3RD PARTY
Homepage Takeover	 desktop	xl leaderboard	995	123	200kb	✓
		wallpaper	1680	1000	200kb	✓
		medium rectangle	300	250	200kb	✓
	 mobile <b>NEW</b>	xl leaderboard	600	150	100kb	✓
		medium rectangle	600	500	100kb	✓
Hockey Stick	desktop only	xl leaderboard	995	125	200kb	✓
		half page	300	600	200kb	✓

# Display & Video



## FORMATS OVERVIEW

### Video

FORMAT	CONTAINER	ASPECT RATIO	WIDTH (IN PIXELS)	HEIGHT (IN PIXELS)	MAXIMUM FILE SIZE	3RD PARTY
<b>Video within display ad *</b> (max/ 30 seconds)	.mp4	16:9 or 4:3	-	-	4 MB (max.)	OK
<b>Pre-roll / post-roll (in-stream)</b> (max. 30 seconds - skippable after 15 seconds)	.mp4	16:9	640**	360**	4 MB (max.)	OK – VAST/ VPAID
<b>In content video *</b> (max/ 30 seconds)	.mp4	16:9 or 4:3	Min. 564	-	4 MB (max.)	NO
<b>Bumper Ad (in-stream)</b> (max. 7 seconds - non skippable)	.mp4	16:9	640**	360**	4 MB (max.)	OK - VAST/ VPAID

**\* Video can be integrated in the following ad formats:**

- medium rectangle
- half page
- TV leaderboard
- Splash and full page layer
- All expandable and layer formats

**\*\* The above mentioned dimensions are recommendations**

# Tablet

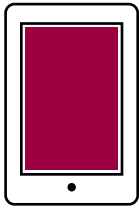


## Digitale edities De Standaard

(newspaper in kiosk)

**FORMAT:**

**FULL PAGE**



768 px W x 1160 px H

	FORMAT (LANDSCAPE)	WIDTH (PX)	HEIGHT (PX)	MAXIMUM FILE SIZE	HTML5 ?	CLICKABLE
<b>ONLINE</b>	splash	748	748	200kb	no	no
	interstitial tablet portrait (retina verplicht)	768 (1152)	1160 (1740)	200kb	yes	yes
	interstitial - PDF Krant - landscape	1024	695	200kb	no	yes
	interstitial - PDF Krant - portrait	738	876	200kb	no	yes

## Clickable interstitials

If you would like that your interstitial is clickable, please give us the following information:

- the title of your campaign (placement name)
- the landing page (URL) where we should redirect to
- the image (GIF, JPEG, HTML5) you would like to insert

If u provide HTML5, please use the following template:

<http://mediahuisconnect.be/uploads/media/5821d6aa0dd33/interstitial-voorbeeld.zip?staging-8496b50>

# Tablet

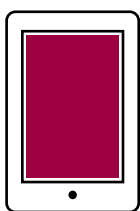


## Digitale edities Het Nieuwsblad en Het Belang van Limburg

(newspaper in kiosk)

### FORMAT:

FULL PAGE



768 px W x 1024 px H

	FORMAT (PORTRAIT)	WIDTH (PX)	HEIGHT (PX)	MAXIMUM FILE SIZE	HTML5 ?	CLICKABLE
ONLINE	splash	748	748	200kb	no	no
	interstitial tablet optimized (portrait)	738	876	200kb	yes	yes
	interstitial - PDF Krant - landscape	1024	695	200kb	no	yes
	interstitial - PDF Krant - portrait	738	876	200kb	no	yes

# Tablet

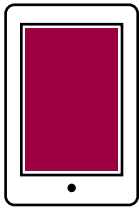


## Gazet van Antwerpen en L'avenir

(newspaper in kiosk)

### FORMAT:

FULL PAGE



768 px W x 1024 px H

	FORMAT (PORTRAIT)	WIDTH (PX)	HEIGHT (PX)	MAXIMUM FILE SIZE	HTML5 ?	CLICKABLE
ONLINE	splash	748	748	200kb	no	no
	interstitial - PDF Krant - landscape	1024	695	200kb	no	yes
	interstitial - PDF Krant - portrait	738	876	200kb	no	yes





## HTML5

- We accept html5 ads in the form of a .zip file or 3rd party script.
- We do NOT accept html5 files for newsletters.
- **Please send all HTML5 .zip files through a service like WeTransfer or Dropbox**
- **ClickTAG integration**
- The main .html file should contain a clickTag: `var clickTag = '';`
- Please do not place an URL in the clickTag

**IMAGES:** .gif or .jpg files are accepted.

## Zip File Specifications

- The .zip file contains at least an 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 ad.
- The main .html file contains a clickTag. Our adserver relies on it to correctly track clicks.
- All code and assets are relatively referred to by the main .html file. This means that all links in the HTML5 creative, such as the link to an image within the ad, need to use a relative path, for example /graphics/ad-image.png or <img src=»/graphics/ad-image.png». This enables the ad to be self-contained and, therefore, to run independently or to render without a network connection. External libraries and web fonts can be an exception to this guideline.
- There are no specific rules for the folder structure inside the .zip file. All files can be organized in different subfolders or within the root folder.
- The number of files should be kept to a minimum (maximum 15) because each different file results in a single request that affects the performance of the web page where the ad is being loaded.
- If you link to external libraries (jquery etc..) make sure that the request is running over **https** (SSL)

## 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.
- When delivering expandables iframes, the location of the iframe busters can be found in the folder «.be/extra/connect/». For example: 'www.standaard.be/extra/connect/dartiframe.html'

## Animation (html5 and animated .gifs)

- 15 sec max
- No loop or animation after 15 sec

## Audio

- SOUND OFF by default, always user initiated on click action.
- All advertising formats that use sound must feature a sound on/off button.

## Video

Up to 30 sec. Above 30 sec only when there is user initiation. All advertising formats that use sound and any video executions must feature a set of standard control buttons, including sound on/off, play, pause and stop. Replay button is recommended.



## Important for Medium Rectangle Expandables

The creative can expand in both directions (left and right). The placement on the page will decide how the ad will expand.

### Close button

- All floating ads (overlayer) should feature a close button using IAB standards. The close button should be clearly visible at all times with special consideration taken about the background colours of the web page the creative is running on.
- No need to add close-button for SPLASH-creatives, this is automatically added by our sites.

### z-index

When delivering a 3rd party script make sure the expanded unit uses the following z-index:

- expandable ad units: 99999
- floating ad units (overlayers): 100000

### Overlayers

- Duration up to 15 seconds (Unlimited during user interaction)
- make sure that the animation of the overlay is not longer than 15s.
- position of the overlayer ad with xl leaderboard as companion ad
- should be centered in relation with xl leaderboard
- vertical position of the overlayer should be in relation with the companion ad, if not please apply a 400px top position to avoid an overlap of both ad elements.

# Delivery Guidelines

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## Delivery address

All material should be sent to [advweb@mediahuis.be](mailto:advweb@mediahuis.be)

### DELIVERY DELAY

- standard display/mobile campaigns: 3 business days before the start of the campaign.
- video campaigns and packs: 5 business days before the start of the campaign.

This deadline is set in order to ensure your campaign begins on schedule.

## Make sure that...

- all creatives are included on submission
- destination urls are working
- in case of 3rd party material: video is already hosted at your end
- material meet our technical requirements



Our technical guidelines are based on the IAB standards.  
However some rich media and custom assets may differ from **IAB guidelines**.  
We therefore advise to consult the Mediahuis technical specifications at all time.

For any additional technical information and support, please contact: [adops@mediahuis.be](mailto:adops@mediahuis.be)