

Technical Specifications

Material & Tags

Submission

- Materials have to be sent to banner@persgroep.nl.
- We will send feedback within 24 hours after material reception.
- All elements should work properly on sending.

Delivery delays

- 3 business days: for standard material.
- 5 business days: for Homepage Take Over, sponsoring & integrations.
- 8 business days: for Adprime & Media Mind (Eyeblaster) formats.

Third party tags

- We fully support all kinds of Third Party Tags.
- Make sure all tags are active on sending, if not please notify us.
- Please consider above mentioned delivery delays.
- Please inform us on how to implement click tracking and random number (time stamp).

Tracking url's

- We advise the use of tracking url's if you also want to measure visits in your webmetrics system (f.e Google Analytics).
- Example: http://www.yoursite.nl?utm_source=DPA_Online&utm_medium=DPA_Trouw_3AD_840x150&utm_campaign=cards003
- Fixed positions such as Advertorials, Traffic Boosters and Newsletters are not measured by our ad server. Please deliver tracking url's in order to measure clicks at your side.

Multi wave & multi creative

- Send us a clear briefing upon material delivery on how to deal with multiple waves and/or creatives.

Flash

Flash files & backup images

- Flash creatives should be delivered in SWF format.
- They should also come with a backup GIF or JPEG.



Sales Support

T 0031 (0)20 562 3311

E internetadverteren@persgroep.nl

Ad Operations (techniek)

T 0032 2 454 2390

E banner@persgroep.nl



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- The backup GIF or JPEG will automatically be delivered when the user's browser does not have the ability to display the Flash banner. This is automatically detected by the ad server and should not be included in any material.
- Flash creatives should not be transparent (except for some Overlayers).

Flash coverage on our network (July 2010)

- 97% of our page views covers Flash.
- 96% covers Flash 9 or above.
- 93% covers Flash 10.

ActionScript

- We only support ActionScript 2.

ClickTag's

A clickTag should be used when the material is delivered in Flash. The clickTag enables us to count clicks in our ad server.

```
on(release)
{
    getURL(_root.clickTAG, "_blank");
}
```

Multiple clickTag's

You can use multiple clickTag's to redirect some zones or elements in your creation towards different landing pages.

```
on(release)
{
    getURL(_root.clickTAG, "_blank");
}
on(release)
{
    getURL(_root.clickTAG1, "_blank");
}
on(release)
```

Important notices:

Our ad server will only report the total number of clicks; a split per clickTag is not possible. If you want to use multiple clickTag's in Expandable formats, please ask for a specific work around.

Rich media

Sound & video

Sound

- Only user initiated.
- Clear button sound ON/OFF.
- Start sound on mouse over = stop sound on mouse out.

Video

- Video length: max. 30'.
- Weight: max. 5MB through Adrime / Media Mind (Eyeblaster).
- Can either be hosted at client side or served through Adrime / Media Mind (Eyeblaster).
- Sound should always be user initiated (see specs above).
- Use video player buttons (play, stop, pause) for a better user experience.

Adrime / Media Mind (former Eyeblaster)

The use of Adrime / Media Mind (Eyeblaster) is free of charge (except for Advertorials, Promobox, Inside Box, Traffic Booster, 2nd Half Page and Nip or Run-of-Network campaigns).

For multi formats, like 3AD or homepage take-over, we will only account the Adrime / Media Mind (Eyeblaster) costs for one format.

It's very important to launch the Adrime / Media Mind (Eyeblaster) process at least 8 business days before the start of the campaign to ensure a timely start of the campaign. So please notify us when you plan to use Adrime / Media Mind (Eyeblaster).

- Media Agency: sends media plan to Adrime / Media Mind (Eyeblaster): 8 business days.
- Direct Advertisers: publisher sends media plan: 8 business days.

If you need a login or help for first time use, contact:

- mediamind@easyconcepts.com (Media Mind / Eyeblaster)
- <http://clients.adrime.com> (Adrime)

AdOperations

If you have any further questions or doubts, feel absolutely free to contact our team.