Technical Specifications │ DIGITAL 2018

BILLBOARD

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Billboard	Desktop / Tablet	970*250	HTML5/GIF/JPG	70 kb	3 loops in 15"	clickTag
Mobile Leaderboard	Mobile	640*150	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	70 kb	3 loops in 15"	clickTag
Mobile Medium Rectangle	Mobile	600*500	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	70 kb	3 loops in 15"	clickTag
Mobile Leaderboard	Mobile	640*150	HTML5/GIF/JPG	70kb	3 loops in 15"	clickTag

LEADERBOARD

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Leaderboard	Desktop / Tablet	728*90	HTML5/GIF/JPG	70 kb	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	70 kb	3 loops in 15"	clickTag
Mobile Medium Rectangle	Mobile	600*500	HTML5/GIF/JPG	70kb	3 loops in 15"	clickTag

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DELIVERY

Delivery Address:
All materials should be sent to **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".
Exempke   `<iframe SRC="<YOUR BANNER URL>?click=<CILCK 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.