

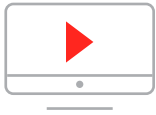
# Technical Specifications

## Digital

### 2021 - Q1



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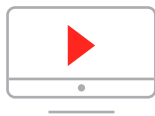
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# Display & Video



## FORMATS OVERVIEW DISPLAY

**!** 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) should 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)	MOBILE (IN PIXELS)	PROGRAMMATIC			
				Open Market Place	Private Market Place	Preferred Deal	Programmatic Guaranteed
<b>Medium Rectangle</b>	300 x 250	300 x 250 OR 320 x 250	1 MB	✓	✓	✓	✓
<b>Half Page</b>	300 x 600	320 x 250	1 MB	✓	✓	✓	✓
<b>Skyscraper</b>	160 x 600 120 x 600	320 x 250	1 MB	✓	✓	✓	✓
<b>TV Leaderboard</b>	995 x 250	320 x 200	1 MB	✓	✓	✓	✓
<b>IAB Billboard</b>	970 x 250	320 x 200	1 MB	✓	✓	✓	✓
<b>Take-over</b>	1680 x 1000* + 995 x 123 + 300 x 250	320 x 200 + 320 x 250	1 MB				✓
<b>Advertorial</b>		300 x 100	1 MB	✓	✓	✓	✓
<b>Parallax</b> (only image or third party tag)		300 x 600*	1 MB				✓
<b>3D Cube</b>		320 x 250*	1 MB	✓	✓	✓	✓
<b>Social Ad</b>							✓
<b>Speech Bubble</b>							✓

\* more info on page 6

# Display & Video



## FORMATS OVERVIEW VIDEO

### Video

FORMAT	CONTAINER	ASPECT RATIO	WIDTH (IN PIXELS)	HEIGHT (IN PIXELS)	MAXIMUM FILE SIZE	3RD PARTY	PROGRAMMATIC
<b>Pre-roll (in-stream)</b> (max. 30 seconds - skippable after 15 seconds OR max. 6 seconds - unskippable)	.mp4	16:9	1280**	720**	512 MB (max.)	VAST3.0 or higer / VPAID	✓
<b>In content video</b> (max/ 30 seconds)	.mp4	16:9 or 4:3	1280**	720**	512 MB (max.)	VAST 3.0 or higer	✓
<b>Vertical video</b> (max/ 30 seconds)	.mp4	9:16	1280**	1980**	512 MB (max.)	VAST 3.0 or higer	✓

\*\* The above mentioned dimensions are recommendations

### Business Rules

- Ads >= 15 seconds can only be skippable after 15 seconds
- Ads <15 seconds cannot be skippable
- Ads <= 6 seconds will be delivered on short video content (= max 30 seconds)

# Technical Guidelines Display



## HTML5

- We accept HTML5 ads in the form of a .zip file or 3rd party script.
- We do NOT accept HTML5 files for newsletters
- ClickTAG integration:  
Best practices for click tag implementation  
Normal implementation:  
<https://support.google.com/admanager/answer/7046799>  
Google Web designer implementation:  
<https://support.google.com/webdesigner/answer/3263494?hl=en>

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

## 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 which use sound must feature a sound on/off button.

## 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 track clicks correctly.
- 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 which 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).
- Please send all HTML5 .zip files through a service like WeTransfer or Dropbox.

# Technical Guidelines Display



## 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
- Take-over: maximum 350

## Wallpaper (part of take-over)

- The wallpaper is part of the take-over which consists of different formats. For desktop the take-over is based on a wallpaper (1680 x 1000), an XL leaderboard (995 x 123) and a medium rectangle (300 x 250). For mobile, the take-over is based on a mobile leaderboard (320 x 200) and the mobile medium rectangle (320 x 250).
- The format of the wallpaper is 1680 x 1000 with a blank or white space in the middle of the image. This empty or white space will be filled with the content of the website. The width of this space is 990 pixels. You can create your wallpaper according to our template. For more information visit [www.mediahuis.be/adverteren/technisch/](http://www.mediahuis.be/adverteren/technisch/)
- Go to the link [https://www.mediahuis.be/wp-content/uploads/2020/11/Takeover\\_templates\\_2020.zip](https://www.mediahuis.be/wp-content/uploads/2020/11/Takeover_templates_2020.zip)

## Parallax

No HTML5 material. Mediahuis can create this format based on a 300x600 image or 3rd party tag ad.

## 3D Cube

The 3D Cube is a 3rd party script containing at least 2 and up to 4 images which includes a 3D rotation animation.

## Speechbubble

Go to the link <https://www.mediahuis.be/wp-content/uploads/2021/01/Template-speechbubble.pdf>

# Technical Guidelines Video



## We accept

- **Instream**
  - Video file + destination URL
  - VAST3.0 or higher
  - VPAID
- **Outstream**
  - Video file + destination URL
  - VAST 3.0 or higher
  - Clicktracking

## 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.

## Video Business Rules

- Ads >= 15 seconds can only be skippable after 15 seconds
- Ads <15 seconds cannot be skippable
- Ads <= 6 seconds will be delivered on short video content (= max 30 seconds)

## VAST3.0 or higher

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](mailto:advweb@mediahuis.be) or [advertenties@mediahuis.be](mailto:advertenties@mediahuis.be) or [pub@mediahuis.be](mailto:pub@mediahuis.be) according to your insertion order.

### 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 deadlines 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)

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/>