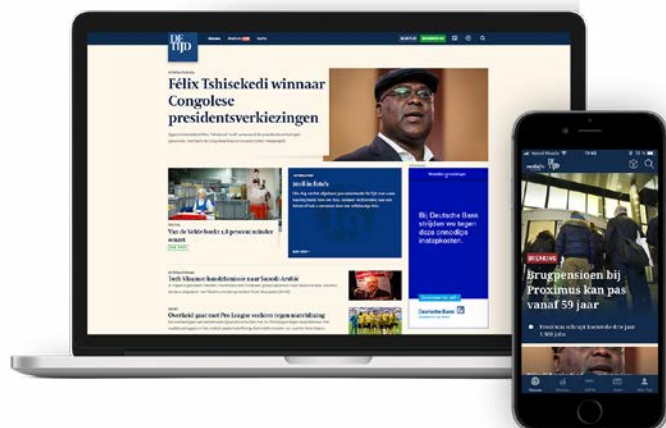


Technical specifications

Multimedia

2020

RATES DE TIJD | L'ECHO



General sales conditions are available on www.trustmedia.be

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Get in contact

advops@mediafin.be

Technical specifications

General

Overview of banner formats

		BREAKPOINTS (FULLY RESPONSIVE SITE)					
		DESKTOP	TABLET (H)	TABLET (V)	SMARTPHONE	APP	WEIGHT
Billboard	Standard	970x250	840x150	728x90	320x100	640x200	100 kb
Large Leaderboard	Standard	840x150	840x150	728x90	320x50	640x100	100 kb
Halfpage Rectangle	Standard	300x600	300x600	300x250	300x250	600x500	100 kb
Medium Rectangle							
(imu)	Standard	300x250	300x250	300x250	300x250	600x500	100 kb

Overview websites

	RESPONSIVE	APPLICATION
tijd.be	✓	✓
lecho.be	✓	✓
tijd.be/netto	✓	✗
lecho.be/monargent	✓	✗
tijd.be/sabato	✓	✗
lecho.be/sabato	✓	✗

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RATES DE TIJD | L'ECHO

General sales conditions are available on www.trustmedia.be

Technical specifications

General

General specifications

- **Deadlines**

All material must be provided to advops@mediafin.be **5 business days** before the campaign starts.

- **Formats**

- All material should include the logo of the advertiser
- **Files types (standard formats)**
 - **Image:** jpg or gif (animated or static)
 - **HTML5:** third party tags ONLY (with default back up image included)
Standard "non-rich" creative: max 100 KB
 - **Rich Media creatives:** third party tags ONLY (with default back up image included)
We don't take charge of the technical costs of Rich Media campaigns.
- **App Banners:** static high density image only (png/jpg), no third party tags, no html5, max 100 KB
- **Newsletters:** static image only (png/jpg), max 100 KB

- **Versions and updates**

- Maximum 3 versions: in rotation per campaign
- Rich media creatives: no more than once a week

- **Linking URL**

- An active URL must be provided for each creative

- **Testing**

- All creatives must function uniformly on popular browser platforms and/or operating systems

- **Animation**

- 3 loops within 15 seconds, no loop or any animation after 15 sec

- **Audio**

- Sound standard OFF
- Sound ON: user initiated only on click action
- NO LOOPING ALLOWED.



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RATES DE TIJD | L'ECHO

General sales conditions are available on www.trustmedia.be

Technical specifications

General



Third party aderving specs

- **Deadlines**
All material must be provided to advops@mediafin.be **5 business days** before the campaign starts.
- **Cache Busting**
 - Any image hosted by a third party company should be formatted to be able to attach a timestamp.
 - Publisher will work with the third party company to ensure the timestamp functions correctly.
- **Submissions**
 - All tags must be delivered in *.txt file containing following references:
 - Advertiser name
 - Campaign
 - Agency name
 - Period
 - Creative language
- **Tags**
 - Only active third party tags with an active destination url are accepted
 - No third party tags allowed for the application: 600x500, 640x200 and 640x100
- **Formats allowed**
 - Standard ads | content banner | streaming
- **Performance**
 - Any creative that delays load time or fails to appear on publisher sites will be pulled immediately.
- **Testing**
 - All creative must function uniformly on both Mac and PC platforms as well as multiple browser versions of Internet Explorer, Firefox, Chrome and Safari
 - Click count resolution by adserver's side depends on tags delivered by third-party company and submitted to publisher trafficking approval.



Third party aderving partner



Trustmedia has a preferred partnership with Sizmek (formerly known as Mediamind) for rich media & video solutions, f.e. Billboard pushdown (see ratecard)
Sizmek is a global provider of digital advertising solutions that optimize the use of media, creative and data for enhanced campaign performance. Their unique platform incorporates display ad serving, search, rich media, video, dynamic ads, mobile and emerging media; providing marketers with a cross-channel view of ad campaigns. They service the most innovative and inspiring global digital campaigns.

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General sales conditions are available on www.trustmedia.be

Technical specifications

Cost per Hour - Cost per Hour Video

2020

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General sales conditions are available on www.trustmedia.be

Cost per Hour

- **Only desktop formats**

Billboard	970x250
Halfpage	300x600

Cost per Hour Video

- **Delivery of assets**

- Preroll 6" or 15" --> 1 version only!
- File type: .mp4
- Weight : 4MB max
- Logo vectorial
- Font name or font file
- Baseline = bodytext copy (short)
- Call-to-action copy (short)

(Source files or images that can help us with design for the videobanner)

- **Timings production & validation**

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

(starting date may vary)

- **Adserver tracking**

- We produce the videobanners

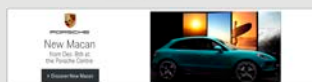
Billboard	970x250
Halfpage	300x600

To measure the campaign in your adserver, deliver to advops@mediafin.be the clicktrackers and pixeltrackers.

USP 1: We facilitate production



Pre-roll



Video banner

USP 2: 100% completion rate on 6 seconds



Technical specifications

E-mailing

2020

RATES DE TIJD | L'ECHO



Database

Communicate with your customer one-to-one via our database of **150.000** high quality business contacts. An e-marketing campaign targeting prospects with real potential, namely readers of De Tijd and L'Echo, strengthens your campaign. The database is comprised of registered readers of De Tijd and L'Echo (opt-in addresses).

Following selections are possible:

- social professional: function, departement, sector, company size
- geographic: province or zipcode
- social demographic: age, gender
- selection related to our business products: portfolio, subscription

Guidelines

Role of Trustmedia vs. advertiser

- Trustmedia has the responsibility to:
 1. Provide the database
 2. Send the e-mail message
 3. Report the campaign
- The advertiser has the responsibility to:
 1. Deliver the selected criteria provided by salesperson
 2. Deliver a ready to send HTML e-mail in conformity with the technical guidelines, tested for different mail platforms (outlook, gmail, yahoo...) and mobile responsive
 3. Deliver the subject of the e-mailing

Deadlines

All HTML files must be provided to advops@mediafin.be 5 business days before the sending date.

Software platform used

Trustmedia, using the Selligent software, sends the e-mail once.

Measurement

Trustmedia measures the number of e-mails sent and delivered, the number of clicks and the CTR.

General sales conditions are available on www.trustmedia.be

Technical specifications

E-mailing



E-mail guidelines

- The e-mail is sent as an HTML-mail. A text version can be hidden as a commentary in the HTML coding. This offers users that do not work with HTML the opportunity to read the text nevertheless.
- The maximum width of the e-mail field is 600 pixels, with an optimal text field of 460 pixels (type area). This ensures all users can read the e-mail in optimal circumstances (especially Outlook users that preview their e-mails).
- The sender of the e-mail: De Tijd Partnermail and Partenaire communication de L'ECHO.
- The advertiser has to determine the subject of the e-mail.
- Images are embedded in the e-mail with a hard link, to avoid the e-mail becoming too heavy.

Remark: Gmail shortens html emails which are larger than 102 kb.

If the advertiser wishes to personify the email (name and/or first name), the personification field should be inserted in the HTML as follows: ~FIRSTNAME~ ~NAME~
Please note: not all users have filled in the data correctly!

Header in e-mails

Following text must always be used as header:

• Header Tijd.be

Deze e-mail wordt u aangeboden door Mediafin, uitgever van Tijd.be in samenwerking met [NAME], uitschrijven. *Link to:* [https://www.tijd.be/emails/unsubscribe/?m=25&u=-ID~&h=~\(MDENCODE\(ID&'Our secret with S311g3nt!'\)\)~](https://www.tijd.be/emails/unsubscribe/?m=25&u=-ID~&h=~(MDENCODE(ID&'Our secret with S311g3nt!'))~)

Dit bericht wordt u verzonden door Tijd.be als Partnermail. Het aanbod in deze e-mail is geen product of dienst van de groep Mediafin. De inhoud en redactie van dit bericht zijn de verantwoordelijkheid van een derde. Indien u deze mail niet kan lezen, klik hier.

• Header Lecho.be

Cette communication partenaire vous est offerte par Mediafin, éditeur de Lecho.be en collaboration avec [NAME], se désinscrire. *Link to:* [https://www.lecho.be/emails/unsubscribe/?m=25&u=-ID~&h=~\(MDENCODE\(ID&'Our secret with S311g3nt!'\)\)~](https://www.lecho.be/emails/unsubscribe/?m=25&u=-ID~&h=~(MDENCODE(ID&'Our secret with S311g3nt!'))~)

Le contenu et les offres éventuelles qui y figurent ne sont pas des produits ou des services de Mediafin. La responsabilité de la rédaction et du contenu de cet e-mail incombe à la société tierce. Si vous ne pouvez pas lire ce mail, cliquez ici.

Technical specifications

E-mailing

2020

RATES DE TIJD | L'ECHO

General sales conditions are available on www.trustmedia.be

Footer in e-mails

Following text must always be used as footer.



• Footer tijd.be

Deze informatie wordt u bezorgd door Mediafin, uitgever van Tijd.be, in samenwerking met [NAME] en gebeurt in functie van uw registratie op Tijd.be.

Uw persoonlijke gegevens worden niet aan de adverteerder doorgegeven. Tijd.be hanteert een strikte privacy politiek. *Link to:* <https://www.tijd.be/service/privacy>

Indien u geen gebruik meer wenst te maken van deze informatiedienst, Klik hier. *Link to:* [https://www.tijd.be/emails/unsubscribe/?m=25&u=~ID~&h=~\(MDENCODE\(ID&'Our secret with S3ll1g3nt!'\)\)~](https://www.tijd.be/emails/unsubscribe/?m=25&u=~ID~&h=~(MDENCODE(ID&'Our secret with S3ll1g3nt!'))~)

• Footer lecho.be

Cette communication partenaire vous a été envoyée par Mediafin conformément aux modalités de votre inscription sur Lecho.be.

Vos données personnelles n'ont pas été transmises à l'annonceur. Mediafin observe une politique stricte en matière de respect de la vie privée. *Link to:* <https://www.lecho.be/service/privacy>

Si vous ne désirez plus recevoir d'information des partenaires de L'Echo, veuillez vous désinscrire. *Link to:* [https://www.lecho.be/emails/unsubscribe/?m=25&u=~ID~&h=~\(MDENCODE\(ID&'Our secret with S3ll1g3nt!'\)\)~](https://www.lecho.be/emails/unsubscribe/?m=25&u=~ID~&h=~(MDENCODE(ID&'Our secret with S3ll1g3nt!'))~)

Tips & Tricks



- Increase direct response
 - Language of the mail = language of the reader
 - Subject line: concise and clear with a call to action
 - Call to action: must be visible without having to scroll
 - Various links on images, logos
 - Clickable list of topics
- Layout and content
 - Use a mobile responsive layout
 - Keep a good balance between text and images
 - Use a font with a minimum size of 10 points
- Technical aspects
 - Use a mobile responsive layout
 - Special characters: adapt the html and include a meta tag in the header
 - Css: use inline styles instead of style sheet in the header of the html
 - Visuals in e-mail: use absolute paths (e.g. [http:// www.mysite.com/images](http://www.mysite.com/images)) instead of relative paths (e.g. [images/image.gif](#))
 - Avoid the use of background images
 - Avoid that the e-mail is designed as a single image

Source: IAB Marketing cookbook 2009

Technical specifications

Examples

Billboard



Desktop
970x250



Tablet (Horizontal)
840x150



Tablet (Vertical)
728x90



Smartphone
320x100

Large Leaderboard



Desktop
840x150



Tablet (Horizontal)
840x150



Tablet (Vertical)
728x90



Smartphone
320x100

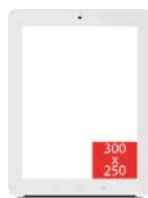
Halfpage



Desktop
300x600



Tablet (Horizontal)
300x600



Tablet (Vertical)
300x250



Smartphone
300x250

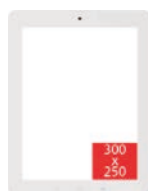
Medium Rectangle



Desktop
300x250



Tablet (Horizontal)
300x250



Tablet (Vertical)
300x250



Smartphone
300x250

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RATES DE TIJD | L'ÉCHO

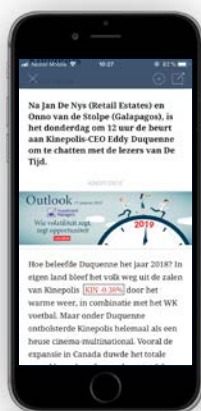
General sales conditions are available on www.trustmedia.be

Technical specifications

Examples

Billboard mobile

640x200



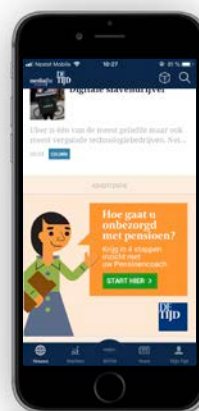
Leaderboard mobile

640x100



IMU mobile

600x500



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General sales conditions are available on www.trustmedia.be