

Sidewinder

Digital Technical Specifications

Sidewinder



Format: 300px W x 600px H, expanded: 900px W x 600px H

Delivery of assets

- Contact of the creative agency!
- Moodboard
- Inform us how the Sidewinder 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

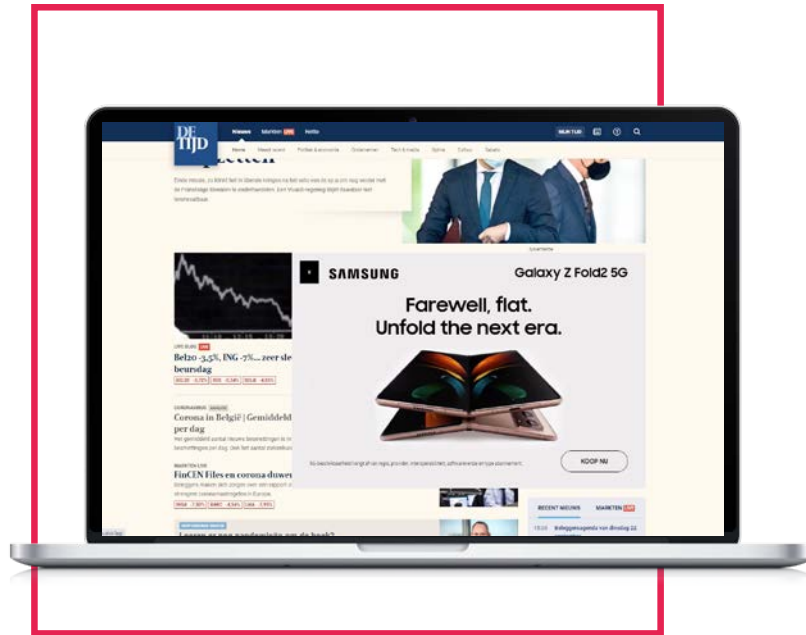
7 business days minimum: within these days we produce the Sidewinder in one language for approval, once approved we will translate the other language version and request for another approval. Note that the production only starts when IO is signed and assets are delivered.

Adserver tracking

- Trustmedia will produce the Sidewinder 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 (these will not be produced by Trustmedia):

- Tablet/Smartphone formats: 300px W * 250px H, html5+back up gif OR third party script, 100kb max, 15 sec max animation
- APP formats: 600px W* 500px H, .jpg, 100kb max, static, clicktracker + pixeltracker
- Timing delivery material: 5 business days in advance (minimum)



Get in contact
Technical Team
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