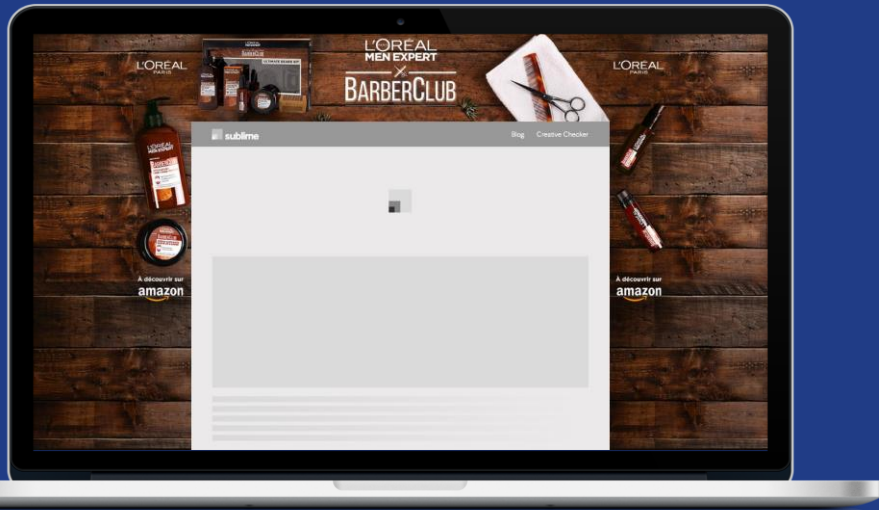




■ Technical Specifications

DISPLAY

Classic



LIVE PREVIEW

Delivery

Number of delivery : 1

Creative

Width (px) : 1800

Height (px) : 1000

Resolution (ppi) : 72

Max Weight (kb) : 200

Type : JPEG

NB

The Safe Area where all the important information should go has the size of 1280x650px from the top center of the creative. Please respect this area to assure a good readability.

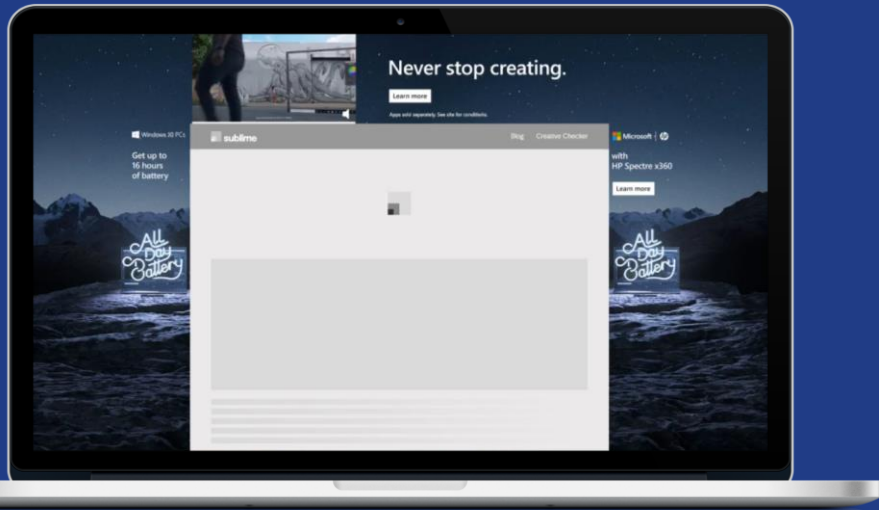
The website area is 1000x780px from the bottom center of the creative. It must be clear, white and without any information.



sublime

VIDEO

Video



LIVE PREVIEW

Deliveries

Number of deliveries : 1 + video

Creative

Width (px) : 1800

Height (px) : 1000

Resolution (ppi) : 72

Max Weight (kb) : 200

Type : JPEG

Video

Width (px) : 392

Height (px) : 220

Bit rate (fps) : 25 or 30

Format Ratio : 16/9

Recommended Length (sec): 30

Type : MP4 – codec H.264

Max Weight (mb): 30

Sound

Autoplay video with sound off by default

NB

The Safe Area where all the important information should go has the size of 1280x650px from the top center of the creative. Please respect this area to assure a good readability.

In case of Youtube video, we download it. The video is automatically sized by the ad server.

We can use 1920x1080 video which has the same ratio.

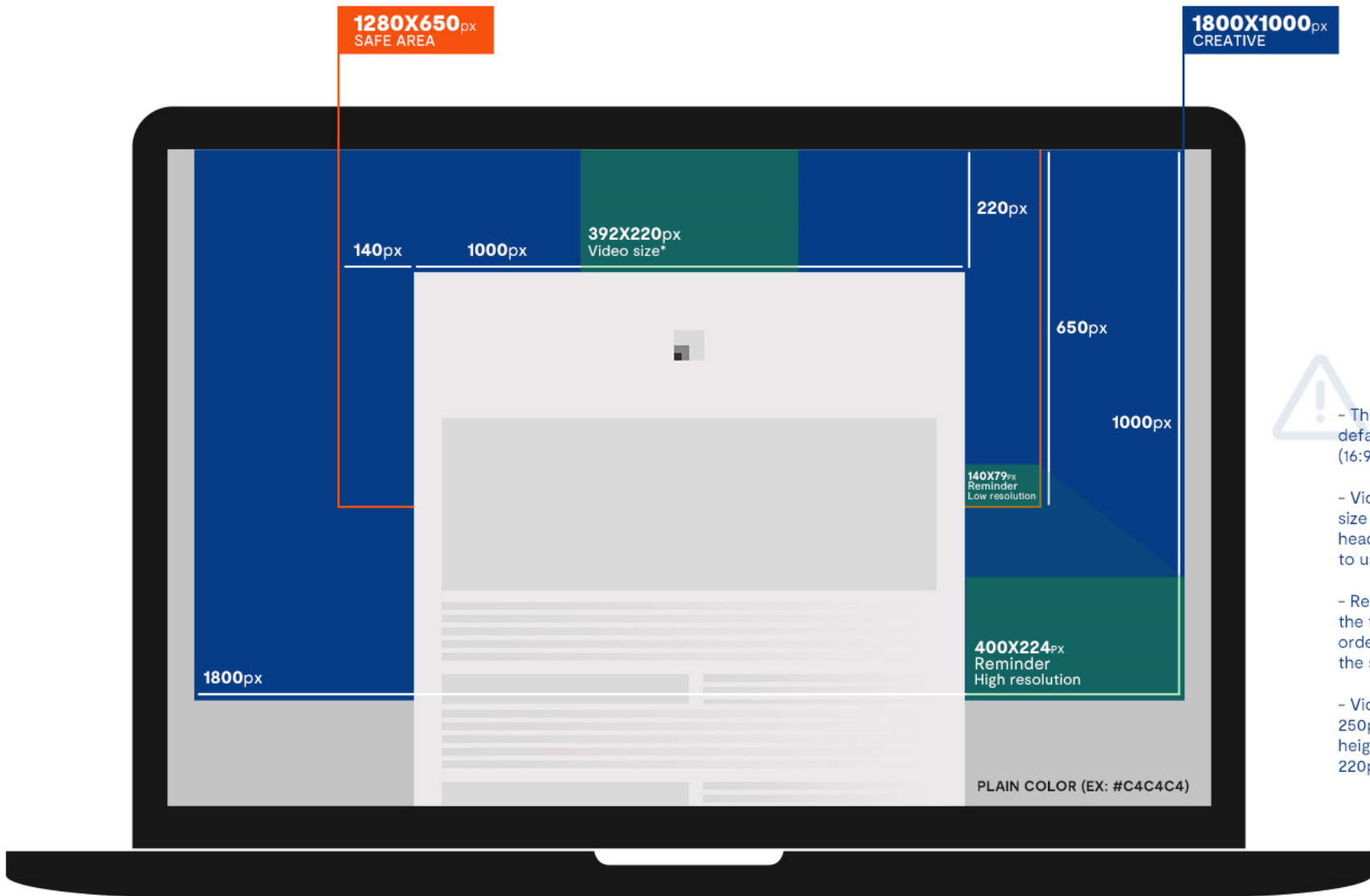
The website area is 1000x780px from the bottom center of the creative. It must be clear, white and without any information.





■ Guidelines

DESKTOP CREATIVE DIMENSIONS



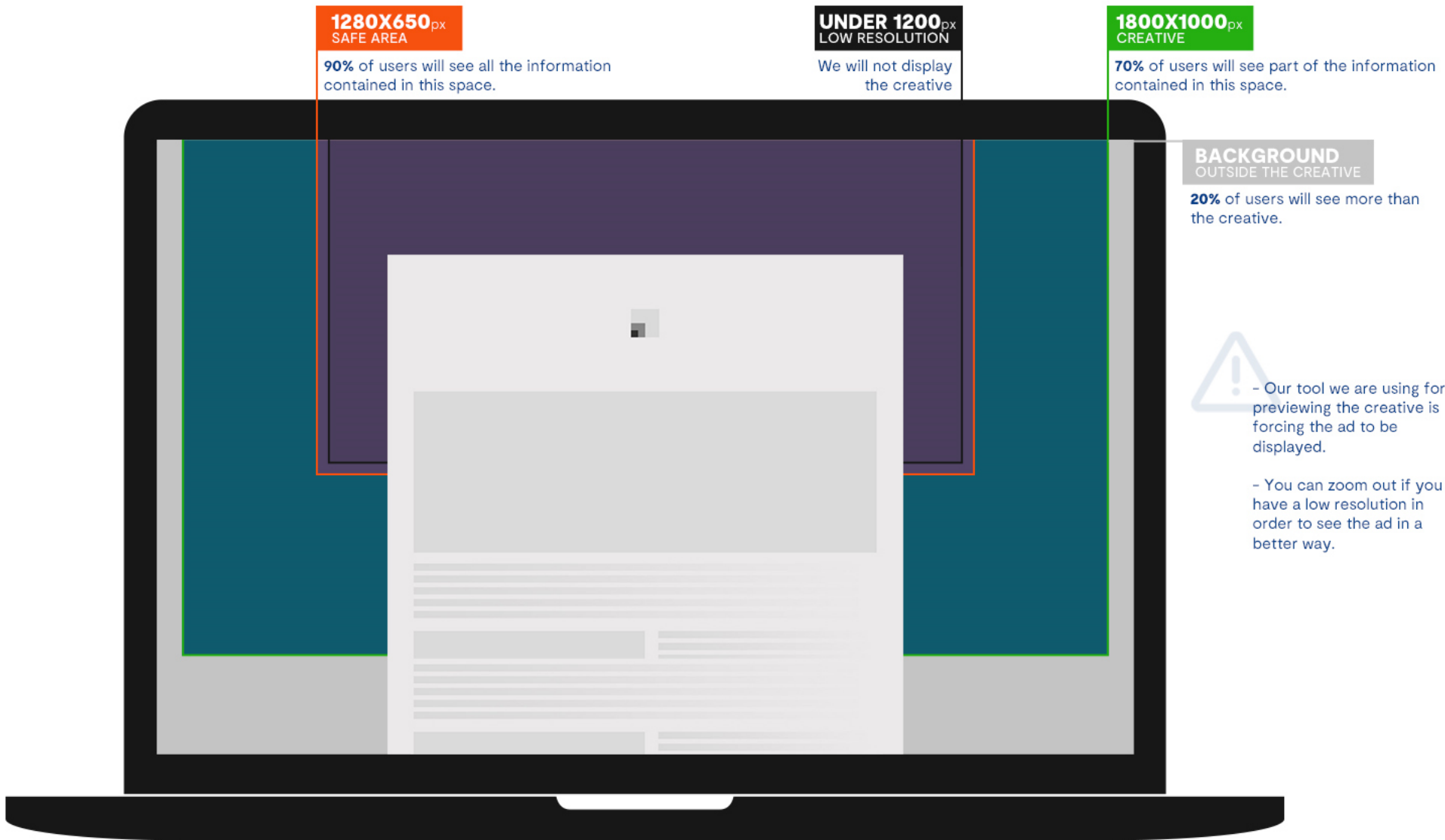
- This video size is the default value for a 1920x1080 (16:9) video.

- Video can have a custom size and position in the header. Please specify them to us.

- Reminder will always span the full width of the wing, in order to keep the video at the same ratio.

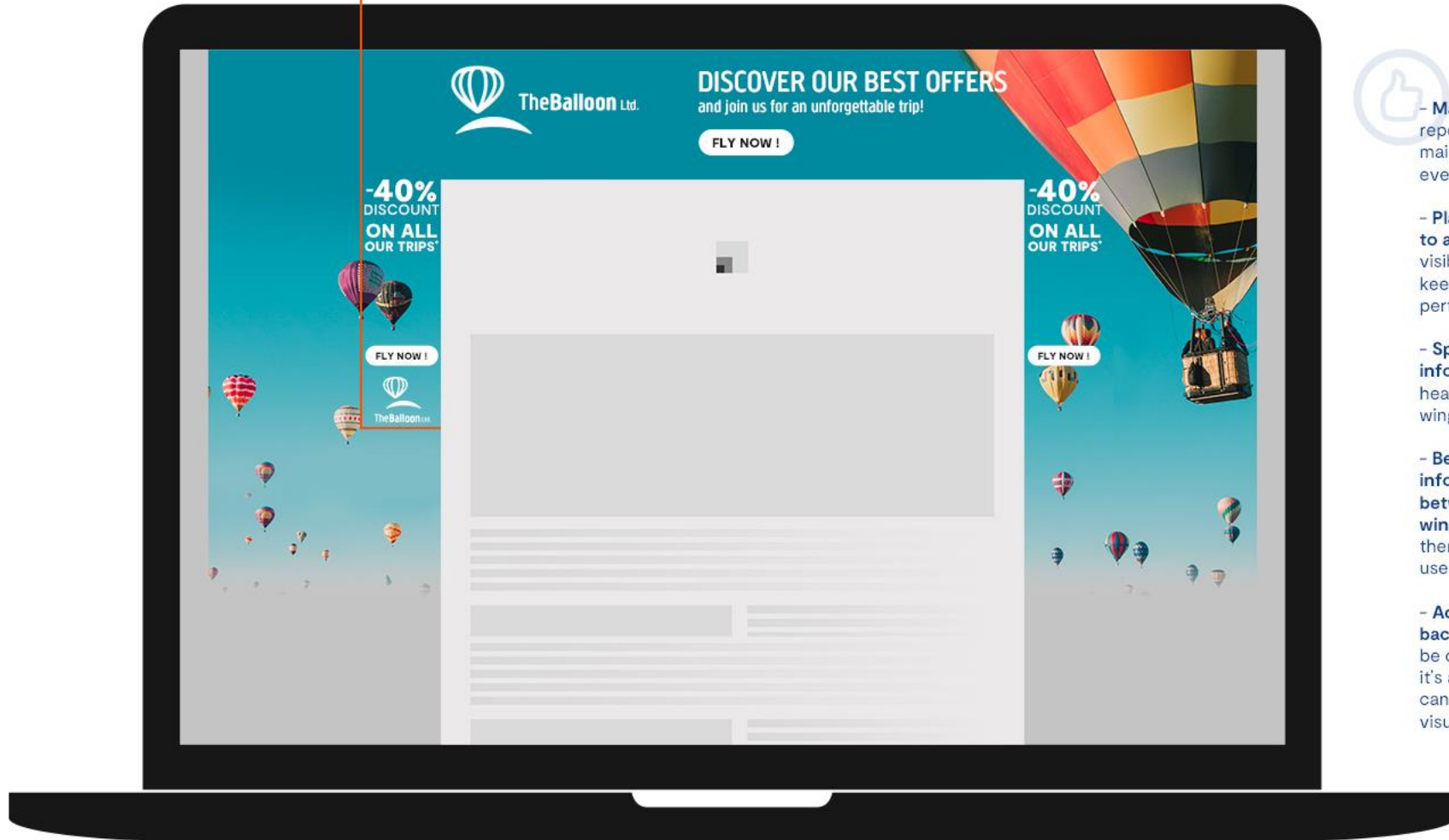
- Video billboard is 970px by 250px, so in this case, the height is 250px instead of 220px.

DESKTOP SAFE AREA INFORMATION



- Our tool we are using for previewing the creative is forcing the ad to be displayed.
- You can zoom out if you have a low resolution in order to see the ad in a better way.

1280X650 px
SAFE AREA



- Make the logo visible and repeat it in the wings to maintain brand awareness even after the scroll.

- Place and repeat the call to actions in multiple and visible places in order to keep good click performances

- Split your promotional information between the header for impact and the wings for viewability.

- Be careful with the information placed in between the header and the wings. The content placed there will be cut once the user has scrolled down.

- Add an impactful background. Even if it may be cut on some resolution, it's a large place where you can create very immersive visuals.