

A photograph of a man and a woman in a professional setting. The man, in the foreground, is smiling broadly, resting his chin on his hand, and looking towards the camera. He is wearing a grey long-sleeved shirt and a watch. The woman, in the background, is also smiling and looking towards the man. She has blonde hair and is wearing glasses and a white top. They are sitting at a desk with a laptop, a smartphone, and some papers. The lighting is warm and natural, suggesting an indoor office environment.

2dehands 2ememain

Media Technical specifications

Index Specifications

| | |
|------------------------------------|----|
| General guidelines | 3 |
| Standard IAB | 4 |
| Big IAB | 6 |
| Rich media | 7 |
| Video | 11 |
| Native | 12 |

General guidelines & conditions

- It is preferred to deliver HTML5 zip files according to these [Google specifications](#) for small IAB formats.
- 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.
- We support third party impression and click tracker implementation. Please reach out to your contact for detailed information per ad format.

CPC policy

- All standard IAB banners + Native formats should be delivered (see native specs in this document).
- Minimum duration: 1 month.
- Banners must contain a call-to-action.
- If CTR is lower than 0.1% new banners will be requested.
- New material should be delivered after 30 days for each campaign running for more than 1 month.
- No guarantee of delivery and/or end date will be given.

Contact details

**Elke Carels**

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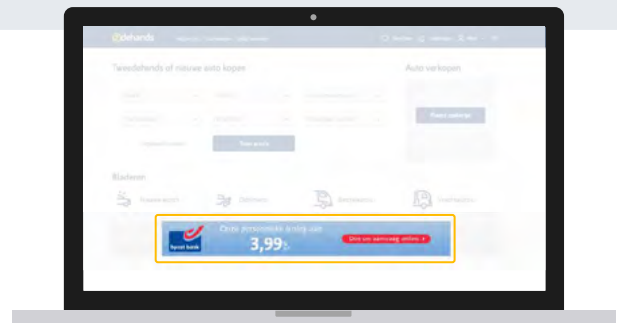
**Zoë Cops**

Account Manager
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Standard IAB

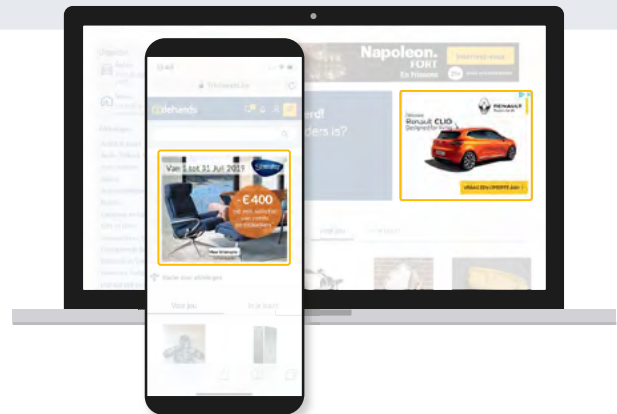
Leaderboard

| | |
|--------------------------|----------------------------|
| Dimensions | 728x90 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web/app) |



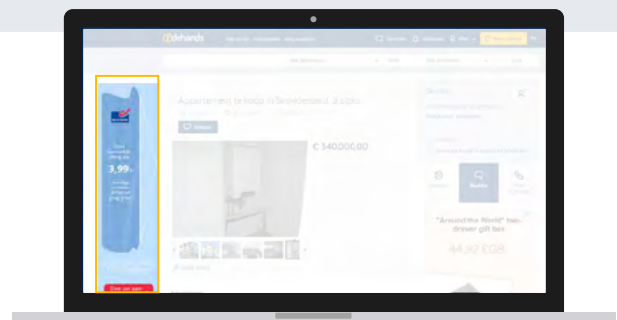
Medium Rectangle

| | |
|--------------------------|---|
| Dimensions | 300x250 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web/app) +Mobile (web/app) |



Skyscraper

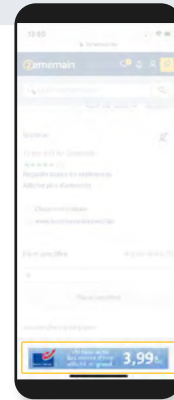
| | |
|--------------------------|------------------------|
| Dimensions | 120x600px or 160x600px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web) |



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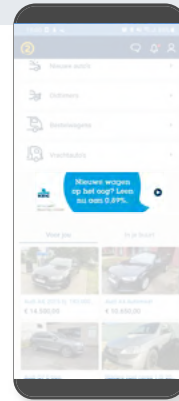
Mobile banner

| | |
|--------------------------|---------------------|
| Dimensions | 320x50 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Mobile (web/app) |



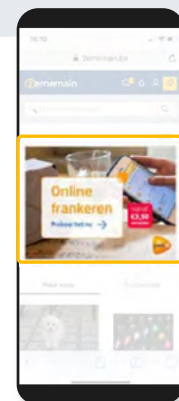
Double Banner

| | |
|--------------------------|---------------------|
| Dimensions | 320x100 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Mobile (web/app) |



Mobile Half Page

| | |
|--------------------------|---------------------|
| Dimensions | 320x240 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Mobile (web/app) |



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Big IAB

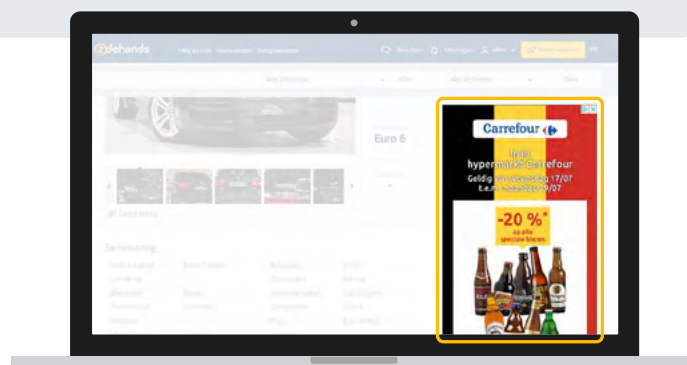
Billboard

| | |
|-------------------|------------------------|
| Dimensions | 970x250 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web) |



Halfpage

| | |
|-------------------|------------------------|
| Dimensions | 300x600 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web) |



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Rich media



Interscroller

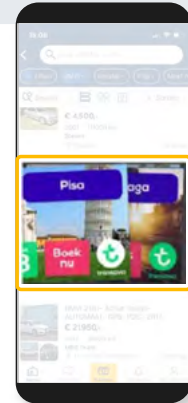
| | |
|------------|--------------|
| Dimensions | See template |
| Title | 100kb |
| Filetype | HTML5 |
| Device | Mobile (web) |



Please reach out to adops@2dehands.be to request the most up-to-date creative template

Swiper

| | |
|-------------------|---------------------------|
| Dimensions | .320x240 px of 300x250 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Mobile (app/web) |



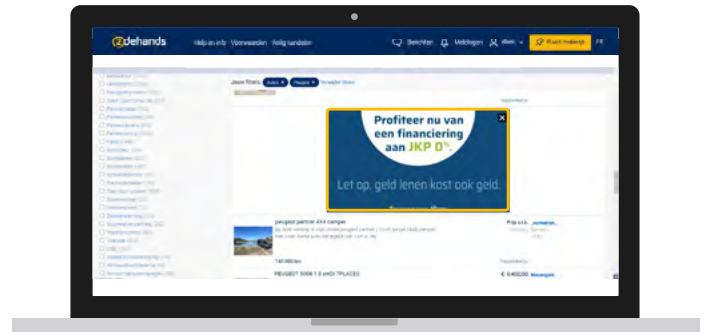
Please reach out to adops@2dehands.be to request the most up-to-date creative template

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360 Video

| | |
|------------|--------------|
| Dimensions | See template |
| Title | See template |
| Filetype | See template |
| Device | Mobile (web) |

Please reach out to adops@2dehands.be to request the most up-to-date creative template



3D Cube

| | |
|-------------------|----------------------------|
| Dimensions | 320x240 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop & mobile (web/app) |

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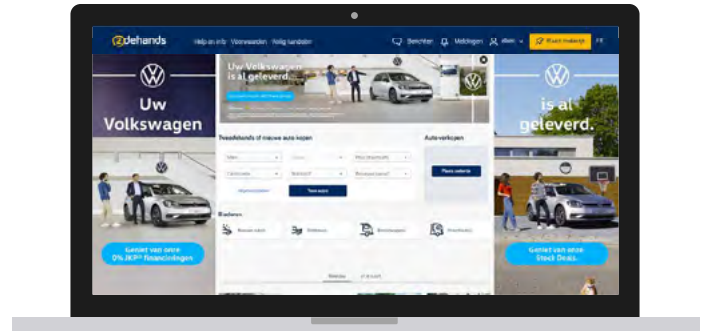


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Takeover

| | |
|------------|--------------|
| Dimensions | See template |
| Title | See template |
| Filetype | See template |
| Device | Desktop |

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Billboard Launch

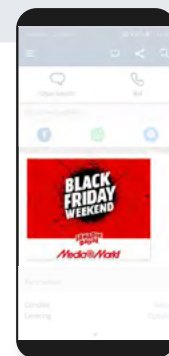
| | |
|-------------------|--------------|
| Dimensions | See template |
| Max. initial load | See template |
| Filetype | See template |
| Device | Desktop |

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In-app takeover

| | |
|-------------------|--|
| Dimensions | 300x250 or 320x240 |
| Max. initial load | Max. 100kb |
| Filetype | JPG, .GIF or HTML5 (Weborama tags not supported) |
| Device | Tablet (app) + Mobile (app) |

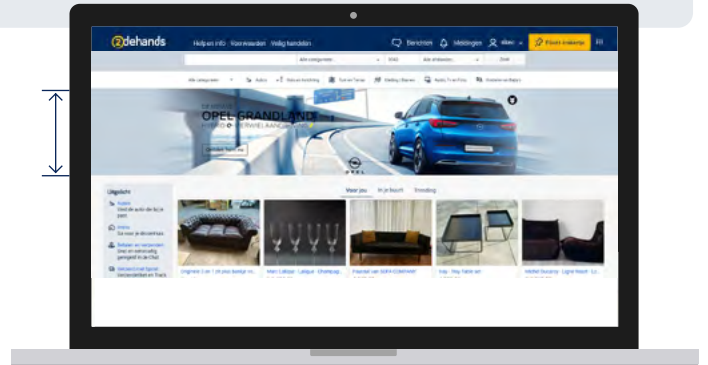


- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.

Homepage Takeover

| | |
|------------|--------------|
| Dimensions | See template |
| Title | See template |
| Filetype | See template |
| Device | Desktop |

Please reach out to adops@2dehands.be to request the most up-to-date creative template



Intent Message

| | |
|-------------------|--------------|
| Dimensions | See template |
| Max. initial load | See template |
| Filetype | See template |
| Device | Desktop |

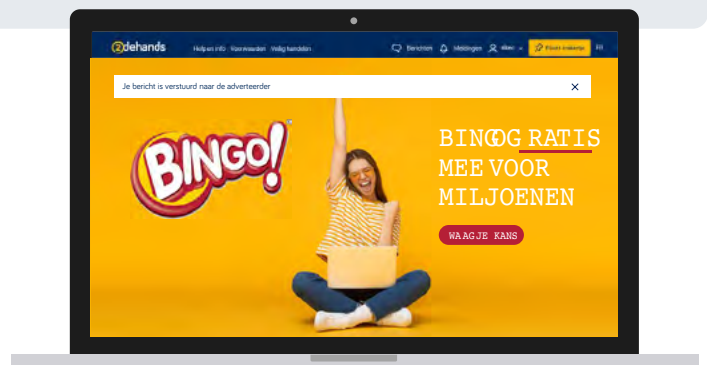
Please reach out to adops@2dehands.be to request the most up-to-date creative template



Intent Takeover

| | |
|-------------------|--------------|
| Dimensions | See template |
| Max. initial load | See template |
| Filetype | See template |
| Device | Desktop |

Please reach out to adops@2dehands.be to request the most up-to-date creative template



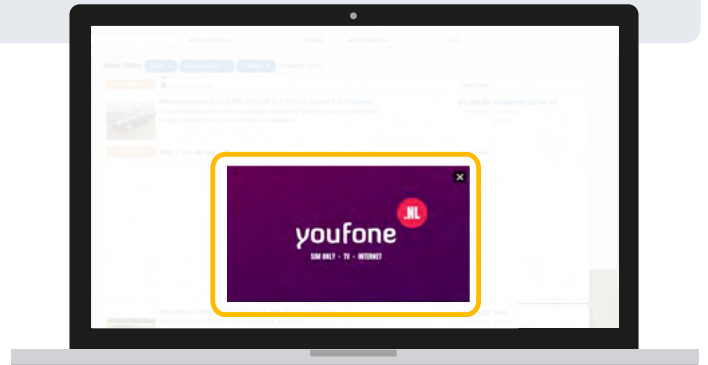
- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.

Inread Video



Inread Video

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

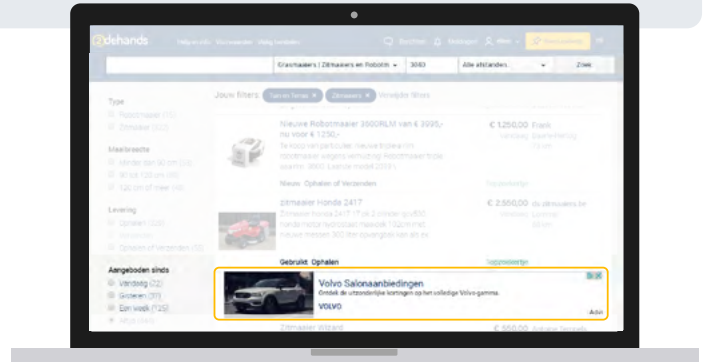


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Native

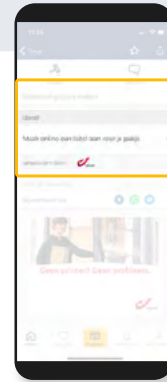
Native Content ad

| | |
|---------------|---|
| 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) |



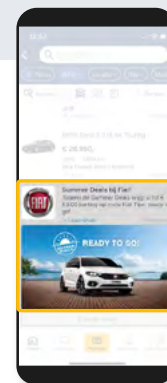
In-app Lead Generator

| | |
|-------------------|--|
| Dimensions | 1 logo of max 90x40 px (width x height).(PNG/JPEG) |
| Text | Max 40 characters |
| Device | Mobile (App) |



Native Brand Ad

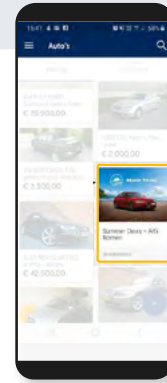
| | |
|---------------|--|
| Images | Logo: 300x300 px (.PNG/.JPEG) Eye catcher: 1136 x 639 px max 1MB. (.PNG/JPEG) |
| Text | Title text: max 45 characters Call to action text: max 30 characters Ad text: max 500 characters |
| Device | Mobile (web/app) |



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- Please deliver material to adops@2dehands.be.

Native Brand Tile

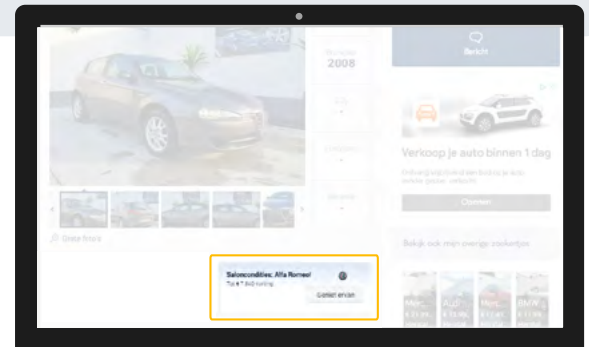
| | |
|---------------|---|
| Images | .PNG/JPEG < 1000x750 px 4:3 ratio < 1 MB advice to embed advertiser logo in the visual |
| Text | Title text: max 30 characters |
| Device | Mobile (app) |



Item page button

Button

| | |
|---------------|--|
| Logo | 80x20 px – Transparent background |
| Text | Title text: max 30 characters Body text: max. 2 lines, max. 31 characters per line Call-to-action text (CTA): max. 10 characters |
| Device | Desktop +Tablet (web) |



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Branded Content - Content page

For the Branded Content Article we use the following two formats as entry points:

- [In-app Lead Generator](#)
- [Native Brand Tile](#)

Title

Max. 2 lines, 48 characters

Header image

.JPEG/.PNG format

Supported ratio - 16:9

Intro to article

Section titles

Max. 2 lines, 64 characters

Body text

Keep content to the point and engaging

Body images

.JPEG/.PNG format

Supported ratios - 16:9



Basic article layout

- 1 header image
- Min. 2 body images
- Max. 600 words (recommended)
- 1 CTA at bottom of article (optional)

Not supported

- Links within the body text

N.B. in case of advertising on both 2dehands.be/2ememain.be please deliver multi-lingual body texts, CTAs and landing pages.

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Branded Content - Optional components

“Ik kan geen kopje of schoteltje waar ik blij van word laten staan.”

Nicolette

Quote/highlight

- Max. 40 characters
- Quote name (optional)



Image carousel

- Multiple images .PNG/.JPG
- Image ratio 16:9



Video

- .MP4 of max. 8 seconds
- Movie ratio 16:9

- Deadline for delivering material is 3 days before start date.
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Branded Content - Image specifications

Header image (16:9) / Body images (16:9) - landscape

Image

W: 1920

H: 1080

.JPEG/.PNG

Max 250KB



Carousel images (16:9) - landscape

Image

W: 1920

H: 1080

.JPEG/.PNG

Max 250KB



Video component (16:9) - landscape

Video

W: 1920

H: 1080

MP4

Max 10MB



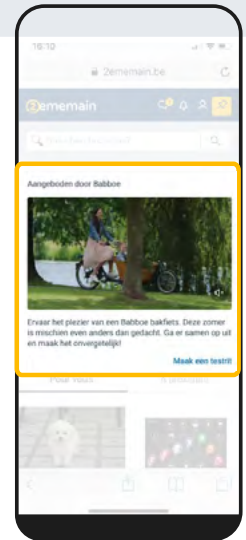
- **Provide first frame of video** (1920x1080 px) as separate .JPG/.PNG

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Contextual Header - guidelines

Guidelines

- The key objective of the campaign is to drive brand awareness or consideration.
- The campaign/advertisement should have a clear contextual link to the category and/or keyword.
- The header can be a video or a still image but it is recommended to use a video for the best performance.
- Show your brand logo within the creative, but avoid the danger zone or it might not be visible.
- Video or image are required, whereas body text and CTA are optional.
- The video should be able to loop, with smooth transitions.
- Do not add margins to creatives.



- Danger zone
- Safe zone



Examples



All creatives are subject to approval of the Marktplaats/2dehands advertising team.

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Contextual Header - guidelines

Brand name (required)

- Provide the brand name to display with the advertisement

Body text (optional)

- Max. 90 characters

CTA

- Max. 24 characters
- Make the CTA copy short, directive and actionable

Landingpage (in case of CTA)

- Must follow logically from CTA
- Please provide url(s) with UTM included



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Contextual Header - guidelines

Video Creative (16:9)

Video


W: 1920

H: 1080

MP4

Max 10MB

Considerations

 Audio is muted by default, so focus on visual storytelling and optionally use the body text

- Preferred video length: between **5-8 seconds**
- **Provide first frame of video** (1920x1080) as separate .JPG/.PNG

Image Creative (16:9)

Image

W: 1920

H: 1080

.JPEG/.PNG

Max 250KB

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