

CPM Bannering

Digital Technical Specifications

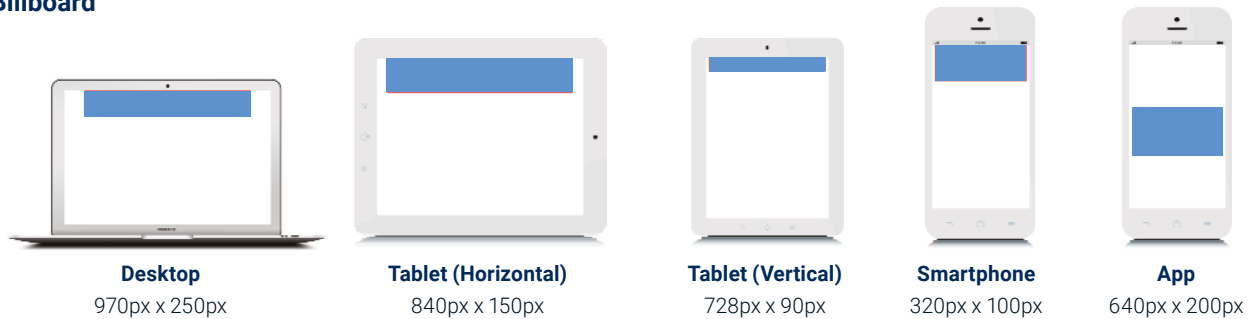
CPM Bannering

Breakpoints (fully responsive site)

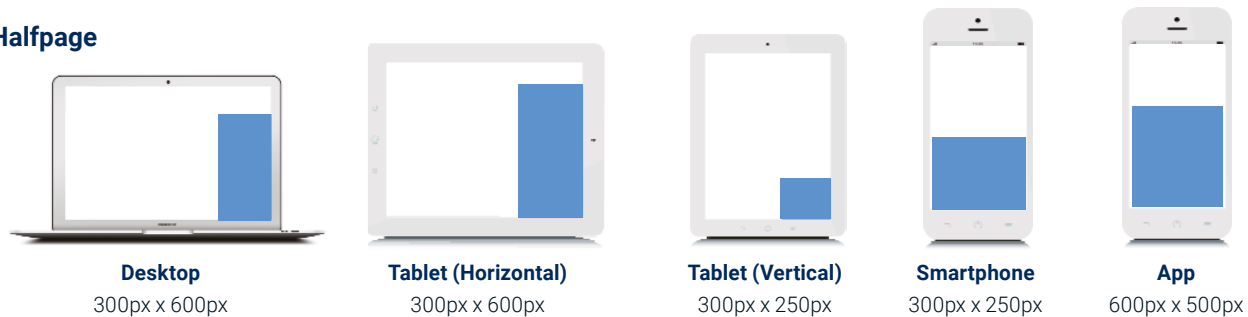
		desktop	tablet (H)	Tablet (V)	Smartphone	app
Billboard	Standard	970px W x 250px H	840px W x 150px H	728px W x 90px H	320px W x 100px H	640px W x 200px H
Large Leaderboard	Standard	840px W x 150px H	840px W x 150px H	728px W x 90px H	320px W x 100px H	640px W x 100px H
Halfpage	Standard	300px W x 600px H	300px W x 600px H	300px W x 250px H	300px W x 250px H	600px W x 500px H
Medium Rectangle (IMU)	Standard	300px W x 250px H	300px W x 250px H	300px W x 250px H	300px W x 250px H	600px W x 500px H

Mediafin is a mobile first company (50% desktop - 50% mobile browsing/native apps). To ensure optimal reach, all digital campaigns will be placed on our responsive website(s) and apps. To ensure 100% delivery of campaign, be sure to deliver formats for all breakpoints (desktop/tablet/smartphone). Under deliveries due to non-delivery of formats will not be compensated. See tech specs for detailed information (per site/placement).

Billboard



Halfpage



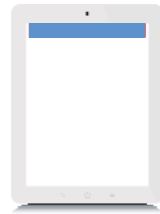
Large leaderboard



Desktop
840px x 150px



Tablet (Horizontal)
840px x 150px



Tablet (Vertical)
728px x 90px



Smartphone
320px x 100px

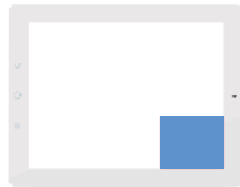


App
640px x 100px

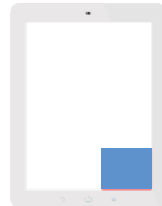
Medium Rectangle



Desktop
300px x 250px



Tablet (Horizontal)
300px x 250px



Tablet (Vertical)
300px x 250px



Smartphone
300px x 250px



App
600px x 500px

Overview websites

	Responsive	Application
tijd.be	✓	✓
lecho.be	✓	✓
tijd.be/netto	✓	✗
lecho.be/monargent	✓	✗
tijd.be/sabato	✓	✗
lecho.be/sabato	✓	✗

Technical Creative Delivery

How and when to deliver your creatives

Timing delivery material

5 business days in advance (minimum)

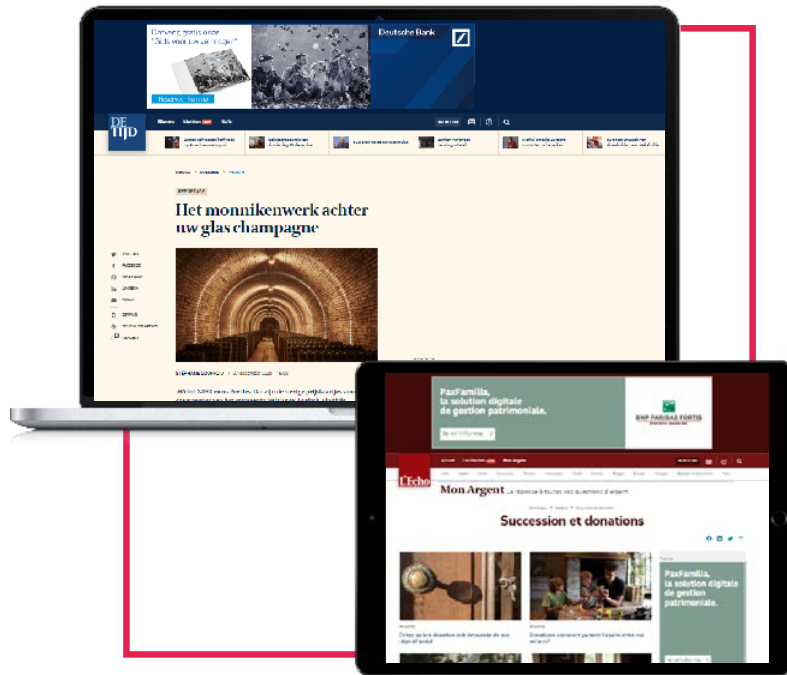
Formats

Creative delivery options

		Dimensions (pixels)	Static gif or jpg		HTML5 +back up gif or jpg		Third Party		Rich Media	
				Max Weight		Max Weight		Max Weight		Max Weight
Billboard	Desktop	970px W x 250px H	YES	300kb	YES	300kb	YES	**	YES	**
	Tablet (H)	840px W x 150px H	YES	300kb	YES	300kb	YES	**	YES	**
	Tablet (V)	728px W x 90px H	YES	300kb	YES	300kb	YES	**	YES	**
	Smartphone	320px W x 100px H	YES	150kb	YES	150kb	YES	**	YES	**
	App	640px W x 200px H	YES	100kb	NO	*	NO	**	NO	**
Half Page	Desktop	300px W x 600px H	YES	200kb	YES	200kb	YES	**	YES	**
	Tablet (H)	300px W x 600px H	YES	200kb	YES	200kb	YES	**	YES	**
	Tablet (V)	300px W x 250px H	YES	150kb	YES	150kb	YES	**	YES	**
	Smartphone	300px W x 250px H	YES	150kb	YES	150kb	YES	**	YES	**
	App	600px W x 500px H	YES	100kb	NO	*	NO	**	NO	**
Large Leaderboard	Desktop	840px W x 150px H	YES	300kb	YES	300kb	YES	**	YES	**
	Tablet (H)	840px W x 150px H	YES	300kb	YES	300kb	YES	**	YES	**
	Tablet (V)	728px W x 90px H	YES	300kb	YES	300kb	YES	**	YES	**
	Smartphone	320px W x 100px H	YES	50kb	YES	50kb	YES	**	YES	**
	App	640px W x 100px H	YES	100kb	NO	*	NO	**	NO	**
Medium Rectangle (IMU)	Desktop	300px W x 250px H	YES	150kb	YES	150kb	YES	**	YES	**
	Tablet (H)	300px W x 250px H	YES	150kb	YES	150kb	YES	**	YES	**
	Tablet (V)	300px W x 250px H	YES	150kb	YES	150kb	YES	**	YES	**
	Smartphone	300px W x 250px H	YES	150kb	YES	150kb	YES	**	YES	**
	App	600px W x 500px H	YES	100kb	NO	*	NO	**	NO	**
Newsletter (IMU)	Newsletter	300px W x 250px H	YES	100kb	NO	*	NO	*	NO	*

* Not applicable

** Not applicable, hosted by advertiser or agency



Get in contact
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