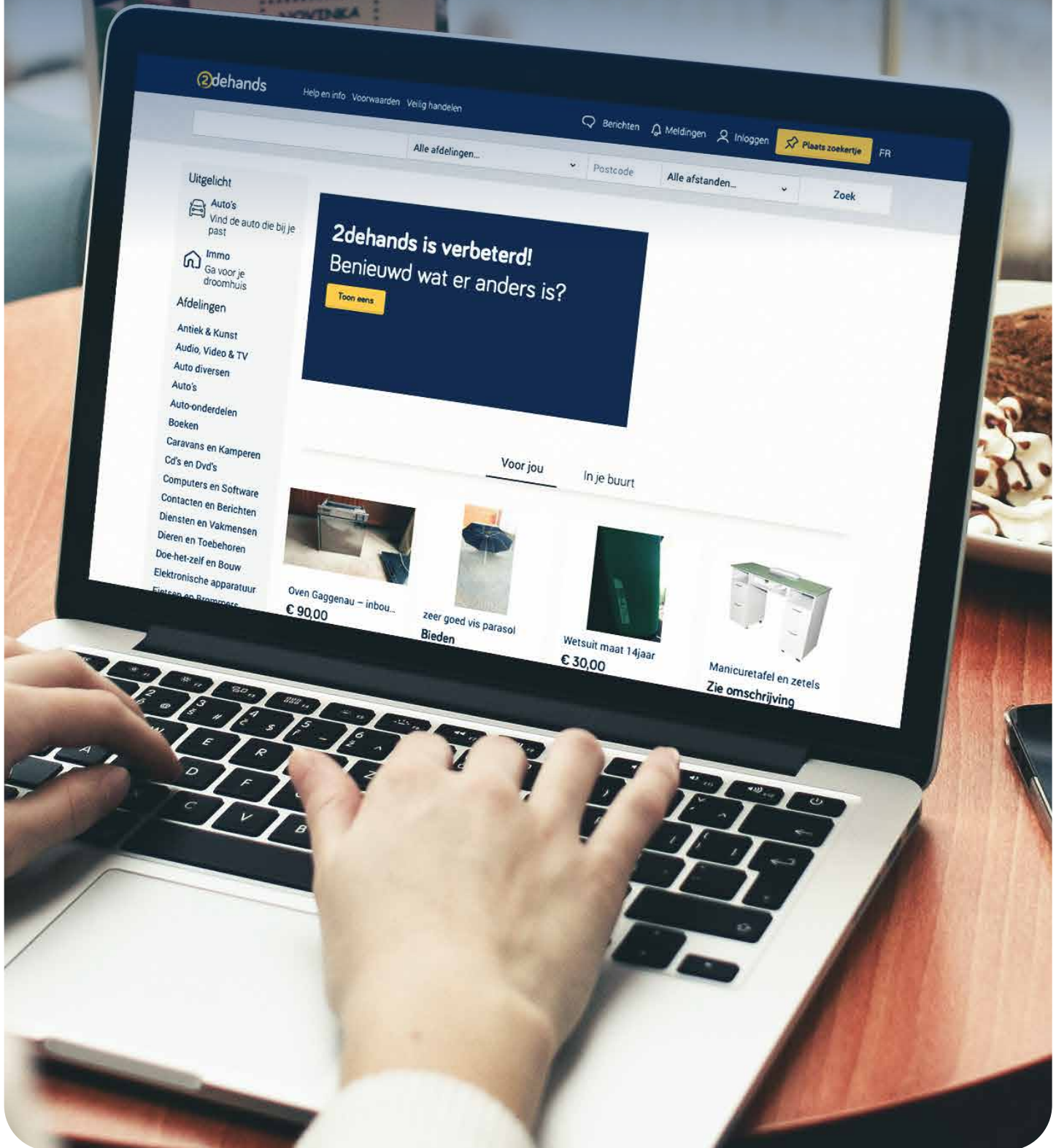


2dehands 2ememain

Media Technical specifications



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General guidelines & conditions

- HTML5 banners should be delivered via 3th party tags, required to be HTTPS compliant.
- For HTML5 campaigns (Rich Media formats), we use Weborama expertise. Please contact Weborama (adops@2dehands.be) at least 1 week prior to the campaign start date..
- 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

**Kim Recour**

Account Manager
kim@2dehands.be
+32 485 86 70 81

**Sheila Abimana**

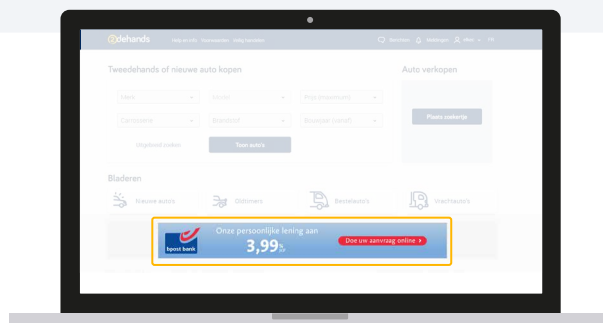
Online Demand Specialist
sheila@2dehands.be
+32 484 86 50 44



Standard IAB

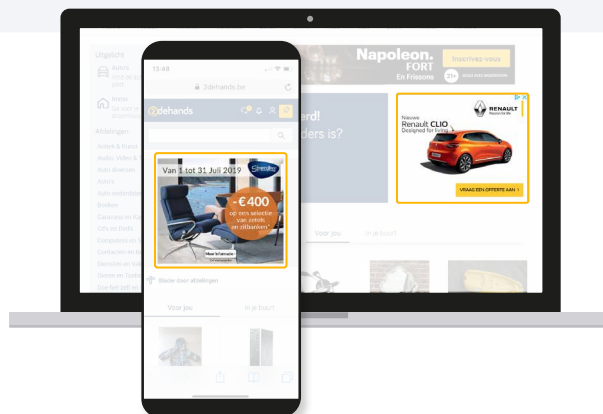
Leaderboard

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



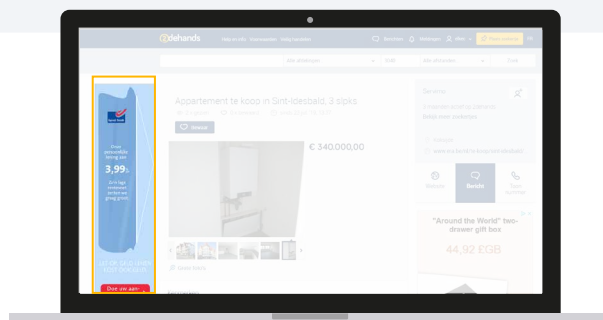
Medium Rectangle

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



Skyscraper

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

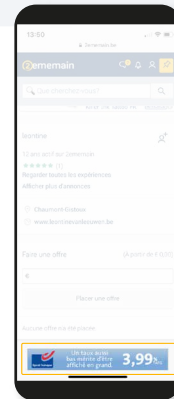


- For HTML5 campaigns, we use Weborama expertise.
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- Please deliver material to adops@2dehands.be.



Mobile banner

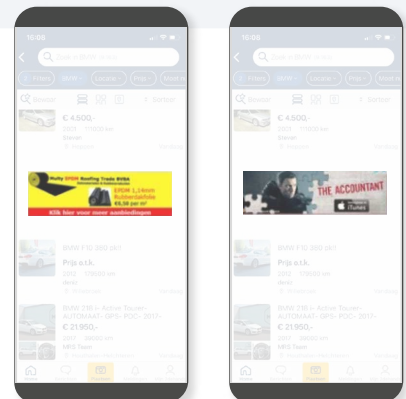
Dimensions	320x50 px
Max. initial load	100kb
Filetype	.jpg, .gif or HTML5
Device	Mobile (web/app)



Double Banner

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

 [Download the template](#)

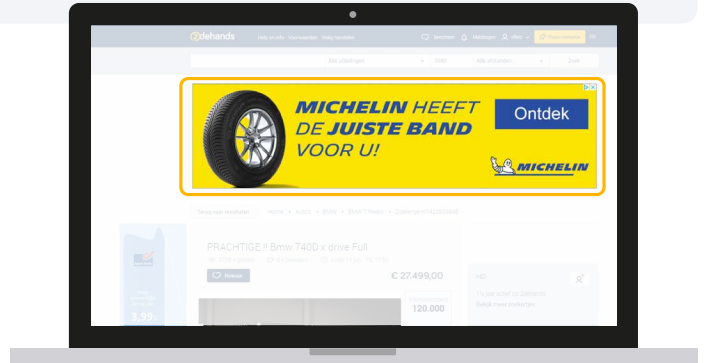


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Big IAB

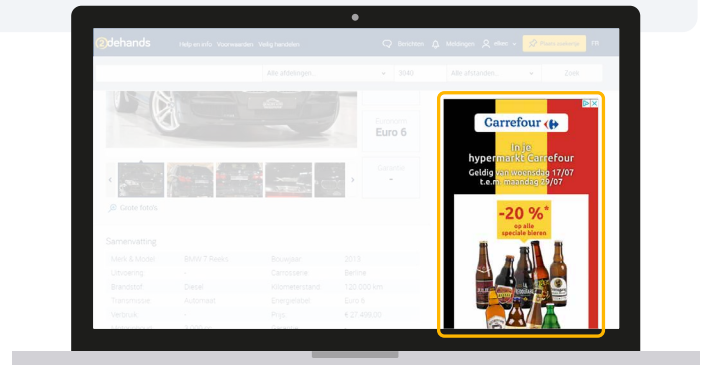
Billboard

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



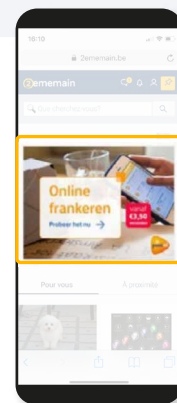
Halfpage

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



Mobile Half Page

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



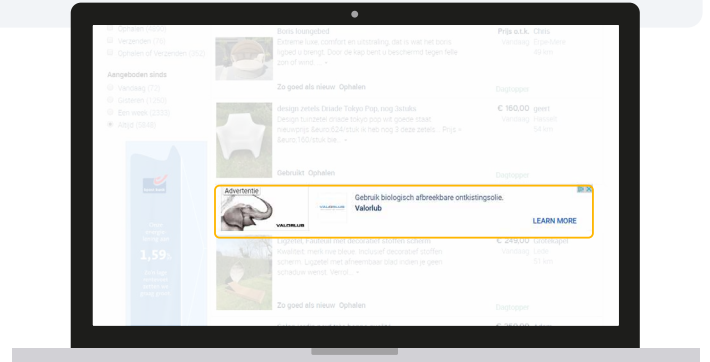
[Download the template](#)

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Native

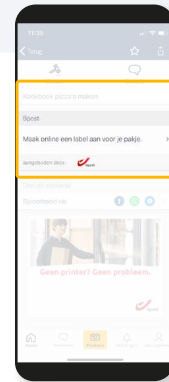
Native Content ad

Images	Logo: aspect ratio 1:1 - max 150KB, JPG/PNG Large, primary image: aspect ratio 15:9, max 150KB, JPG/PNG
Title	Max 25 characters
Text	Max 90 characters + call-to-action of max 15 characters
Device	Desktop + Tablet (web)



In-app Lead Generator

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



Native Brand Ad

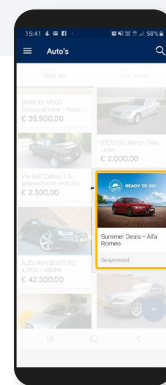
Images	Logo: 300x300 px (.PNG/.JPEG) Eye catcher: 1136 x 639 px max 1MB. (.PNG/.JPEG)
Text	Title text: max 45 characters Call to action text: max 30 characters Ad text: max 500 characters
Device	Mobile (web/app)



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Native Brand Tile

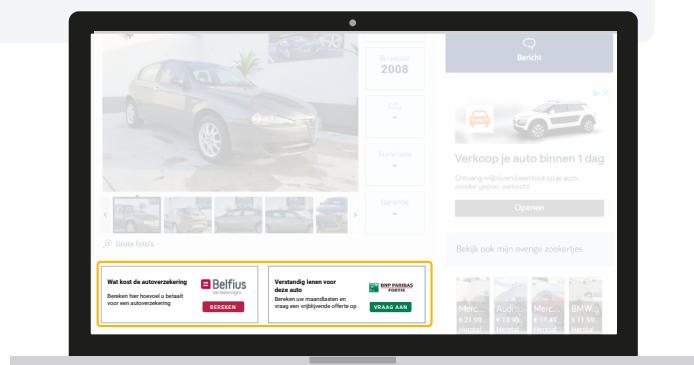
Images	.PNG/.JPEG < 1000x750px 4:3 ratio < 1 MB advice to embed advertiser logo in the visual
Text	Title text: max 30 characters
Device	Mobile (app)



Item page button

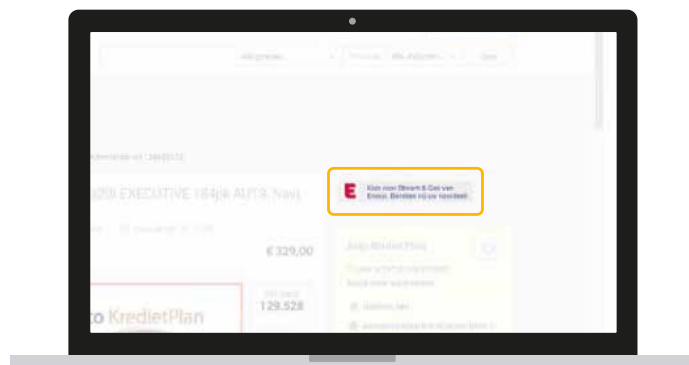
BUTTON

Dimensions	80x20 px
Text	Title text: max 30 characters Title: max. 2 lines, max. 23 characters per line Body text: max. 2 lines, max. 31 characters per line Button text: max. 10 characters (to be defined together)
Device	Desktop +Tablet (web)



Textlink

Text	2 lines, max. 28 characters per line
Image	30x30 px
Filetype	.jpg or .gif
Device	Desktop



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Rich media

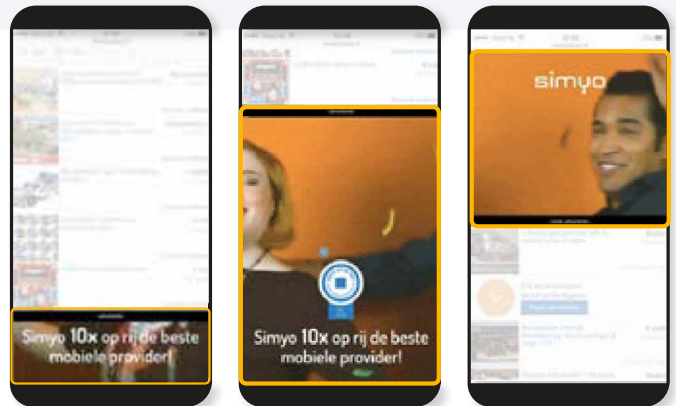


Interscroller

Dimensions	see tech specs Weborama
Title	100kb
Filetype	HTML5
Device	Mobile (web)



Download the template

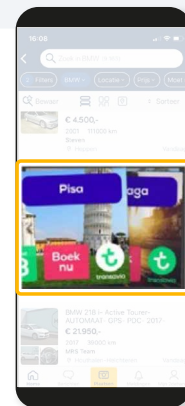


2D Slider

Dimensions	.320x240 px of 300x250 pxl
Weight	100kb
Filetype	.jpg, .gif of HTML5
Device	Mobile (app/web)



Download the template



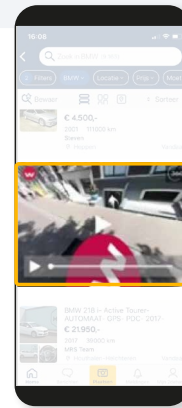
- For HTML5 campaigns, we use Weborama expertise.
- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.



360 Video

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

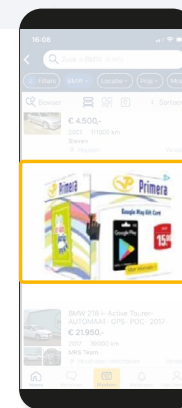
 Download the template



3D Cube

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

 Download the template



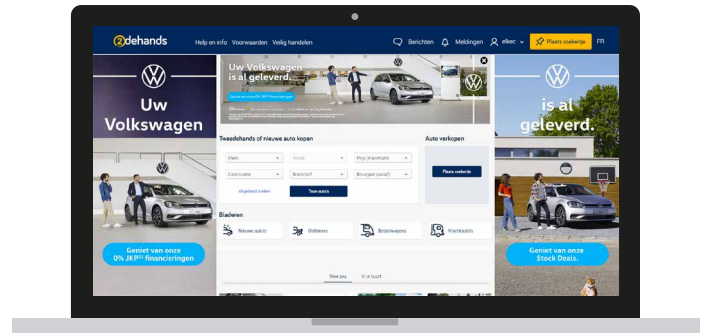
- For HTML5 campaigns, we use Weborama expertise.
- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.



Billboard Skin/Fullwidth Header

Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop

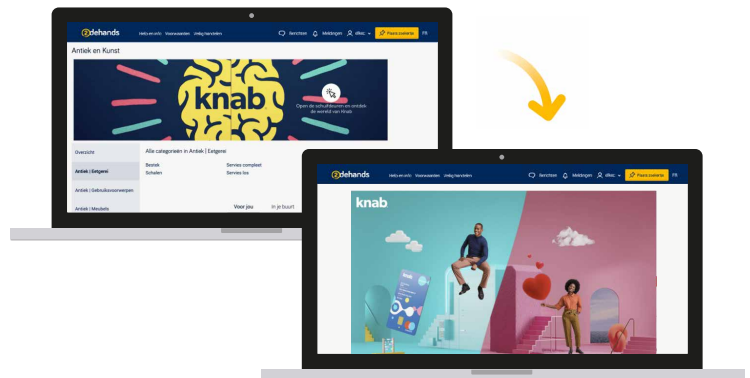
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Billboard Launch

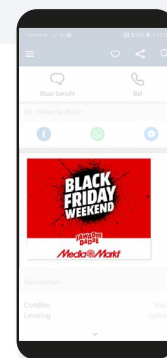
Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop

[Download the template](#)



In-app takeover

Dimensions	300x250 and 320x240
Weight	Max. 100kb
Filetype	jpg, .gif or HTML5
Device	Tablet (app) + Mobile (app)



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Homepage Takeover

Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop



[Download the template](#)

Intent Message

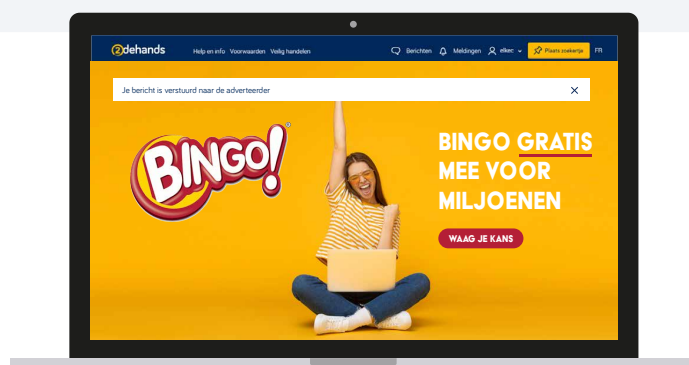
Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop



[Download the template](#)

Intent Takeover

Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop



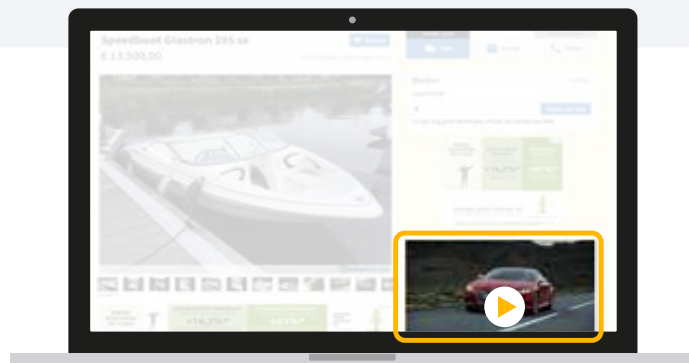
[Download the template](#)

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Video

Video

Dimensions	532x300 px, aspect ratio 16:9
Max. initial load	2MB
Filetype	MP4 - VAST 1/2/3 - VPAID 1/2 compliant
Device	Desktop
Length of video	Max 20 seconds Sticky, Max 10 seconds non-sticky



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