



TECHNICAL SPECIFICATIONS DIGITAL



Q1 - 2020

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Important notes:

- Dimensions are not always the same for Metrotime.be and Zita.be.
- The position in which your ad appears on a page can fluctuate. A display ad can appear in different ad slots of the landing page (top – middle – bottom)
- Your ads are automatically placed on our mobile sites as well. Therefore, we kindly recommend you to provide at least one mobile format in your digital campaign to ensure a maximum quality.

	%Mobile	%Desktop
	80%	20%
	50%	50%

ADVERTISING SOLUTIONS

Display Advertising 

Premium Display Formats Metrottime.be  

LEADERBOARD				
Device	Width*Height	File Type	Max. weight	Clicktag
Desktop/Tablet	728*90	HTML5/GIF/JPG/PNG	70KB	clickTag
Mobile	320*50	HTML5/GIF/JPG/PNG	70KB	clickTag

MEDIUM RECTANGLE				
Device	Width*Height	File Type	Max. weight	Clicktag
Desktop/Tablet	300*250	HTML5/GIF/JPG/PNG	70KB	clickTag
Mobile	300*250	HTML5/GIF/JPG/PNG	70KB	clickTag

Premium Display Formats Zita.be 

LEADERBOARD				
Device	Width*Height	File Type	Max. weight	Clicktag
Desktop/Tablet	728*90	HTML5/GIF/JPG/PNG	70KB	clickTag
Mobile	640*150	HTML5/GIF/JPG/PNG	70KB	clickTag

MEDIUM RECTANGLE				
Device	Width*Height	File Type	Max. weight	Clicktag
Desktop/Tablet	300*250	HTML5/GIF/JPG/PNG	70KB	clickTag
Mobile	600*500	HTML5/GIF/JPG	70KB	clickTag

Premium Display Formats Metrottime.be and Zita.be   

CAROUSEL AD				
Device	Width*Height	Ratio	File Type	Max. weight
Mobile	540*540	1:1	JPG/PNG	150KB

- Note:**
- **Mobile** only format
 - Minimum number of slides: 3
 - Maximum number of slides: 4

ADVERTISING SOLUTIONS

Display Advertising 

Impact Display Formats Metrotime.be 

BILLBOARD				
Device	Width*Height	File Type	Max. weight	Clicktag
Desktop	970*250	HTML5/GIF/JPG/PNG	70KB	clickTag
Desktop/Tablet	580*400	HTML5/GIF/JPG/PNG	70KB	clickTag
Mobile	320*100	HTML5/GIF/JPG/PNG	70KB	clickTag

HALFPAGE				
Device	Width*Height	File Type	Max. weight	Clicktag
Desktop/Tablet	300*600	HTML5/GIF/JPG/PNG	70KB	clickTag
Desktop/Mobile/Tablet	300*250	HTML5/GIF/JPG/PNG	70KB	clickTag

Impact Display Formats Zita.be 

BILLBOARD				
Device	Width*Height	File Type	Max. weight	Clicktag
Desktop /Tablet	970*250	HTML5/GIF/JPG/PNG	70KB	clickTag
Mobile	640*300	HTML5/GIF/JPG/PNG	70KB	clickTag

HALFPAGE				
Device	Width*Height	File Type	Max. weight	Clicktag
Desktop / Tablet	300*600	HTML5/GIF/JPG/PNG	70KB	clickTag
Mobile	600*500	HTML5/GIF/JPG/PNG	70KB	clickTag

ADVERTISING SOLUTIONS

Display Advertising



Impact Display Formats Metrottime.be



Note:

For optimal delivery of your campaign we strongly recommend to provide all the formats below.

DISPLAY TAKEOVER

Device	Width*Height	File Type	Max. weight
Desktop	970*250	HTML5/GIF/JPG/PNG	150KB
Desktop/Tablet	300*600	HTML5/GIF/JPG/PNG	70KB
Desktop/Tablet	728*90	HTML5/GIF/JPG/PNG	2,5MB
Mobile	320*100	HTML5/GIF/JPG/PNG	70KB
Desktop/Tablet/Mobile	300*250	HTML5/GIF/JPG/PNG	70KB

Impact Display Formats Zita.be



RESPONSIVE TAKEOVER

Format	Device	Width*Height	File Type	Max. weight	Animation	Clicktag
Large Background	Desktop / Tablet	1920*250	HTML5/GIF/JPG	150KB	-	-
Mobile background	Mobile	640*200	GIF/JPG/PNG	70KB	-	-

Advisable

Half Page*	Desktop / Tablet	300*600	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag
Mobile Medium Rectangle*	Mobile	600*500	HTML5/GIF/JPG	70KB	3 loops in 15"	clickTag

Optional

Video**	Desktop / Tablet	640*300	M/OGG/WEBMP	2,5MB		
Thumbnail**	Desktop / Tablet	360*214	GIF/JPG/PNG	70KB		

*If no HP or MMR material is provided, the pixel will remain empty (it won't be occupied by an other customer).

** Video is optional, all video formats/extensions are mandatory when using video in your takeover.



Visible zones

Desktop: Premium zone and secondary zone.
 Tablet landscape : Premium zone and part of secondary zone.
 Tablet portrait: Premium zone.
 Smartphone (smaller then 768px) : Mobile background.

Content

The entire premium zone holds the most important content. This will always be visible.
 Secondary zone is used to fill up additional space when available.

This format has an optional video. The position of the video is in the left premium zone.

Position video : 370px from center.
 18px from top.

Download a photoshop template [here](#)



ADVERTISING SOLUTIONS

Video Advertising

Outstream Formats Metrotime.be



INREAD VIDEO						
Device	Width*Height	File Type	Ratio	Max. weight	Max. duration	FPS
Desktop / Tablet / Mobile	1280*720	MP4	16:9	100MB	15"/30"	24

Tags Accepted:

- 1x1
- VAST
- VPAID JS

All tags must be SSL only

Outstream Formats Zita.be



INREAD VIDEO					
Device	Width*Height	File Type	Max. weight	Animation	FPS
Desktop / Tablet / Mobile	640*360	MP4/MOV/WMV/AVI	2.5MB	15"/30"	25

ADVERTISING SOLUTIONS

E-mailing @

Newsletter advertising Metrotime.be & Zita.be



Format	Device	Width*Height	File Type	Max. weight	Animation	Clicktag
Medium Rectangle	Desktop/Tablet/ Mobile	300*250	GIF/JPG/PNG	70KB	-	-

Dedicated Mailing Metrotime.be & Zita.be



Required material :

- Subject line
- Email copy in TEXT or HTML
- Desired visuals/images
- Landing page URL(s) (including tracking if required)
- Target audience details / opt-in email address database
- Banners / In-text images / Logo

Format	Width*Height	Extensions	Max length / filesize	Additional requirements	Format
SUBJECT LINE	-	TXT/DOCX	50 characters		SUBJECT LINE
TEXT	-	TXT/DOCX/HTML	700 characters		TEXT
BANNER	600*150	GIF/JPG/PNG	70KB	Alt texts per image	BANNER
IN-TEXT IMAGES	630*420	GIF/JPG/PNG	70KB	Alt texts per image	IN-TEXT IMAGES
LOGO	264*175	GIF/JPG/PNG	70KB	Alt texts per image	LOGO

DELIVERY

Delivery Address:

All materials should be sent to productie@metromedia.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

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.

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.