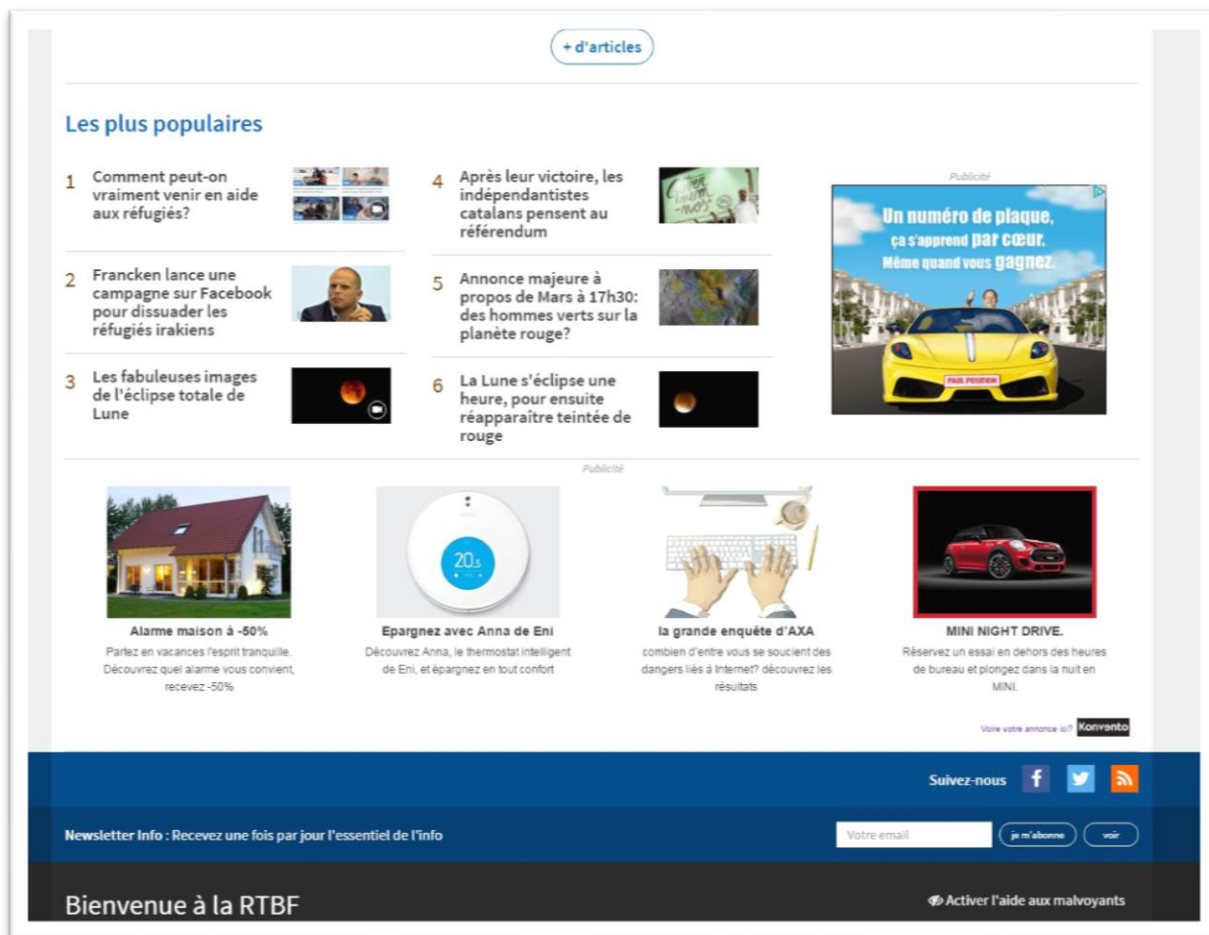




# Technical Specifications

Konvento



# Technical Specifications

## Konvento

Format	Device	Width*Height	Dimension	Extensions	Max. weight	Animation
Image	Desktop / Tablet / Mobile	Minimum 400*225	16:9	GIF/JPG	100 kb	<b>NO LOGO! NO TEXT!</b>

### Konvento Box also includes:

- ✓ Title: max 25 characters incl spaces.
- ✓ Body: max 90 characters incl spaces.

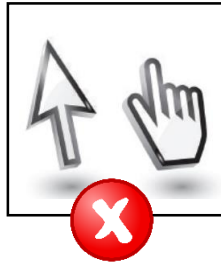
### BEST PRACTICES IMAGES



People are always preferable. Even better if they're at a medium zoom (shoulders up) or closer.



Avoid clipart, brand logo's and default images.



Use eye-catching colors to attract users' attention.



### BEST PRACTICES TITLES

Lists are always clickable, so if your content has one, use it!

**4 Facts you should know about your Mortgage**



Intrigue and mystery can help draw in users.

**The Real Secret to Happiness may surprise you**



Front load titles with an eye-catching main point.

**The Zombie Apocalypse is becoming a reality according to new research**



**A usefull guide to managing your Mortgage**



**Study shows more Sleep will make you Happier**



**New Research suggests that the Zombie Apocalypse is becoming a real thing**



### TIPS & TRICKS

- Test multiple title variations and images per URL, to see what works best for your content.
- Use your titles and images to attract you target audience: "Foodies will love this product", "4 great tools for mothers", ...
- Make sure your title and image reflect the content the user arrives at post-click. This will ensure every click you get is a quality click.

# Technical Specifications

## Konvento

### Delivery Address:

All materials should be sent to [adops@pebblemedia.be](mailto:adops@pebblemedia.be)

### Delivery Delays:

3 business days for standard banners

5 business days for rich media

### Delivery should include:

all necessary creatives

active destination URLs

if applicable, detailed instructions on how material should run

### Feedback:

Will be given within 24 hours after reception.

If material does not meet requirements, procedure will restart.

### 3<sup>rd</sup> Party:

All active HTTPS 3<sup>rd</sup> party tags are accepted.

All assets loaded by the 3<sup>rd</sup> party tag must be HTTPS as well.

### 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.



# Technical Specifications

## Konvento

### Ad Operations

Campaign follow up

Email: [adops@pebblemedia.be](mailto:adops@pebblemedia.be)

Technical follow up

Email: [technical@pebblemedia.be](mailto:technical@pebblemedia.be)

### Sales

Agency Sales

Email: [salesteam@pebblemedia.be](mailto:salesteam@pebblemedia.be)

Direct Sales

Email: [salesteam@pebblemedia.be](mailto:salesteam@pebblemedia.be)