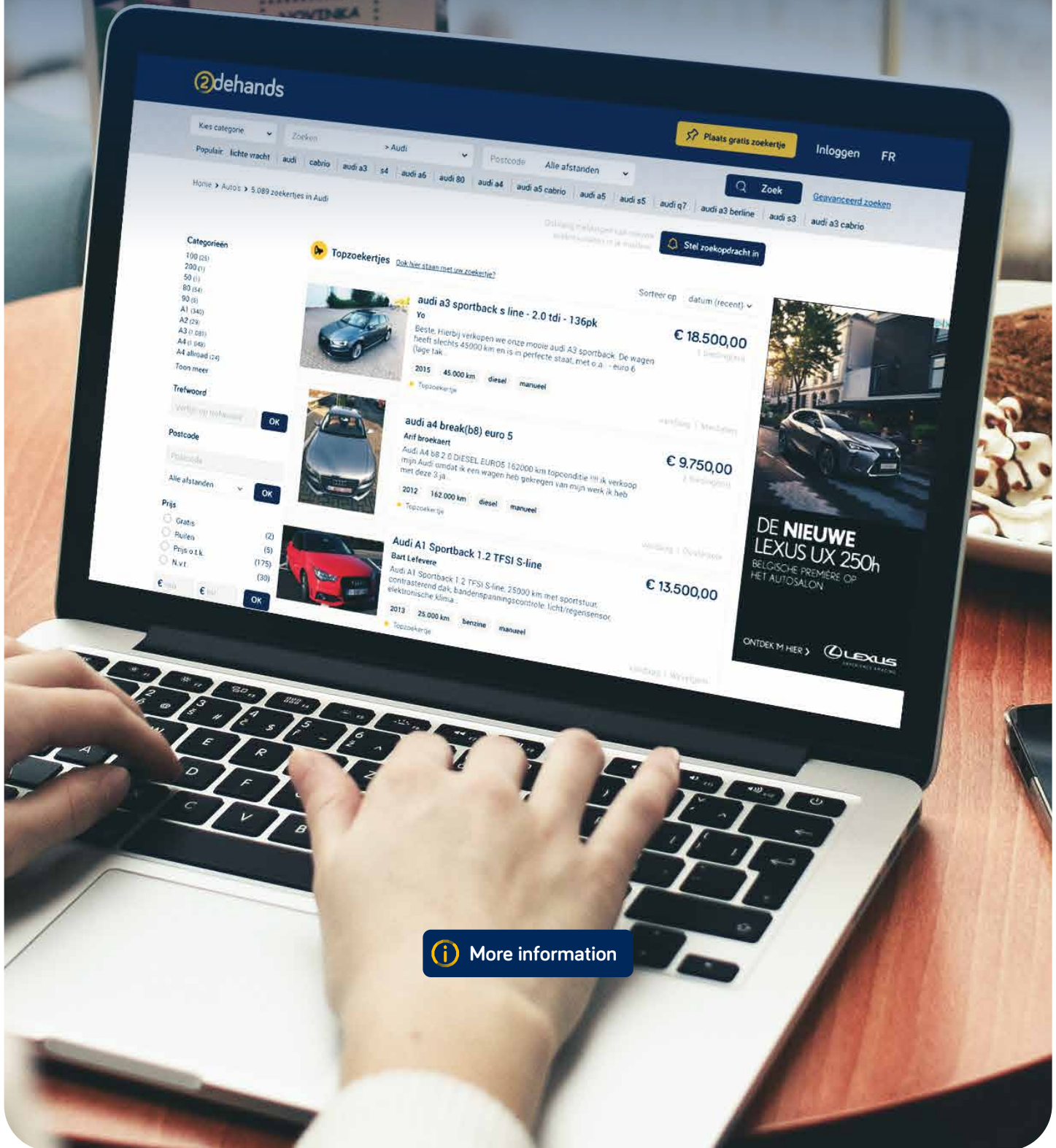


2dehands 2ememain

Media Technical specifications 2019



 More information

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General guidelines & conditions

- HTML5 banners should be delivered via 3th party tags, required to be HTTPS compliant.
- For HTML5 campaigns, we use Weborama expertise.
- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.
- For creative delivery and all your related questions: adops@2dehands.be with your sales contact in cc.
- Animation: max 15 sec (unlimited during user interaction) with max 3 repetitions.
- Audio: sound OFF by default, always user initiated on click action.
- All advertising formats that use sound must feature a sound on/off button.
- Style: do not use colors or style matching 2dehands / 2ememain design.

CPC policy

- All standard IAB banners + Native should be delivered (see tech specs).
- Minimum duration: 1 month.
- Banners must contain a clear call to action.
- If CTR is lower than 0.1% new banners must be delivered.
- New material should be delivered after 30days for each campaign running for more than 1 month.
- No guarantee of delivery and end date will be given.
- We strongly recommend to implement the conversion tracking pixel delivered by 2dehands in order to optimize your click campaign.

Contact details

**Elke Carels**

Head of Advertising Sales
elke@2dehands.be
+32 477 29 08 18

**Natalie Hoeck**

Account Manager
natalie@2dehands.be
+32 478 62 87 39

**Sarah De Bleecker**

Account Manager
sarah@2dehands.be
+32 496 12 26 69

**Valérie Hens**

Account Manager
valerie@2dehands.be
+32 477 31 36 95

**Jan Willems**

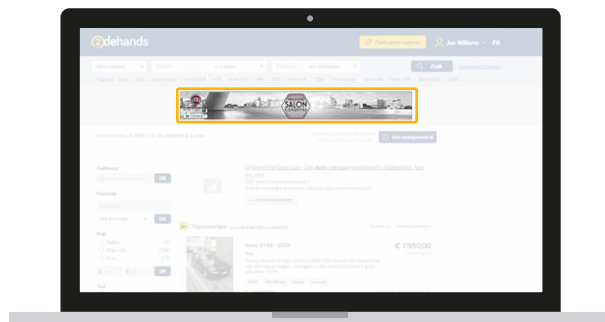
Demand Specialist
jan@2dehands.be
+32 473 79 41 18



Standard IAB

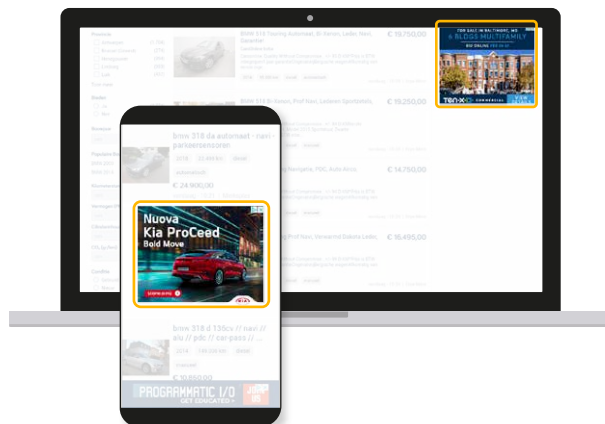
Leaderboard

Dimensions	728x90 px
Max. initial load	100kb
Filetype	.jpg, .gif of HTML5
Device	Desktop + Tablet



Medium Rectangle

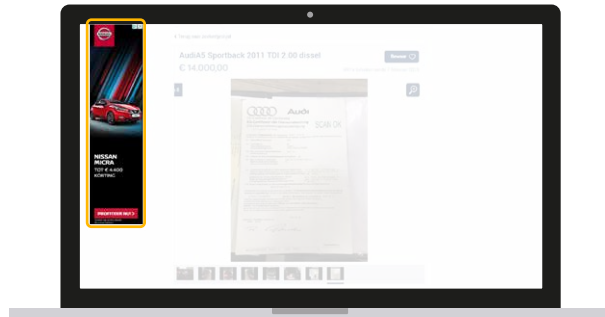
Dimensions	300x250 px
Max. initial load	100kb
Filetype	.jpg, .gif of HTML5
Device	Desktop + Tablet + Mobile



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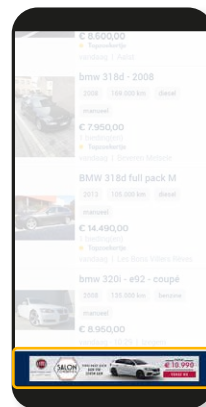
Skyscraper

Dimensions	120x600px or 160x600px
Max. initial load	100kb
Filetype	.jpg, .gif of HTML5
Device	Desktop + Tablet



Mobile banner

Dimensions	300x50 px
Max. initial load	100kb
Filetype	.jpg, .gif of HTML5
Device	Mobile

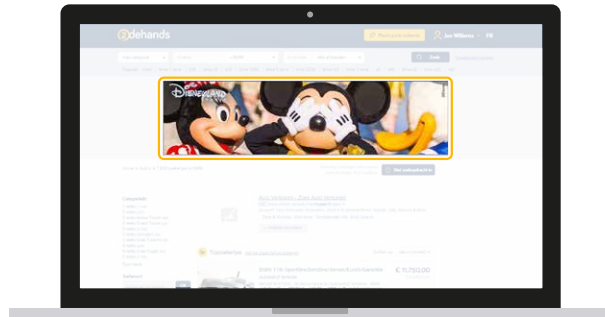


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- Deadline for delivering material is 3 days before start date.
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Big IAB

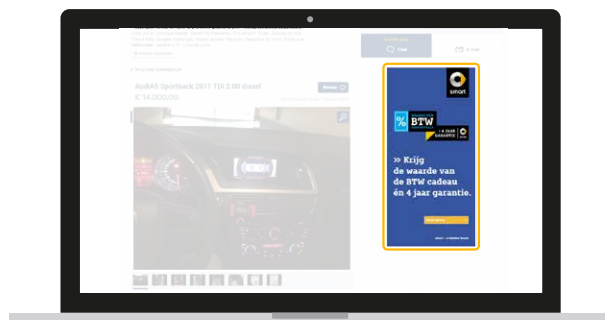
Billboard

Dimensions	970x250 px
Max. initial load	100kb
Filetype	.jpg, .gif of HTML5
Device	Desktop + Tablet



Halfpage

Dimensions	300x600 px
Max. initial load	100kb
Filetype	.jpg, .gif of HTML5
Device	Desktop + Tablet



M-Page

Dimensions	320x480 px
Max. initial load	100kb
Filetype	.jpg, .gif of HTML5

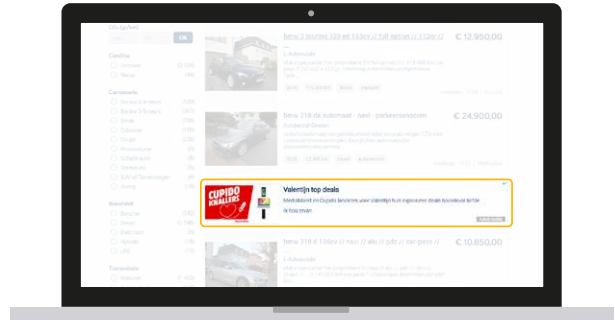


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Native

Native list-result advertising

Dimensions	320x180 (image)
Title	Max 50 characters
Filetype	Max 180 characters
Device	Desktop + Tablet + Mobile



Native lead generator

Dimensions	320x180 (logo)
Title	Please contact our salesteam (max 50 characters)
Body	Please contact our salesteam (max 180 characters)
Device	Desktop + Tablet + Mobile



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Mobile 3D-Cube

Mobile 3D-Cube

Dimensions	320x240 px
Title	100kb
Filetype	HTML5
Device	Mobile

Download the Mobile 3D-cube-templates

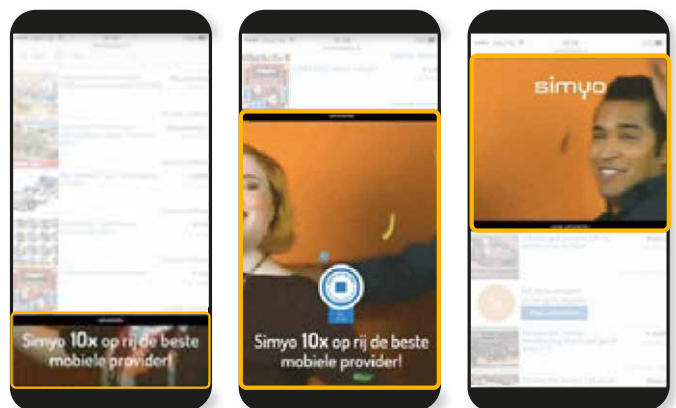


Interscroller

Interscroller

Dimensions	see tech specs Weborama
Title	100kb
Filetype	HTML5
Device	Desktop + Tablet + Mobile

Download the Interscroller-templates



- For HTML5 campaigns, we use Weborama expertise.
- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.

Video

Video

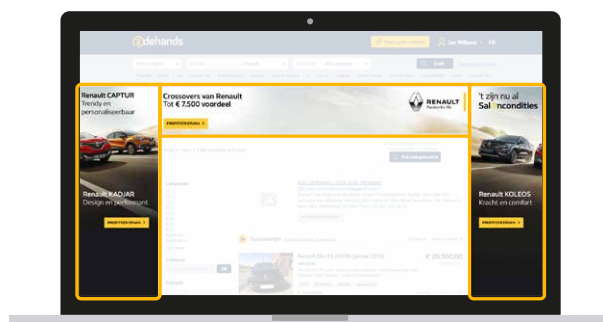
Dimensions	640x360 px
Max. initial load	3MB
Filetype	mp4 - VAST 1/2/3 - VPAID 1/2 compliant
Device	Desktop + Tablet + Mobile



Takeover

Takeover

Dimensions	See template below (option 1: Skins Header)
Filetype	Html5
Device	Desktop
Optional	It's possible to combine the takeover with standard iab formats (without any additional cost)



Download the Takeover-templates

You can see the preview here

- For HTML5 campaigns, we use Weborama expertise.
- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.

Masthead Cars Homepage

Masthead

Dimensions

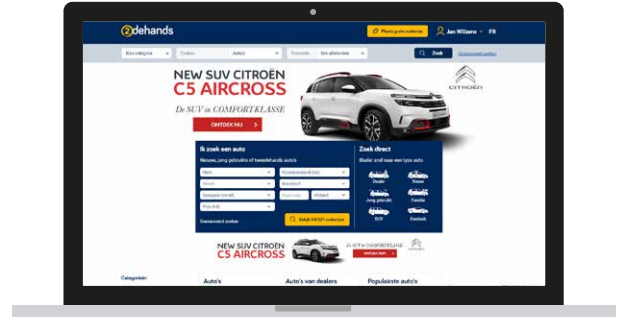
Please deliver all formats

960 x 240 (static image only)

1440 x 360 (static image only)

1920 x 480 (static image only)

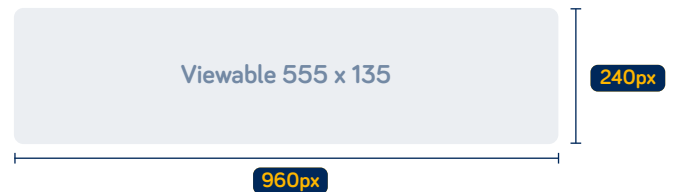
728 x 90 (will be shown just below the Masthead)



960 x 240px

Make sure the call to action or message is shown within these borders.

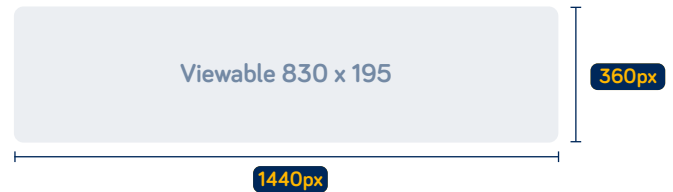
The white overlay displays the size on which your message is always visible on each resolution.



1440 x 360px

Make sure the call to action or message is shown within these borders.

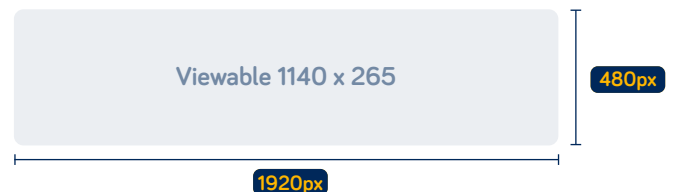
The white overlay displays the size on which your message is always visible on each resolution.



1920 x 265px

Make sure the call to action or message is shown within these borders.

The white overlay displays the size on which your message is always visible on each resolution.



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