

# Android Application

## General guidelines

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### Submission

- Materials have to be sent to [banner@persgroep.be](mailto:banner@persgroep.be).
- We will send feedback within 24 hours after material reception.
- All elements should work properly on sending.

### Delivery delays

- 3 business days

### File format & HTML-specs

- All material should be delivered in HTML5, PNG, JPEG or (animated) GIF.
- The HTML page can either be hosted at advertiser or at Publisher side. It can use HTML5/CSS3/JavaScript (for video or interactivity), but should be tested thoroughly on Android.
- Browser plug-ins (Flash, Silverlight, Windows Media ...) are NOT supported.
- The HTML page should be tested on Android.
- All ads should point to the landing page. Links to other apps are not permitted.
- Advertiser should be clearly mentioned and the ad cannot look exactly like editorial content.

### Landing page

The page which appears in a browser-view within the app, after clicking (tapping) the ads.

- URL from an Android compatibel HTML-page (see specs above).
- Page should be optimized to display in portrait view (landscape view is not supported in our app).
- Page should be tested on Android.
- Portrait: 320 px width (horizontal scrolling is not attractive), height is unlimited (vertical scrolling is possible).
- You can call an external app from the landing page.



**Sales Support**

T 0031 (0)20 562 3311

E [internetadverteren@persgroep.nl](mailto:internetadverteren@persgroep.nl)

**Ad Operations** (techniek)

T 0032 2 454 2390

E [banner@persgroep.nl](mailto:banner@persgroep.nl)



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## Partner-app



Items	Width	Height	Weight	File Types
Partner-app	85px	66px 1	10 kb (as small as possible)	EPS, vector-based

- Ask us for our Adobe Illustrator template
- Text: max. 12 characters per line, 4 lines max. (for readability!)
- Logo: EPS, vector-based
- The creative agency may set up a graphical mock-up (file type: AI, PSD, PNG,...). We will adapt the button to let it fit perfectly in our application.
- Submission delay: 3 business days

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### M-IMU

Items	Width	Height	Weight	File Types
M-IMU	320px	224px	15 kb (as small as possible)	GIF / JPEG / HTML5

Submission delay:

3 business days



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### M-PAGE

Items	Width	Height	Weight	File Types
M-PAGE	320px	365px	25 kb (as small as possible)	GIF / JPEG / HTML5

Submission delay:

3 business days



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