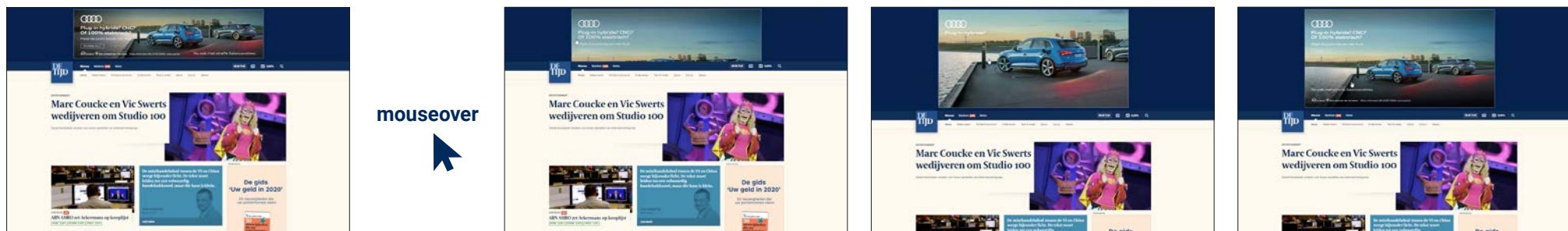


Pushdown Billboard

Digital Technical Specifications

Pushdown Billboard



Format: 970px W x 250px H, expanded: 970px W x 500px H

Delivery of assets

- Contact of the creative agency!
- Moodboard
- Inform us how the Pushdown Billboard should animate
- Source files (like photoshop, large images without text,...)
- Logo vectorial
- Font name or font file
- Baseline = bodytext copy (short)
- Call-To-action copy (short)

Timings production & validation

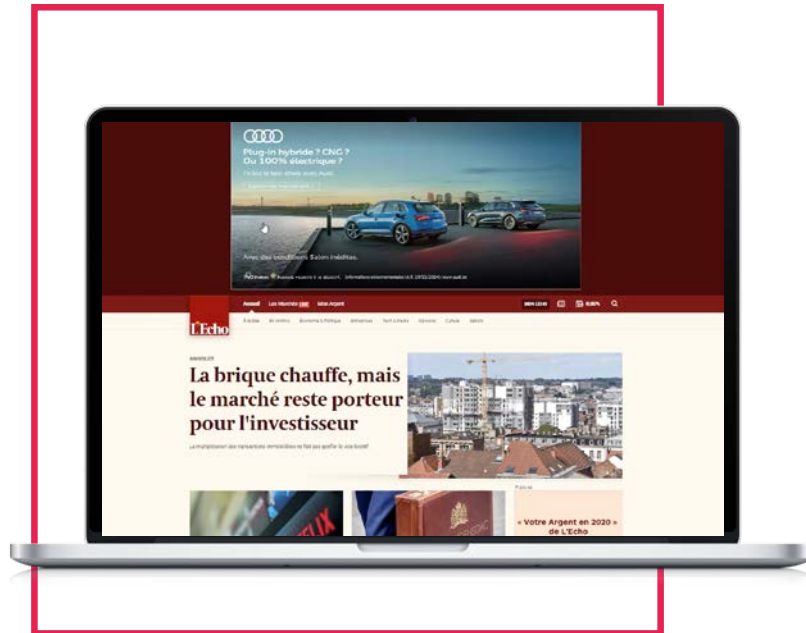
7 working days minimum: within these days we produce the Pushdown Billboard in one language for approval, once approved we will translate the other language version and request for another approval. Note that the production only starts when IO is signed and assets are delivered.

Adserver tracking

- Trustmedia will produce the Pushdown Billboard with feedback from the creative agency, moodboard & animation information,...
- To measure the campaign in your adserver, deliver to advops@mediafin.be the clicktrackers and pixeltrackers.

Extra mandatory delivery (not produced by Trustmedia):

- Tablet Horizontal formats: 840px W * 150px H, html5+back up gif OR third party script, 100kb max, 15 sec max animation
- Tablet Vertical formats: 728px W * 90px H, html5+back up gif OR third party script, 100kb max, 15 sec max animation
- Smartphone formats: 320px W * 100px H, html5+back up gif OR third party script, 100kb max, 15 sec max animation
- APP formats: 640px W * 200px H, .jpg, 100kb max, static, clicktracker + pixeltracker
- Timings delivery material: 5 business days (minimum)



Get in contact
Technical Team
advops@mediafin.be

General sales conditions are available on www.trustmedia.be