

Ad Technical Specifications

December 2017

Download the latest version:

http://purch.fr/content/home/adtechnicalspecifications_purch_en.pdf

General Ad Requirements:

Adserver: **DoubleClick For Publishers (DFP)**

- Creatives must be submitted at least 5 days before campaign start.
- Creatives are subject to publisher's approval.

- Accepted files :
 - o .JPG / .GIF / .PNG
 - o .HTML5, please provide us one of the following:
 - An external URL on which the creative is hosted.
 - A HTML single file (The source code contains all files (images, js, css...) that runs in a stand-alone way. Files are hosted on your server.)
 - o Third-party tags that allow to insert DFP macros "Click" & "Cachebuster".
 - o Pixel and CC Pixel required in HTTPS
- Max Initial Load Size: 100 Kb

- Click on the ad must open a new tab.
- Audio must be user-initiated (Activated by mouse-over or click).
- For ads including video, please send us a third-party tag.
- Videos must not be on auto-replay.

DESKTOP ADS

Standard IAB banners

MPU placement

300x250 / 300x600 / 300x1050

Banner Placement

728x90 / 970x90 / 970x200 / 970x250 / 990x90 / 990x200 / 990x250 / 1000x90 / 1000x200 / 1000x250

Animation: 30 seconds max length

Rich Media IAB banners

- **Expandable Banner**

Expandable banners provide a user-initiated panel to extend the ad beyond standard unit ad dimensions. Panels expand below of the creative and website.

The expand (and close) is user initiated on-click or rollover.

Retract feature = either click to close/ expand or enable mouse-off retraction

Initial => Max expanded dimensions:

300x250 => 300x600

300x600 => 600x600

728x90 => 728x200

990x90 => 990x200

1000x90 => 1000x200

- **PushDown / Launch unit**

The ad unit initially displays a teaser image and automatically slides vertically.

The website content is “pushed” downward to make room for advertiser content.

The ad unit should close automatically after 10 seconds and can be expanded again with user interaction (click or rollover).

Dimensions:

- Width: from 970 to 1000 pixels (depending on the site)
- Height: 90 pixels (teaser) to 300 pixels max (expanded ad unit)

Example: <https://youtu.be/oikeOoIO8IM>

Site Skins

Please provide us one of the following:

- Image Skin: .JPEG + .PSD + Fonts
- Video Skin: Third party tag only or .JPEG + .PSD + Fonts + to provide us the video (MP4, MOV)

Dimensions: 1920x1024 (Content width: 990 pixels) => *Main assets should be displayed on 1280px width (average resolution of our audience).*

Header height: from 0 to 200 pixels max

Max weight: 180 Kb

We will adapt the skin creative to ensure it displays optimally on our different websites.

Template to use: https://purch-adops.s3.amazonaws.com/Specs_FR/template_skin_purch_2017.jpg

Footer

The footer overlays and anchors on the bottom of the user's screen.

We offer several types of footer:

- Classic Footer:
 - Dimensions: 1000x40 pixels
 - The unit must include a close button.
- Footer Expand:
 - Dimensions: 1000x40 pixels to 1000x400 pixels max
 - It expands upwards from the creative.
 - The expand (and close) is user initiated on-click or rollover.
 - The expanded ad unit must include a close button.
 - Retract feature = either click to close/ expand or enable mouse-off retraction

Example: <https://youtu.be/mALvvpzz000>

InContent

The video is integrated within the editorial content and plays when at least 1/3 of the video is visible. It pauses as soon as the user leaves the page (or goes to another tab) or when less than 1/3 of the video is visible.

The sound is only activated on rollover.

- Classic InContent

Please provide us one of the following:

- A video file:

Video formats: .MOV, .FLV, .MPEG4, .AVI

Resolution: max 1920x1080 – min 640x360

Aspect ratio: 16:9 (4:3 not supported)

Codec: any Video Codecs format (excepted: ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE)

Animation: 30 seconds max length

Sound: On

Max weight: 200 Mb

- A VAST redirect:

Max weight for creative hosted by agency: 5 Mb

Example : <https://youtu.be/gCDTGnJjCa0>

- Enrich InContent

The video format can be enriched by:

- Creatives (skin format around the video min. 1280X720)
- Social networks sharing button
- Vidéo 360°

To provide:

Vidéo format : FLV, MP4 (h.264), MOV, AVI

Résolution : min. 640x360

Length : 30 seconds max

Sound : On

Example : <https://youtu.be/xLZiBpRXYIU>

MOBILE ADS

Classic IAB banners

Dimensions: 320x50

Accepted files: .JPG, .PNG, .GIF, .HTML5

Parallaxe

Dimension: 320x480

Formats : .JPG, .PNG, .GIF

/!\ image format only

NATIVE FORMATS

Native ads

Image

Four dimensions needed:

- Portrait : 300x400 (Display zone 250x350)
- Landscape HD: 900x500 (Display zone 550x350)
- Landscape: 800x450 (Display zone 550x350)
- Square: 500x500 (Display zone 450x450)

Accepted file: .JPG

No weight limit

Additional specs :

- No logo or text
- Main graphic assets must be in the middle of the creative, some parts might not be visible according to websites.

Example :

- Compatible



- Not compatible



Text

Teaser:

Between 10 and 80 visible characters according to the placement.

Description:

Between 150 and 300 visible characters according to the placement.

Sponsor (Advertiser or product logo)

Dimensions: 400x200

Accepted file: .JPG

No weight limit

Expandable option

Choose between:

- Video: VAST redirect (No Vpaid because Flash player cannot be read on mobile)
- Embed HTML (YouTube Video, HTML form, another HTML format)

Native Social

- Facebook

Dimensions: 800x450

Format: .JPG,.PNG

Recommendations: images should be composed of less than 20% text

Text:

- Title : 40 letters max
- Text : 40 letters max
- Description : 150 caractères max

Video (optional) :

- Optimal duration: from 15 to 30 seconds, 1 minute max
- Resolution : 720p minimum
- Format : MP4 or MOV

- Twitter

Dimensions : 785x441

Format : .JPG,.PNG

Text : 255 letters max

Video (optional) :

- Optimal duration: from 15 to 30 seconds, 2mn20s max
- Weight max: 512Mo
- Format: MP4 or MOV (H264 and audio AAC)

Native Space – Brand Story

Editorial assets

Brief on editorial goal: range, products, universe ...

Press release

Brand and product logos

HD pictures of the product

Pictures in a situation scenario

Pictures for editorial content

Graphic guidelines

Social Networks

YouTube video

Facebook account

Twitter account

Sponsorship banners (optional)

728x90 / 990x90 (according to sites)

300x250 / 300x600