



David
the Belgian MarketPlace

Technical Specifications

Technical Specifications

DISPLAY DESKTOP

NAME	FORMAT	DEVICE	EXTENTION	MAX WEIGHT	ANIMATION	CLICKTAG
Leaderboard	728x90	Desktop	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Medium Rectangle	300x250	Desktop	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Small Skyscraper	120x600	Desktop	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Wide Skyscraper	160x600	Desktop	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Large Leaderboard	840x150	Desktop	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Half page	300x600	Desktop	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Billboard	970x250	Desktop	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
XL Leaderboard	995x123	Desktop	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Big Leaderboard	840x250	Desktop	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-



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DISPLAY MOBILE

NAME	FORMAT	DEVICE	EXTENTION	MAX WEIGHT	ANIMATION	CLICKTAG
Mobile Leaderboard	320x50	Mobile	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Large Mobile Leaderboard	320x100	Mobile	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Small Mobile Leaderboard	300x50	Mobile	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Mobile Medium Rectangle	300x250	Mobile	HTML5/JPG/GIF	150kb Initial load 2.2MB Total load	max 3 Animations in 15sec	-
Interscroller	100%x100%	Mobile	HTML5	300kb	-	-
Midscroller	100%x250	Mobile	HTML5	300kb	-	-

Interscroller and Midscroller via Weborama. Find specific tech specs [here](#).

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DISPLAY TAKEOVER

NAME	FORMAT	DEVICE	EXTENTION	MAX WEIGHT	ANIMATION	CLICKTAG
Takeover	2000x1250	Desktop	HTML5	300kb Initial load	max 3 Animations in 15sec	-
Responsive Takeover	100%x250	Desktop	HTML5	300kb Initial load	max 3 Animations in 15sec	-

Takeovers made by Weborama. Find Weborama tech specs here:

- Takeover : [here](#)
- Responsive Takeover: [here](#)



Technical Specifications

VIDEO: InStream – Outstream

NAME	FORMAT	DEVICE	EXTENTION	MAX WEIGHT	MAX. DURATION	FRAMES/SEC	VIDEO CODEC
preroll – midroll - postroll	640x360	Desktop / Mobile	MP4	5MB	15 sec	25	H264 – Profile: Baseline, Level: 3.0
Inread – Inarticle	640x360	Desktop / Mobile	MP4	5MB	30sec	25	H264 – Profile: Baseline, Level: 3.0
Inbound	640x360	Desktop / Mobile	MP4	5MB	30sec	25	H264 – Profile: Baseline, Level: 3.0

Hosting video's in Amobee will result in an additional fee of 0.30 CPM

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3rd Party

All active HTTPS 3rd party tags are accepted.

All assets loaded by the 3rd party tag must be HTTPS as well.

The 3rd party tag is only allowed to visualize the creative and measure the impression. Any other form of data collection is not allowed.

HTML5

We strongly recommend the use of HTML5 but under the following conditions:

- CSS selector must contain banner specific prefix's.
- Must contain an IAB ClickTag and open the landing page in a new tab. (see following pages for extra information)

Video specifications

Max 2.5mb, Up to 30 seconds, Longer than 30 seconds during user interaction. play, pause, stop, sound on/off button must be present.

Audio Specifications

Standard audio off, only on with user interaction, on mouse off the creative, audio should stop. Sound on/off button must be present.



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HTML5

Delivering HTML5 As Hard material

Amobee supports HTML5 creative uploads submitted in a ZIP file that contains an HTML file and local supporting assets (PNG, JavaScript, etc.) The HTML file should contain standard IAB clickTag coding outlined at <http://www.iab.net/media/file/HTML5DAv101.pdf>

Amobee can only accept HTML files with supporting assets that have explicitly referenced local paths to the ZIP file from the HTML file. Adobe Edge files are one example of the type of file format that is not supported for Amobee-hosted creative. If you have any questions about how to format your files, please contact adops@davidtrading.be

Please make sure to set the clickable area in the style section of the creative code by adding the body width and height. Not doing so may result in the banner being clickable outside of the banner frame which will cause the creative to be rejected.

To ensure the clickTag works properly and adheres to IAB standards, the following code is required within the HTML file:

The clickTag declaration code, placed in the <head> section: `<script type="text/javascript"> var clickTag = "http://www.google.com"; </script>`

The clickTag event trigger code, placed in the <body> section: ``

The <body> section must also include a closing anchor: ``

Note: The URL entered in the VAR clickTag will be replaced with the Amobee click-tracking string.



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HTML5

Delivering HTML5 hosted in an ad serving system. (DCM – Adform – Sizmek - ...)

Please inform yourself how your ad serving system will process the click command.
Implement the clickTag as demanded by your system.

When booking the creative in amobee, make sure to enter the click macro into your 3th party material.

Click macro : XXCLICK_FORM_URL[]XX

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Weborama Procedure

- Pebble Media will bring (creative) agencies in contact with Weborama.
- (creative) Agencies requests template from Weborama.
- Weborama provides template for the (creative) agencies
- The adapted template is uploaded to Weborama by the (creative) agencies
- Verification by Weborama, after which a preview will be provided.
- Once approved Weborama will provide production tags.

Questions? Contact...

Ad Operations

Campaign follow up

 adops@davidtrading.be