

iPad Application

General guidelines

Submission

- Materials have to be sent to 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 PNG or JPEG.
- 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 in Mobile Safari on iPad.
- Browser plug-ins (Flash, Silverlight, Windows Media ...) are NOT supported on iPad.
- The HTML page should be tested in Mobile Safari on iPad in portrait and landscape mode. You cannot call an external app. (for example the App. Store) from the HTML page.
- All ads should point to the landing page. Links to other apps are not permitted.

Landing page

The page which appears in a browser-view within the app (Mobile Safari based), after clicking (tapping) the interstitial ads (no click-through on Splash or Post-Splash possible).

- URL from an iPad compatible HTML-page (see specs above).
- Same URL for portrait and landscape use.
- Page should be optimized to display correctly in both views.
- Page should be tested in Mobile Safari on iPad.
- Portrait: 768 px width x 959 px height (vertical scrolling is possible, but not attractive).
- Landscape: 1024 px width x 703 px height (vertical scrolling is possible, but not attractive).
- You can call an external app from the landingpage.



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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Splash Logo

Items	Width	Height	Weight	File Types
Splash Logo	350px	125px	25 kb	PNG (with transparent background)

- 1 version will be used for portrait & landscape
- The logo is displayed on the default background in the app (black shades for deVolkscrant), below the logo and baseline of de Volkskrant
- The logo can be smaller or can use a different aspect ratio, as long as it fits within the maximum dimensions. We will center the smaller logo within the holder

Post Splash - display ad

Items	Width	Height	Weight	File Types
Post Splash portrait	768px	1004px	100 kb	PNG / JPG
Post Splash landscape	1024px	748px	100 kb	PNG / JPG

- 2 versions to be delivered: one for portrait and one for landscape
- Important note: the ad will not be completely full screen, because of the status bar (displaying signal strength, battery level ...) which takes 20px at the top of the screen.

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Interstitial - display ad between newspaper pages (PDF-view)

Items	Width	Height	Weight	File Types
Portrait	611px	911px	100 kb	PNG / JPG
Landscape	878px	655px	100 kb	PNG / JPG

- 2 versions to be delivered: one for portrait and one for landscape

Interstitial – display ad between articles (text-view)

Items	Width	Height	Weight	File Types
Portrait	768px	911px	100 kb	PNG / JPG
Landscape	726px	655px	100 kb	PNG / JPG

- 2 versions to be delivered: one for portrait and one for landscape

- Important: do not use borders for landscape, they are visually not attractive because the ad is embedded in the rest of the interface.



DE PERSGROEP
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