

brand deli[®]

ONLINE DELIVERY SPECIFICATIONS 2019

24Kitchen

BBC
FIRST

COMEDY CENTRAL

Discovery

Disney
CHANNEL

Disney
XD

EUROSPORT II

FOX

FOX
SPORTS

ID

Momio

MV

NATIONAL
GEOGRAPHIC

nickelodeon.

ORF
OMROEP
RECLAME
NEDERLAND

Spike

TLC

Twitter

Inhoud

1. Online video (pre-roll en mid-roll)
2. Standard Display formats
3. Rich Media formats
4. Material Delivery

1. Online Video (Pre-roll and Mid-roll)

Streaming video ads should be delivered as MPEG4 (.mp4) files with a 1280 x 720 pixels format. When it is necessary to measure impression or clicks, please deliver a tracker pixel with a 1x1 pixel for measuring the impression and a redirect URL.

FORMAT	H.264 (MP4)
RESOLUTION	1280 X 720
FRAMERATE	25 FPS
VIDEO B/R	BITRATE: 2 PASS VBR TARGET BITRATE: 800 -1000 KBPS VBR
AUDIO B/R	192 KBPS, STEREO, CBR
CODEC	AAC
SAMPLE	48 KHZ

Streaming video ads should not have a file size that exceeds 20 MB and should not be longer than 30 seconds. Vast 2.0 & 3.0 tags are supported.

VAST Material

We accept VAST material. The specifications of VAST can be found on the website of IAB:

http://www.iab.com/wp-content/uploads/2015/11/VAST-2_0-FINAL.pdf

2. Standard Display formats

The below specifications apply to the delivery of standard display material.

Leaderboard

- Format Leaderboard: 728x90.
- Maximum size: 90 KB.
- Animated or static GIF/JPG image file.
- Can contain HTML, GIF and simple JavaScript.
- Unlimited animation loop.
- As text maximum of 128 characters
- Active Click URL must be made available for all material.

Rectangle

- Format Rectangle: 300x250.
- Maximum size: 90 KB.
- Animated or static GIF/JPG image file.
- Can contain HTML, GIF and simple JavaScript.
- Unlimited animation loop.
- As text maximum of 128 characters
- Active Click URL must be made available for all material.

Skyscraper

- Formaat Skyscraper: 160x600 of 120x600.
- Maximum size: 90 KB.
- Animated or static GIF/JPG image file.
- Can contain HTML, GIF and simple JavaScript.
- Unlimited animation loop.
- As text maximum of 128 characters
- Active Click URL must be made available for all material.

HTML5

When HTML5 banners are being delivered, the files need to be hosted externally. When you are not able to do this, please contact us or Weborama (info@weborama.nl). Weborama is able to host the HTML5 files for you. This might bring additional costs.

3. Rich Media formats

For Rich Media other conditions apply compared to regular display ads. Rich Media ads are always hosted by a third party. Our third party is Weborama.

NOTE: all Rich Media ads must contain the text ADVERTENTIE

Guide Lines Rich Media:

- Animation may not be showed longer than 15 seconds (except for the Floor-ad)
- Rich media must contain a close button in the UPPER RIGHT CORNER of the material, with a minimum size of 15x50 pixels.
- Close button Rich Media may not blend in the website design and must be clearly visible at all times.
- Rich Media ad may never be placed over logo and/or navigation of website.
- Animations/games/distortions around the logo on the website are not permitted.
- 1x1 pixel to measure impressions and clicks
- Audio (optional) must be **user initiated**.
- Video/trailer in a Rich Media should always contain an option to turn it off. The close button must be clearly visible and may not blend in with the design of the ad and/or website.
- The design of the Rich Media must be different from the design of the website.
- The Rich Media may never seamlessly transition into the design/editorial content of the website.

Expandable Leaderboard

Format:	728x90
Expanded	728x190
Expanded left:	Width 245px
Expanded right:	Width 190px Height 95px
Expand:	mouse-over

Expandable Skyscraper

Format:	160x600
Expanded:	430x600
Max width expanded:	270px

Expandable Rectangle

Format:	300x250
Expanded:	570x250

Halfpage Ad

Format:	300x600
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Extra information Expandable Ads:

- Expandable ads may only expand by a mouse-over. Every Expandable has a clear close button. Red cross + word 'close'. Close button must be visible at all times and may not blend in with the website design.
- Animations/games/distortions around the website logo are not permitted.
- Audio (optional) in the ad must be user initiated.
- Video/trailer in Expandable ads must contain an option to turn off at all times. The close button must be clearly visible and may not blend in with the design of the ad and/or website.
- The design of the Expandable ad must differ from the design of the website. Expandable ads may never seamlessly transition into the design/editorial content.

Billboard

- Format 970x250
- Maximum billboard size: reserved from a 3rd party tag max size 961 KB.
- Animated or static GIF/JPG/HTML5 and simple Javascript.
- Audio (optional) in the ad must be **user initiated**.
- Animation loop unlimited.
- Any text maximum of 128 characters.
- An active click trough/URL must be delivered for all materials.

Exceptions for the billboard:

- Format billboard Nickelodeon.nl 962x190 or 960x250

Layer

- Format: 740x480 pixels
- Animated or static GIF/JPG/HTML5 and simple Javascript.
- Audio (optional) in the ad must be **user initiated**.
- Any text maximum of 128 characters.
- An active click trough/URL must be delivered for all materials.
- Layer closes automatically after 15 seconds & close button is obliged.
- Ads must contain the text ADVERTENTIE

The most recent template for the layer is available at Weborama.

Wallpaper (Animated/interactive/regular and ROS wallpaper)

There are separate templates per website or sub page. Always request the most recent templates via onlineplanning@branddeli.nl or the designated contact person with Weborama (info@weborama.nl).

NOTE: all wallpapers must contain the text ADVERTENTIE

4. Material Delivery

All materials must be delivery at least 3 work days before the start of the campaign to onlineplanning@branddeli.nl.

Rich Media ads should be delivered at least 5 work days before the start of the campaign.

Weborama is our partner for hosting Rich Media ads for all BrandDeli websites. This might bring additional costs. Of course it is possible to delivery through another hosting party.

Please find the contact data for Weborama below:

Keizersgracht 256

1016 EV Amsterdam

www.weborama.nl

info@weborama.nl

+31 20 524 66 90

When you have questions do not hesitate to contact us:

Thijs van der Hoorn Tel: 020-705 4752 (email: onlineplanning@branddeli.nl)
Quinten Zuidgeest Tel: 020-705 4752 (email: programmatic@branddeli.nl)