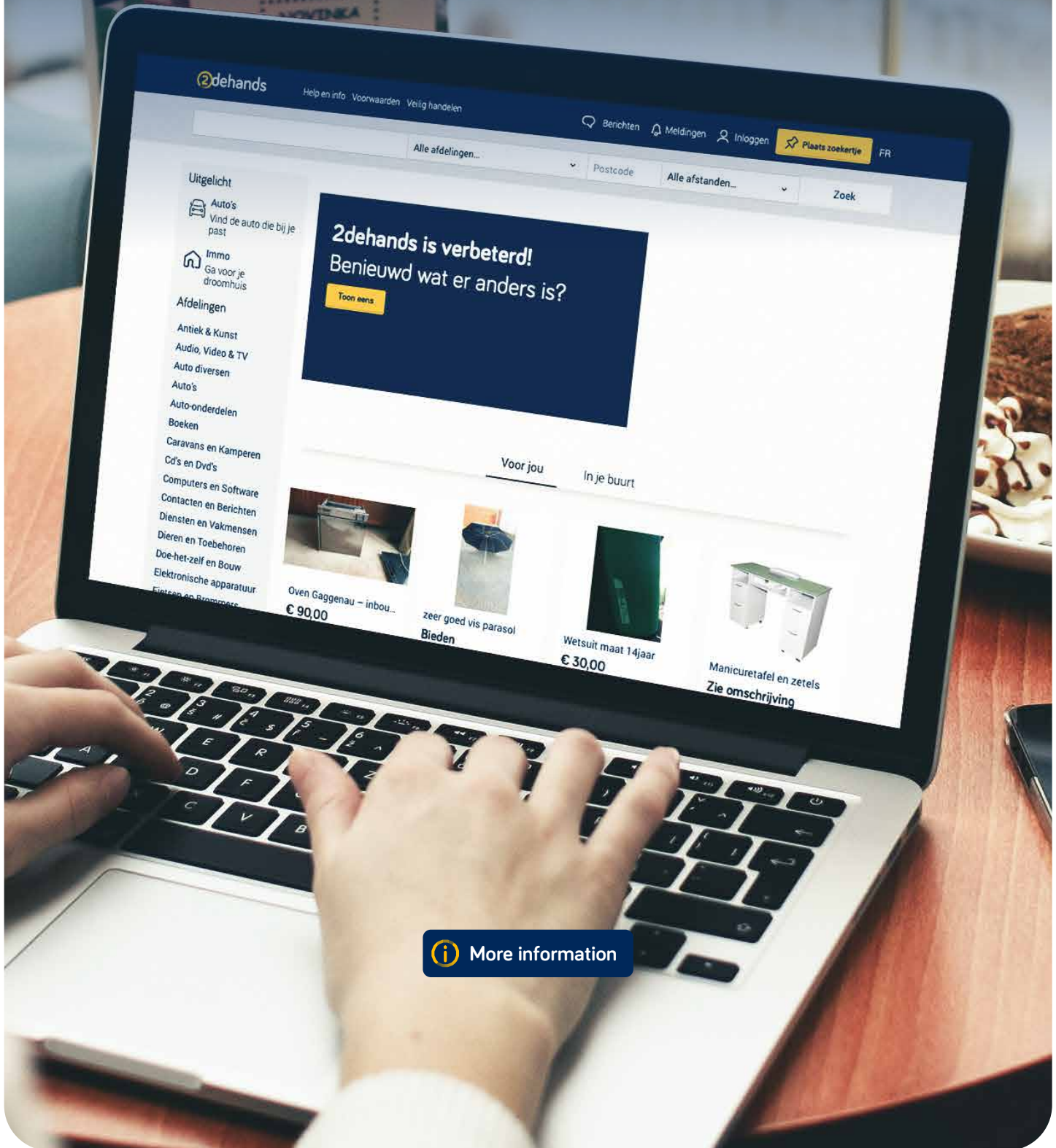


2dehands 2ememain

Media Technical specifications 2019



[i More information](#)

Index Specifications

General guidelines	3
Standard IAB	4
Native	7
Big IAB	6
Rich media	9
Video	13

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

**Tim Pieteraerens**

Account Manager
tim@2dehands.be
+32 475 86 88 05

**Valérie Hens**

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

**Emilie Anaf**

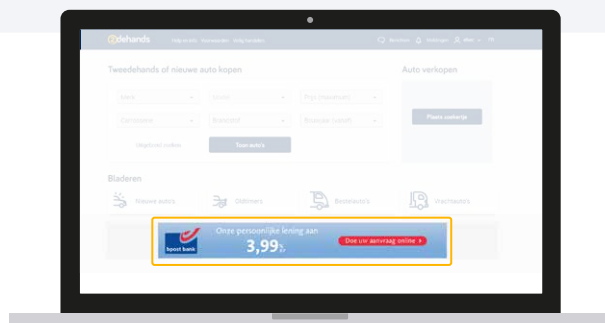
Account Manager
emilie@2dehands.be
+32 476 25 63 32



Standard IAB

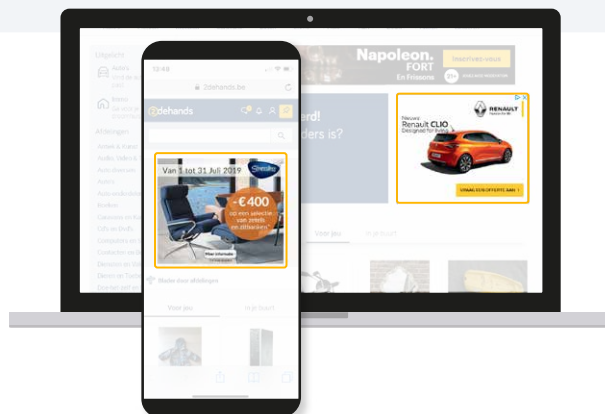
Leaderboard

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



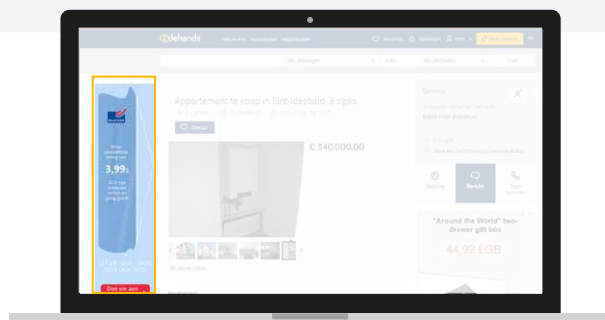
Medium Rectangle

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



Skyscraper

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

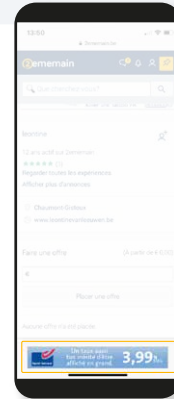


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Mobile banner

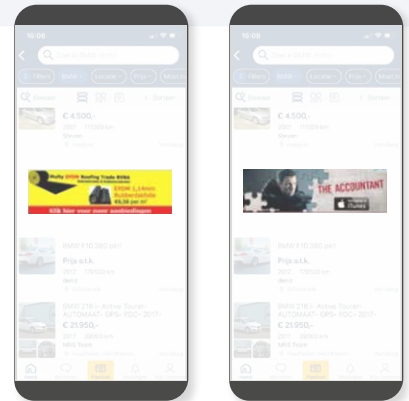
Dimensions	300x50 px
Max. initial load	100kb
Filetype	.jpg, .gif or HTML5
Device	Mobile



Double Banner

Dimensions	320x100 px
Weight	100kb
Filetype	.jpg, .gif or HTML5
Device	Mobile (web/app)

 [Download the template](#)

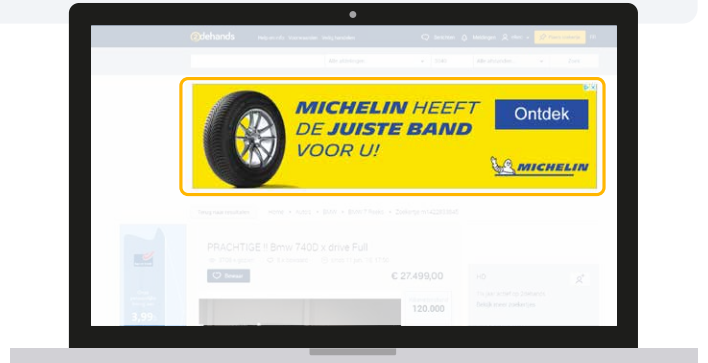


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Big IAB

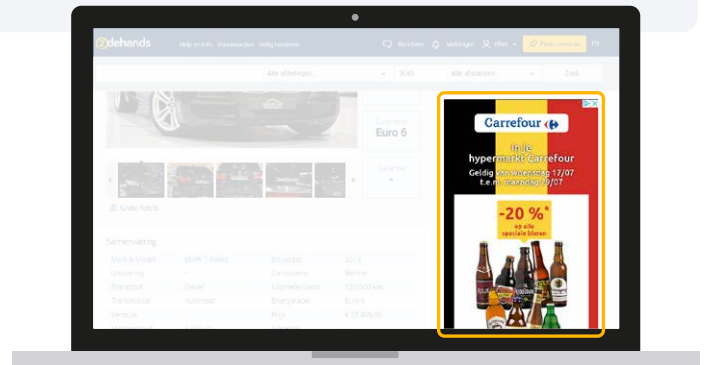
Billboard

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



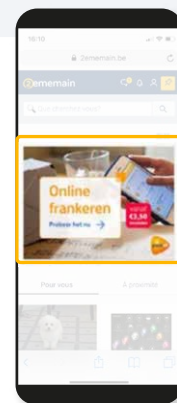
Halfpage

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



Mobile Half Page

Dimensions	320x240 px
Weight	100kb
Filetype	.jpg, .gif of HTML5
Device	Mobile (web/app)



[Download the template](#)

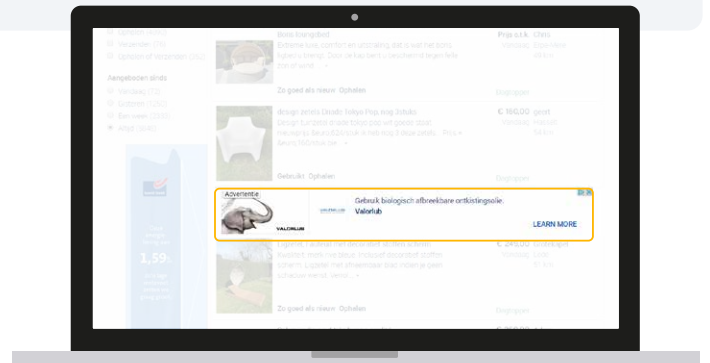
- For HTML5 campaigns, we use Weborama expertise.
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Native

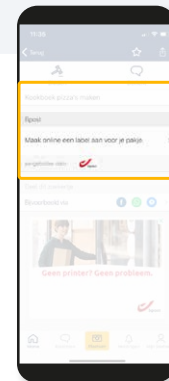
Native Content ad

Images	Logo: aspect ratio 1:1 - max 150KB, JPG/PNG
Title	Max 25 characters
Text	Max 90 characters + call-to-action of max 15 characters
Device	Desktop + Tablet + Mobile



In-app Lead Generator

Dimensions	1 logo of max 40x90 px.(PNG/JPEG)
Text	Max 40 characters
Device	Mobile (App)



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Rich media

Interscroller

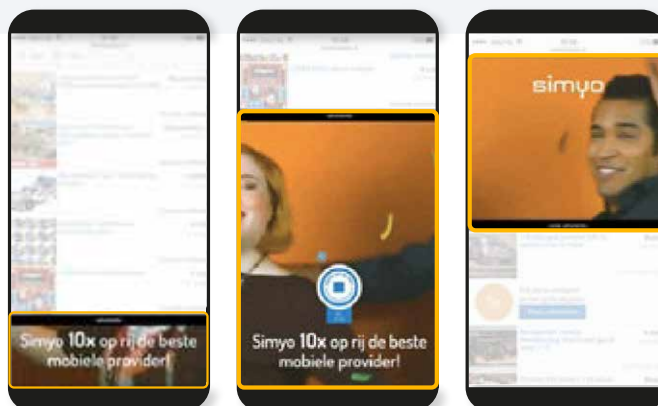
Dimensions see tech specs Weborama

Title 100kb

Filetype HTML5

Device Desktop + Tablet + Mobile

[Download the template](#)



2D Slider

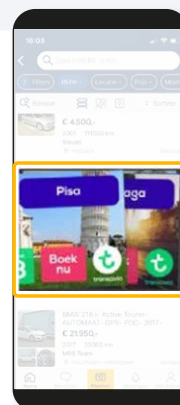
Dimensions .320x240 px of 300x250 pxl

Weight 100kb

Filetype .jpg, .gif of HTML5

Device Mobile (app/mweb)

[Download the template](#)



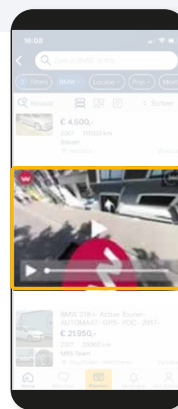
- For HTML5 campaigns, we use Weborama expertise.
- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.



360 Video

Dimensions	See template
Weight	See template
Filetype	See template
Device	Mobile (web)

 Download the template



3D Cube

Dimensions	320x240 px
Weight	100kb
Filetype	.jpg, .gif or HTML5
Device	Desktop & mobile (web/app)

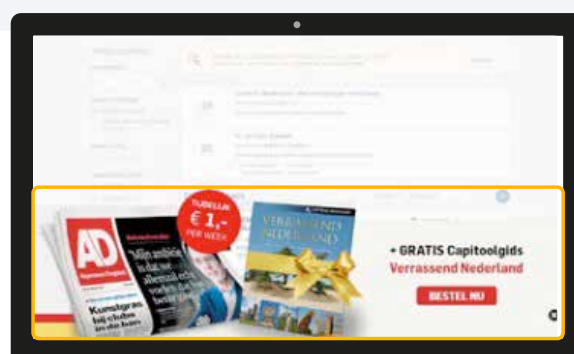
 Download the template



Floor ad

Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop

 Download the template



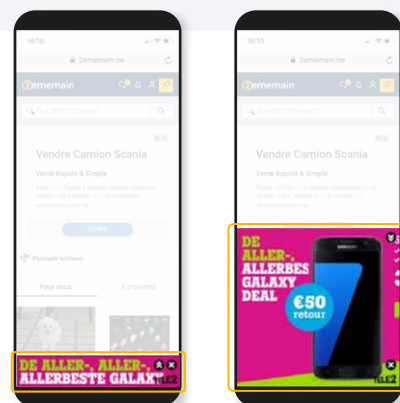
- For HTML5 campaigns, we use Weborama expertise.
- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.



Mobile Floor Ad

Dimensions	See template
Weight	See template
Filetype	See template
Device	Mobile (web)

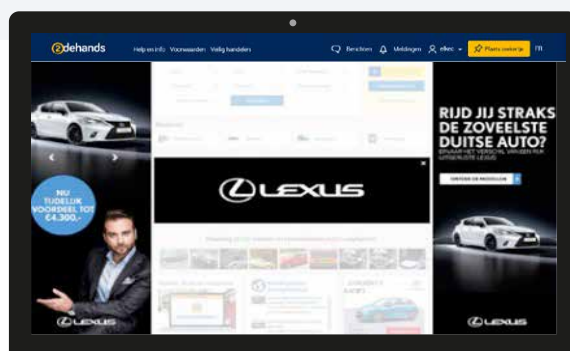
 Download the template



Billboard Skin Cars Homepage

Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop

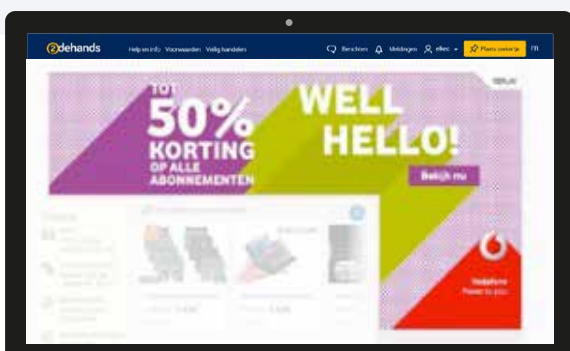
 Download the template



Homepage Takeover

Dimensions	.See template
Weight	See template
Filetype	See template
Device	Desktop

 Download the template



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

Homepage Takeover XXL

Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop



[Download the template](#)

Intent Message

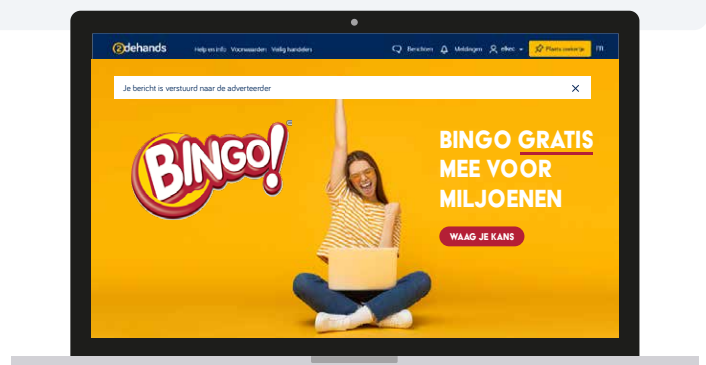
Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop



[Download the template](#)

Intent Takeover

Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop



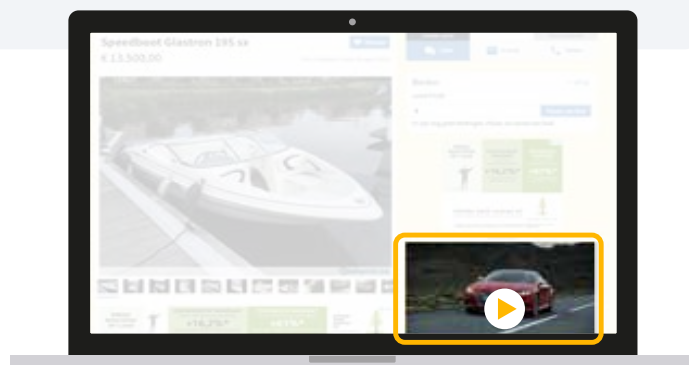
[Download the template](#)

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Video

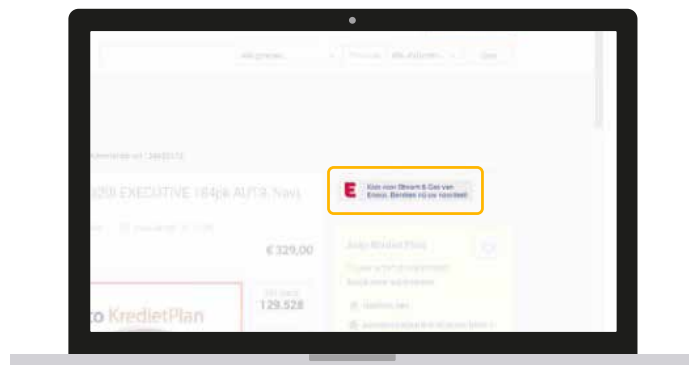
Video

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



Textlink

Text	2 rules, max. 28 characters per rule per regel
Image	30x30 px
Filetype	.jpg or .gif
Device	Desktop & mobile



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