



TECHNICAL SPECIFICATIONS DIGITAL



Q1 - 2021

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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%
	55%	45%

ADVERTISING SOLUTIONS

Display Advertising 

Premium Display Formats Metrottime.be & Zita.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

Impact Display Formats Metrottime.be & Zita.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

ADVERTISING SOLUTIONS

Video Advertising

Outstream Formats Metrotime.be & Zita.be



INREAD VIDEO

Device	Width*Height	File Type	Ratio	Max. weight	Max. duration	FPS
Desktop / Tablet / Mobile	1280*720	MP4	16:9	4MB	15"/30"	24

Tags Accepted:

- 1x1
- VAST
- VPAID JS

All tags must be SSL only

Video content marketing



DYNAMIC JOB ALERT

See tech specs [here](#)

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=<CLICK 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.