

# Digital advertising at Mediahuis Connect



As of October 2017, clients who want to advertise on both our **mobile and desktop sites** will be asked to deliver **2 formats**, matching the requirements for each device.

Desktop formats will not be resized to mobile formats. If we receive only a desktop format, the campaign will only run on desktop. The same applies for the delivery of a mobile only format.

## Procedure



## Why?

- ☺ More than half of the visitors of the Mediahuis newspaper websites use a smartphone to access our content.
- ☺ 41% of all page views on our news sites comes from a smartphone
- ☺ A device specific format guarantees an optimal visualization of the ad. This increases the user experience and the overall appreciation of your campaign.

## How?

Formats	Desktop	Mobile
Medium Rectangle	300 x 250	320 x 250
XL Leaderboard	995 x 123	320 x 100
TV Leaderboard	995 x 250	320 x 200
Leaderboard	728 x 90	320 x 100
Half Page	300 x 600	320 x 250
Splash	640 x 480	320 x 480
Advertorial	300 x 100	300 x 100
IAB Billboard	970 x 250	320 x 200
Full Page Layer	1000 x 800	320 x 480

### Any questions?

Don't worry, please send your questions to [advweb@mediahuis.be](mailto:advweb@mediahuis.be). We are happy to help you!

[www.mediahuisconnect.be](http://www.mediahuisconnect.be)

