

Technical Specifications ONLINE

2018 Q4

De Standaard
Het Nieuwsblad
Gazet van Antwerpen
Het Belang van Limburg
Vier & Vijf
Zes



MEDIAHUIS
Connect



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Technical Guidelines

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Display & Video



FORMATS OVERVIEW

 To ensure maximum quality of our ads on both mobile and fixed devices, please deliver two ad formats, one for mobile devices and one for desktop.

It will no longer be possible to serve 3rd party tags or content provided with HTTP on our news sites. So please make sure that all 3rd party tags are provided with HTTPS (S = Secure).

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. For images (JPG / PNG / GIF) it is required that we receive the mobile/(standard) format, the retina sizes are optional. The original format on 1,5 and 2x density can also be used.

Display

FORMAT	DESKTOP / TABLET (IN PIXELS)	MOBILE (IN PIXELS)	MAXIMUM FILE SIZE	PROGRAMMATIC
Medium Rectangle	300 x 250	300 x 250 OR 320 x 250	200kb	✓
Half Page	300 x 600	320 x 250	200kb	✓
Skyscraper	160 x 600	320 x 250	200kb	✓
XL Leaderboard	995 x 123	320 x 100	200kb	✓
Leaderboard	728 x 90	320 x 100	200kb	✓
TV Leaderboard	995 x 250	320 x 200	200kb	
IAB Billboard	970 x 250	320 x 200	200kb	✓
Wallpaper (part of takeover)	1680 x 1000		200kb	
Advertorial	300 x 100	300 x 100 OR 320 x 50	200kb	✓
Interscroller/Paralax		300 x 600	200kb	
3D Cube		320 x 250	200kb	

Display & Video



FORMATS OVERVIEW

Video

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

** The above mentioned dimensions are recommendations

Business Rules

SBS:

- Skippable material is not allowed.

MH:

- ≥ 15 seconden ads, mogen geen skip hebben.
- < 15 seconden ads, Skip mogelijkheid na 15 seconden.

Tablet

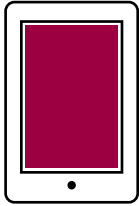


Digitale edities De Standaard

(newspaper in kiosk)

FORMAT:

FULL PAGE



768 px W x 1160 px H

	FORMAT (LANDSCAPE)	WIDTH (PX)	HEIGHT (PX)	MAXIMUM FILE SIZE	HTML5 ?	CLICKABLE
ONLINE	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

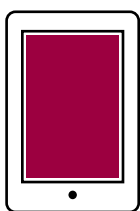


Digitale edities Het Nieuwsblad en Het Belang van Limburg

(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

Technical Guidelines



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** → https://support.google.com/dfp_premium/answer/7046799

IMAGES: .gif, .png 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.

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.

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

Technical Guidelines



We accept:

- Video File + Destination URL
- VAST 3 & 4
- VPAID

Video File requirements

The video will be uploaded into Google Ad Manager.

The following formats are accepted:

- **WebM files** - Vp8 video codec and Vorbis Audio codecs
- **MPEG4, 3GPP and MOV files** - Typically supporting h264, mpeg4 video codecs, and AAC audio codec
- **AVI** - Many cameras output this format - typically the video codec is MJPEG and audio is PCM
- **MPEGPS** - Typically supporting MPEG2 video codec and MP2 audio
- **WMV**

The video file will be transcoded to H264 MP4 and can be used on all platforms in multi-bitrates. Aspect ratio will be converted to 16/9.

VAST 3 & VAST 4

We follow the IAB Rules
<http://www.iab.com/vast>

VPAID

Please send this material first so we approve it works fine on our network.
<https://www.iab.com/guidelines/digital-video-player-ad-interface-definition-vpaid-2-0/>

Tracking & Redirect (No VAST/VPAID material)

- **THIRD PARTY TRACKING URL** Third party tracking url can be used to measure ad metrics (not content metrics). It provides details on user interaction (viewing and clicking) with creatives for reporting and analytics purposes
- We allow the following tracking urls:
- **Impression-tracker.** To measure the number of impressions.
- **Click-tracker.** To measure the number of clicks
- **Destination-URL and impression and click-trackers** have to be delivered in the same mail as the material, embedded into a text file.

Delivery Guidelines



Delivery address

All material should be sent to 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

All formats should be safeframe compatible. Formats, zips or 3rd party tags that are not compatible will not be published on our websites. For more information on The SafeFrame technology, please visit <https://www.iab.com/guidelines/safeframe/>