

Digital advertising_Audio

Technical Specifications

1. Tech Specs

- File type: .mp3 & .wav
- Max Size: 100 MB
- Max duration: 30"
- Bid Rate: between 8 kbps and 320 kbps
- Sound: max 89db
- Our Audio network doesn't support companion banners (and click trackers).

2. Third party tracking & redirect

Third party impression tracking can be used.

VAST Redirect: Only **VAST 2.0 & VAST 3.0** are accepted if the audio file is compliant with the above format specifications. When delivering via VAST, the resulting file size must not be bigger than 1MB. We don't allow VAST wrappers.

3. Delivery

- 3 business days before the start of the campaign.
- Via **digital adops team**: The Audio file (obligated) and trackers (optional) should be delivered at digital.adops@dpgmedia.be.
- Via **Radio traffic team**: Inform your sales contact or Digital Adops that the audio files are delivered. Trackers (optional) should also be delivered at digital.adops@dpgmedia.be.

4. Emergency number

Experiencing an urgent problem with your campaign on weekdays before 8.30am and after 5.30pm or during the weekend? For radio, television or publishing, call 02-255-04-04; for digital, call 0477-910-908 and we will resolve the problem for you.

Technical specifications

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This index is clickable

1. General terms



Do you have any technical questions?

Please contact our AdOps team via digital.adops@dpgmedia.be.

- It is crucial to deliver your material in a https-environment.
- All URL's delivered should be secured links (https)
- Please follow the HTML5 technical specifications If you wish to use HTML5 material.
- Make sure your material is fully finished before delivering it to us. Activate all the tags (please notify us If this is not the case).
- Please note that we have limitations to the amount of banner(sets) you can deliver. We will **not accept** any more banner(sets) than given below :
 - **Standard IAB formats = 3 variations/language**
 - **High Impact formats = 2 variations/language**
- We support the most common Third Party Tags. **We prefer INS tags.**
-
- If you wish to work with multiple campaign waves and/or creatives, please provide us with a clear briefing.

Delivery term

Deliver your material 3 to 8 business days before the start of the campaign. More information regarding the delivery terms can be found on the following pages.

Please respect this deadline. This will prevent compromising the starting date of your campaign in case of unforeseen problems.

HTML5

HTML5 banners can run on our websites, mobile sites and in-app.

HTML5 banners may be delivered as 3rd party tags, IFRAMES or as a HTML .zip file.

Please check the Xandr guidelines on HTML5 banners on the following [link](#).

More information on how to use the IAB's clickTag standard in HTML5 creatives hosted by Xandr, can be found [here](#).

Note that it's mandatory to deliver the HTML files according to the **Xandr** guidelines.

IFrame-tags should always be delivered in a secure HTTPS environment. HTTP referrals will be blocked and your ad won't be shown.

Rich Media

Sound

- User initiated only.
- Clear sound button ON/OFF.
- Start sound only on mouse click. (Mouse-over not allowed)

Video

- Video length: max. 30 seconds.
- Weight: max. 5 MB.
- Can either be hosted at client side or served through Weborama.
- Sound should always be user initiated (see specs above).
- Use video player buttons (play, stop, pause) for a better user experience.

Rich media partners:

- **The use of Weborama, AdSolutions is included in our ratecard prices for video, so DPG Media covers the hosting cost for rich media formats.**
Games and other concepts which need and track surfer interactions.
- Rich Media costs for low-CPM RON products will not be publisher-paid.
- It's very important to launch the Weborama, AdSolutions process **at least 8 business days before the start of the campaign to ensure a timely start of the campaign.**



AdSolutions

- When using the provided templates from AdSolutions, no additional fees will be charged
- AdSolutions will charge an additional fee of €100 / working hour in case of:
 - Creating the rich media outing from scratch
 - Incorrect usage of the template and specs
 - Adaptations to the existing templates

AdSolutions has built a previewer environment which enables creative agencies to preview and help build creatives, using their templates.

Please contact support support@adsolutions.com if you need help for first time use



2. Placement overview

Desktop formats	HLN	DeMorgen	7Sur7	GoedGevoel	Humo	Spaargids
Large Leaderboard	•		•		•	•
Big Leaderboard	•	•	•	•	•	•
Half Page	•	•	•	•	•	•
Billboard	•	•		•	•	
Expandable Half Page	•	•	•		•	•
2AD	•	•	•	•	•	•
XL Interscroller	•	•	•			
Take Over	•	•	•		•	
Dossier Sponsoring	•	•	•			

Mobile Formats	HLN	DeMorgen	7Sur7	GoedGevoel*	Humo*	Spaargids*
Medium Rectangle	•	•	•	•	•	•
M-IMU	•	•	•	•	•	•
Mobile Leaderboard	•	•	•	•	•	•
MPage	•	•	•	•	•	•
Header IMU	•	•	•	•	•	•
2AD	•	•	•	•	•	

3. Single Banner ads

Medium Rectangle

	Width	Height	Weight	File Types
Medium Rectangle	300 px	250 px	99 KB	HTML5/GIF/JPEG
Mobile IMU*	320 px	250 px	99 KB	HTML5/GIF/JPEG

* Optional format for mobile

3D Cube



	Width	Height
3D Cube*	320 px	250 px

*3D Cube: <https://www.adsolutions.com/templates/swipe-cube-mediaxplain-2/>

Floating (Multiformat)

	Width	Height	Weight	File Types
Half page	300 px	600 px	99 KB	HTML5/GIF/JPEG
Medium rectangle	320 px	250 px	99 KB	HTML5/GIF/JPEG
Billboard	970 px	250 px	99 KB	HTML5/GIF/JPEG
Mpage (optional)	320 px	480 px	99 KB	HTML5/GIF/JPEG

Leaderboard

	Width	Height	Weight	File Types
Mobile Leaderboard	320 px	100 px	99 KB	HTML5/GIF/JPEG
Large Leaderboard	840 px	150 px	99 KB	HTML5/GIF/JPEG
Big Leaderboard	840 px	250 px	99 KB	HTML5/GIF/JPEG

Half Page / Mpage

	Width	Height	Weight	File Types
Half Page	300 px	600 px	99 KB	HTML5/GIF/JPEG
MPage	320 px	480 px	99 KB	HTML5/GIF/JPEG

Expandable Half Page

	Width	Height	Weight	File Types
Halfpage	300 px	600 px	99 KB	HTML5
Expandable Halfpage	600 px *	600 px	99 KB	HTML5

*One of both formats has to serve as base format.

** Expandable width can be adjusted for HPTO's to cover complete site, please ask us for specs.

• Expand will open on mouse over and close again on mouse out.

• A clear close button should be present in the expandable format, at the bottom right position on (release) { getURL("javascript:IABcloseAD()"); } This format has to be delivered as a Rich Media format.



Billboard / Header IMU

	Width	Height	Weight	File Types
Billboard	970 px	250 px	99 KB	HTML5/GIF/JPEG
Header IMU	300 px or 320 px	250 px	99 KB	HTML5/GIF/JPEG

4. Combined Formats

2AD

	Width	Height	Weight	File Types
Large Leaderboard*	840 px	150 px	99 KB	HTML5/GIF/JPEG
Big Leaderboard*	840 px	250 px	99 KB	HTML5/GIF/JPEG
Half Page	300 px	600 px	99 KB	HTML5/GIF/JPEG
Mobile Leaderboard	320 px	100 px	99 KB	HTML5/GIF/JPEG
Medium Rectangle*	300 px	250 px	99 KB	HTML5/GIF/JPEG
Mobile IMU*	320 px	250 px	99 KB	HTML5/GIF/JPEG
MPage*	320 px	480 px	99 KB	HTML5/GIF/JPEG

*For desktop you have to deliver one Leaderboard format + the Half Page. For Mobile you have to deliver the mobile leaderboard + one of the formats that fits the rectangle position.

5. Newsletters

Banner

	Width	Height	Weight	File Types
Large banner	600 px	110 px	99 KB	JPG/PNG
Big banner	600 px	180 px	99 KB	JPG/PNG

Newsletter Take Over

	Width	Height	Weight	File types
Top Banner	630 px	110 px	99 KB	JPG/PNG
Left & Right Banner	150 px	840 px	99 KB	JPG/PNG

Advertorial

Requirements

Image	150 px x 150 px
Text	Max 100 characters

6. Pauze Ad

	Resolution	Aspect ratio	Weight	File Types
VTM GO	1920x1080 / 1280x720	16:9	5 MB	JPEG/JPEG IMAGE

Technical specifications

High impact display

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1.General terms



Do you have any technical questions?

Please contact our AdOps team via digital.adops@dpgmedia.be.

- It is crucial to deliver your material in a https-environment.
- All URL's delivered should be secured links (https)
- Please follow the HTML5 technical specifications If you wish to use HTML5 material.
- Make sure your material is fully finished before delivering it to us. Activate all the tags (please notify us If this is not the case).
- Please note that we have limitations to the amount of banner(sets) you can deliver. We will **not accept** any more banner(sets) than given below :
 - **Standard IAB formats = 3 variations/language**
 - **High Impact formats = 2 variations/language**
- We support the most common Third Party Tags. **We prefer INS tags..**
- The Z-index of your ad should always be less than 10.000 so it won't interfere with the Z-index of the login screens on our websites. Banners with a higher Z-index, who interfere with our login screens, will be taken offline until modifications are done.
- If you wish to work with multiple campaign waves and/or creatives, please provide us with a clear briefing.

Delivery term

Deliver your material 3 to 7 business days before the start of the campaign. You can check the delivery terms for each specific ad product on the following pages.

Please respect this deadline. This will prevent compromising the starting date of your campaign in case of unforeseen problems.

HTML5

HTML5 banners can run on our websites, mobile sites and in-app.

HTML5 banners may be delivered as 3rd party tags, IFrames or as a HTML .zip file.

Please check the Xandr guidelines on HTML5 banners on the following [link](#).

More information on how to use the IAB's clickTag standard in HTML5 creatives hosted by Xandr, can be found [here](#).

Note that it's mandatory to deliver the HTML files according to the **Xandr** guidelines.

IFrame-tags should always be delivered in a secure HTTPS environment. HTTP referrals will be blocked and your ad won't be shown.

Publisher paid

In the following cases HTML5 banner (desktop or mobile) is publisher paid:

- Mobile: HTML5 banners on mobile sites / in-app are always publisher paid if the HTML5 banners are served via one of our rich media partners.
- Website: HTML5 banners for websites are only publisher paid when they are categorized by our terms as rich media and when the HTML5 banners are served via one of our rich media partners.

Rich Media

Sound

- User initiated only.
- Clear sound button ON/OFF.
- Start sound only on mouse click. (Mouse-over not allowed)

Video

- Video length: max. 30 seconds.
- Weight: max. 5 MB.
- Can either be hosted at client side or served through Weborama/Adsolutions.
- Sound should always be user initiated (see specs above).
- Use video player buttons (play, stop, pause) for a better user experience.

Rich media partners:

- The use of Weborama, AdSolutions is included in our ratecard prices for video, so DPG Media covers the hosting cost for rich media formats.
- Games and other concepts which need and track surfer interactions.
- Please note that mobile formats are always publisher-paid.
- Rich Media costs for low-CPM RON products will not be publisher-paid.
- It's very important to launch the Weborama, AdSolutions process **at least 8 business days before the start of the campaign to ensure a timely start of the campaign.**



AdSolutions

- When using the provided templates from Adsolutions, no additional fees will be charged
- Adsolutions will charge an additional fee of €100 / working hour in case of:
 - Creating the rich media outing from scratch
 - Incorrect usage of the template and specs
 - Adaptations to the existing templates

AdSolutions has built a previewer environment which enables creative agencies to preview and help build creatives, using their templates.

Please contact support support@adsolutions.com if you need help for first time use



2. Placement overview

Desktop formats	HLN	DeMorgen	7Sur7	GoedGevoel	Humo	Spaargids
XL Interscroller	•		•	•		
Take Over	•		•	•		•
Full Impact Ad	•		•	•		
Superheader	•		•	•		
Floorad	•		•	•		
XL Footer Scroller	•					
Take Over Scroller	•		•	•		

Mobile Formats	HLN	DeMorgen	7Sur7	GoedGevoel*	Humo*	Spaargids*
XL Interscroller	•		•	•		
Full Impact Ad	•		•			
XL Footer Scroller	•					

3. High impact material flow



High Impact – material flow



Campaign is sold & signed between agency/advertiser and our sales team. Account Officer confirms the **technical specifications** to the agency/advertiser



Advertiser delivers the **material** to the rich media vendor **AdSolutions**. **! Necessary for all formats except for the take - over.**

Please consider the provided documentation and tech specs for the creation.

Deadline: 7 business days before the start of the campaign



- You can reach them via: traffic@adsolutions.com
- Please **include our AdOps team in your mail flow**, so they are aware of the campaigns that are upcoming & the right contacts:



- Please **include in your briefing:**
 - Whether the format will run on **desktop and/or mobile**
 - **Which sites** the campaign will be running on: HLN, 7Sur7 or De Morgen
 - URL/Landing Page (third party tracking is possible, though not mandatory)

AdSolutions will provide the final material to the DPG Media Digital AdOps team.

!! All creative approvals are handled by the agency/advertiser and confirmed to AdSolutions before sending the final material in.

Deadline: 3 business days before the start of the campaign



In the meantime the advertiser/agency will deliver the **companion creatives** to the DPG Media Digital AdOps team.

Deadline: 3 business days before the start of the campaign

Digital AdOps launches your campaign.



4. High Impact Formats

Take Over- HLN /7sur7.be

	Width	Height	Weight	File Types
Billboard (x2)*	970 px	250 px	99 KB	HTML5/GIF/JPEG
Half Page	300 px	600 px	99 KB	HTML5/GIF/JPEG
Background**	1624px	1200 px	100 KB	JPEG

* On the HLN and 7sur7 Home channel there are 2 Billboard slots. One included in the background/wallpaper at the top of the page and one lower on the page.

** Width content page on Desktop 1024px Background / wallpaper.



Background / wallpaper: When using **HTML5/video material** you should use the [rich media template](#) provided by AdSolutions.



- [Download the psd template for HLN](#)
- [Download the psd template for 7sur7](#)



- [Download the pdf template for HLN](#)
- [Download the pdf template for 7sur7](#)

Take Over - De Morgen/Humo

	Width	Height	Weight	File Types
Billboard	970 px	250 px	99 KB	HTML5/GIF/JPEG
Half Page*	300 px	600 px	99 KB	HTML5/GIF/JPEG
Medium Rectangle	300 px	250 px	99 KB	HTML5/GIF/JPEG
Top Panel**	1285 px	280 px	99 KB	GIF/JPEG
Wall Paper (x2)***	310 px	1100 px	99 KB	JPEG

*Half Page only necessary for campaigns on the Homepage

**Top Panel: no text or call to actions. This serves as a background filler to avoid white spaces.

***Wallpaper is divided into a left and right panel. Please keep in mind that the last 50 px on top and bottom are not in screen. For the width: 125 px is always in screen on L and XL devices for normal to high resolution. Use this space to communicate your message. The full width of 310 px will only be in screen on XL devices with the highest resolution.



Background / wallpaper: When using **HTML5/video material** you should use the [rich media template](#) provided by AdSolutions.



- [Download the PDF template for DM](#)
- [Download the PSD Template for DM](#)

Take Over - Spaargids

	Width	Height	Weight	File Types
Billboard	970 px	250 px	99 KB	HTML5/GIF/JPEG
Background*	1624px	1200 px	100 KB	JPEG

* Width content page on Desktop 980px Background / wallpaper:

Background / wallpaper: When using **HTML5/video material** you should use the [rich media template](#) provided by AdSolutions.



You can find an example via the button below. On HLN Home and the channel homes there are 2 Billboard slots.



Download the [PDF template](#) for Spaargids

Full Impact Ad - Desktop

For this format you have to use the [rich media template](#) from AdSolutions.



Please contact them via traffic@adsolutions.com for the creation of the banner.



	Breedte	Hoogte	Max gewicht	File type
Full Impact Interscroller DT		Rich media template adsolutions		
Half Page	300 px	600 px	100 KB	HTML5/GIF/JPEG
Billboard**	970 px	250 px	100 KB	HTML5/GIF/JPEG
Medium Rectangle***	300 px	250 px	100 KB	HTML5/GIF/JPEG

Please deliver, if possible, the assets as 100% responsive

**Billboard only required for HLN/7sur7.

***Medium Rectangle only required for De Morgen.

Full Impact Ad - Mobile

For this format you have to use the [rich media template](#) from AdSolutions.

Please contact them via traffic@adsolutions.com for the creation of the banner.



	Breedte	Hoogte	Max gewicht	File type
Full Impact Interscroller MOB*		Rich media template adsolutions		
Mobile IMU (x2)	320 px	250 px	100 KB	HTML5/GIF/JPEG

XL Interscroller - Desktop

For this format you have to use the HTML/PSD template from AdSolutions → [here](#).

Please contact traffic@adsolutions.com for questions regarding the creation of the banner



	Width	Height
XL Interscroller*	100%	500 px

* Please deliver, if possible, the assets as 100% responsive (= HTML)

* Alternatively we do accept PSD files although HTML files are preferred

XL Interscroller - Mobile

For this format you have to use the HTML/PSD template from AdSolutions → [here](#).

Please contact traffic@adsolutions.com for questions regarding the creation of the banner



	Width	Height
XL Interscroller*	100%	100%

* Please deliver, if possible, the assets as 100% responsive (= HTML)

* Alternatively we do accept PSD files although HTML files are preferred

Superheader

For this format you have to use the HTML/PSD template from AdSolutions – > [here](#).

Please contact them via traffic@adsolutions.com for the creation of the banner.



	Width	Height
Superheader*	100%	250 px

Floorad

For this format you have to use the HTML/PSD template from AdSolutions – >[here](#).

Please contact them via traffic@adsolutions.com for the creation of the banner.

	Width	Height
Floorad*	100%	150 px

XL Footer scroller

For this format you have to use the HTML/PSD template from AdSolutions – >[here](#).

Please contact them via traffic@adsolutions.com for the creation of the banner.

	Width	Height
XL Footer scroller desktop*	100%	700 px

Take Over scroller

For this format you have to use the HTML/PSD template from AdSolutions – >[here](#).

Please contact them via traffic@adsolutions.com for the creation of the banner.

	Width	Height	Weight	File types
Wallpaper Scroller*				
Halfpage	300 px	600 px	100 kb	HTML5/GIF/JPEG
Billboard**	970 px	250 px	100 kb	HTML5/GIF/JPEG
Medium rectangle***	300 px	250 px	100 kb	HTML5/GIF/JPEG

**Billboard only required for HLN/7sur7.

***Medium Rectangle only required for De Morgen.

Overlayer

An overlayer should be supplied along with a standard format like a Page Exclusive Ad, Leaderboard, Half Page, Mobile IMU.

Both formats will be served together on the page. The standard format will act as a backup for the Overlayer when it has disappeared. See guidelines on next page.

- The Overlayer always runs with a Cap1/lifetime.
- Overlayer display time: max. 15 sec.
- Overlays on Mobile and Desktop should be responsive.
- The frame may never become completely opaque during animation.
- A clear close button has to be implemented in the top-right corner.
- In case of a Full Screen Overlayer, there are a few restrictions:
 - Transparent background (site needs to be visible). Smaller elements can be animated within the frame.
 - A second close button has to be implemented at the bottom of the overlayer with the text "Go back to the site" In the site's native language.

Technical specifications

seamless ads 

DPG Media

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This index is clickable

1. General terms

Do you have any technical questions? Please contact our AdOps team via digital.adops@dpgmedia.be.

- It is crucial to deliver your material in a https-environment.
- All URL's delivered should be secure links (https)
- If you wish to work with multiple campaign waves and/or creatives, please provide us with a clear briefing.
- Please note that we have limitations to the amount of banner(sets) you can deliver. We will **not accept** any more banner(sets) than given below :
 - **Standard IAB formats = 3 variations/language**

Delivery term

Deliver your material **3 business days** before the start of the campaign.

Please respect this deadline. This will prevent compromising the starting date of your campaign in case of unforeseen problems.

2. Placement overview

Format	HLN	De Morgen	Goed gevoel	7sur7	Humo	Spaargids
Seamless image S	x	x		x	x	
Seamless image L	x	x		x	x	
Seamless carrousel	x	x		x	x	
Seamless video	x	x		x	x	

3. Seamless Formats

Creative guidelines

To get the best results out of this format, some advice and rules have been drawn up:

- Make sure there is **no text in the image**
- **Emoticons or double punctuations** are not **allowed**
- **Adhere to character limits.** Texts that are too long will be cut off with “...”
- **Use one of the suggested call-to-action button texts.** No deviations allowed.



DO'S

- Neutral colours
- Subtle images
- High quality images or photos
- Relevant image
- Limited but specific text

DONT'S

- Very bright colours
- Lots of text
- Large proportion of text
- Unreadable text
- Little relevance

Pre-sets call to action buttons

Dutch

Aanmelden	Bekijk	Claim	Meer info	Ontdek	Shoppen
Aanvragen	Bekijk meer	Configureer	Meld aan	Ontdek meer	Solliciteer
App openen	Bekijken	Doe mee	Nu boeken	Probeer	Stel samen
Bestel meer	Bestel	Doneer	Nu kopen	Proberen	Speel mee
Download	Kopen	Koop	Nu spelen	Registreer	Vraag aan
Winkelen					

French

S'inscrire	Regarder	Télécharger	Plus d'info	Découvrir	Acheter
Demande d'info	Voir plus	Configurer	Se connecter	Découvrir plus	Appliquer
Jouer	Voir	Rejoindre	Réserver	Essayer	Composer
Commander	S'enregistrer	Faire un don	Demander	Essayer	Jouer avec

Seamless images

Material consists of elements in **both part A + part B** described below.



A. You always have to **deliver the following**

Advertiser name	Max. 25 characters
Body text	Max. 80 characters
CTA text	See table with possible options on p.3
Click URL Landing page	Possibly with UTM-code or click/impression tracker When using a UTM: please note that this cannot exceed the 204 character limit.
Logo (png or jpeg)	1:1, 150 px x 150px , max weight 150 KB

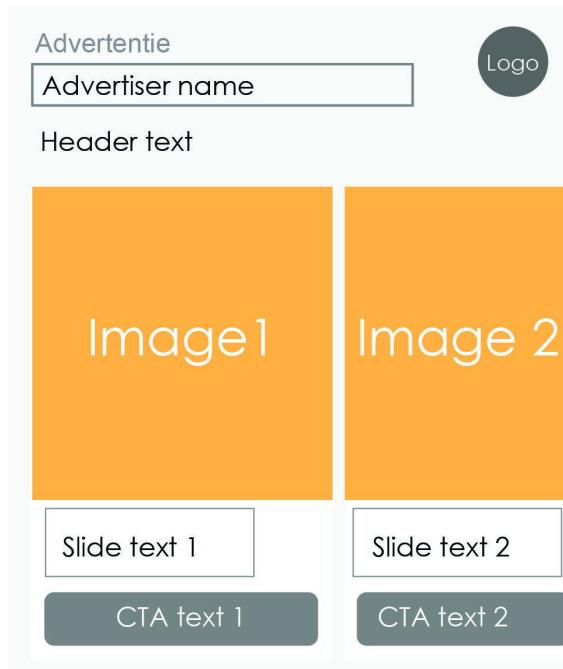
B. Based on your booked format you should also deliver **an image** as follows

	Width (px)	Height (px)	Max Weight (kb)
Image S (png or jpeg)	1440	720	1 MB
Image L (png or jpeg)	1440	1440	1 MB

Seamless carrousel

Material consists of elements in **both part A + part B** described below.

Deliver us your material for **at least 3 and max. 5 slides**



A. You always have to **deliver the following**

Advertiser name	Max. 25 characters
Header text	Max. 115 characters
Click URL Landing page	Possibly with UTM-code or click/impression tracker When using a UTM: please note that this cannot exceed the 204 character limit.
Logo (png or jpeg)	1:1, 150 px X 150px , max weight 150 KB

B. Based on the desired amount of slides you should also deliver the following material **for each slide**

Image (1 per slide, png or jpeg)	1080px X 1080px, max weight 1MB
Slide text (1 per slide)	Max. 115 characters
CTA text (1 per slide)	See table with possible options on p.3

Digital advertising_Video

Technical Specifications

1. Tech Specs

- **Aspect ratio:** 16:9
- **Video Formats:** mp4, mov, mpeg4, avi, and other. (no flash-files)
Please don't use special characters in the name of the file (",',&çàé,(,),ù%,\$,+,*,:=,? etc.). Only use underscores. Example: ProcterGamble_Always_dec2021_15sec
- No maximum file **size/weight**
- **Bitrate:** min. 4 Mbps!
- **Sound:** integrated -23 LUFS, following the R128 norm - the creative should have an audio track --> silent video ads are not allowed

! IMPORTANT

From Q4 2023 (1/10/2023) we no longer allow VPAID tags on our video network (North & South). Contact us for more details.

If you want to measure viewability with one of the following 3rd party verifiers, please ask the correct corresponding **VAST** tag:

- for MOAT: Wrapped Vast Tag
- for DoubleVerify: Video OmniTag
- for IAS: Multimedia Tag (prev. AppVastTag or Unified Video Tag)

2. Delivery

- 3 business days before the start of the campaign
- Via **traffic team**: The video file (obligated), click url (obligated) and trackers (optional) should be delivered at digital.adops@dpgmedia.be
- Via **DMAT/Slingshot**: The video can be delivered at D-MAT/Slingshot. Mention "preroll" or "online" in the title and inform digital.adops@dpgmedia.be that they can find the video material in D-MAT/Slingshot. The clickurl (obligated) and trackers (optional) should also be delivered at digital.adops@dpgmedia.be.

! For our **First Screen Pack** and **BVOD KIDS pack** it is obligated to deliver the material via DMAT/Slingshot, as there is a part of the campaign that will be managed by our TV department.

3. Third party tracking & redirect

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.

If you deliver us the video file, we can add three kinds of tracking urls:

- Impression tracker to measure how many impressions a creative has made
- Tracker to measure how much of the creative the viewer has seen (25%, 50%, 75%, 100% = full view)
- Click tracker to measure how many clicks that a creative has made

DPG Media also allows (wrapped) **VAST** Tags.

! IMPORTANT

From Q4 2023 (1/10/2023) we no longer allow VPAID tags on our video network (North & South). Contact us for more details.

! Attention

If the quality of your video file is not high enough, the traffic team might refuse to use it.

The reasons for rejecting a commercial include a lack of homogeneity of the images, blurred images, poor color quality, asynchronous sound and images, spoken text that is incomprehensible, printed text that is illegible, and other shortcomings.

10. Emergency number

Experiencing an urgent problem with your campaign on weekdays before 8.30am and after 5.30pm or during the weekend? For radio, television or publishing, call 02-255-04-04; for digital, call 0477-910-908 and we will resolve the problem for you.

Interactieve_Digital advertising_Video

Technical Specifications

Interactive Video

Tech specs

- **Aspect ratio:** 16:9
- **Video Formats:** mp4, mov, mpeg4, avi, and other. (no flash-files)
- Please don't use special characters in the name of the file (",',&ç,à,é,(,),ù,%,\$,+*,:,=,? etc.). Only use underscores. Example: ProcterGamble_Always_dec2021_15sec
- No maximum file **size/weight**
- Minimum 4 Mbps
- **Sound:** integrated -23 LUFS, following the R128 norm - the creative should have an audio track --> silent video ads are not allowed

Tracking & redirect specific information: general video tech specs

Delivery

Material is to be delivered to digital.sales@dpgmedia.be AND digital.adops@dpgmedia.be

Deadline: at least **5 business days** before the start of the campaign

Please include the following:

- The video to be made interactive. If different versions are available, please choose 1.
- Per interactive item:
 - CTA text
 - Click URL & tracker per CTA
 - If available: icons
- + extra click URL & imp tracker for the full video

Frame



Multivideo



360°



Panel



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