



Technical Specifications

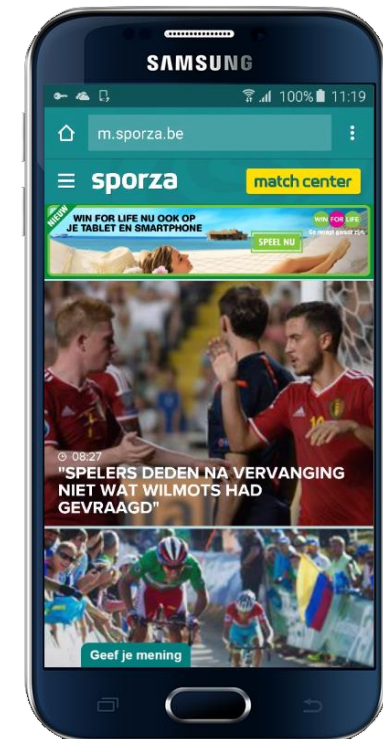
Large Leaderboard + Mobile Leaderboard

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The screenshot shows a desktop website layout. At the top, there is a navigation bar with the logo 'scholieren.com', links for 'home' and 'school', a search bar, and 'inloggen' and 'aanmelden' buttons. Below the navigation is a large banner advertisement for 'BOIRON' with the text 'Verzacht wanneer uw baby tandjes krijgt' and a 'Meer weten' button. Underneath the banner is a row of social media icons for Facebook, Snapchat, YouTube, Instagram, and WhatsApp. To the right of these icons is a purple article preview with the headline 'Weer minder studenten gaan op kamers' and the author 'Wieke'. At the bottom left, there is an orange box with the text 'Niet normaal sociaal: waarom we niet kunnen stoppen met scrollen' and the author 'Imke'.



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| Format | Device | Width*Height | Extensions | Max. weight | Animation | Clicktag |
|--------------------|------------------|--------------|---------------|-------------|----------------|----------|
| Large Leaderboard | Desktop / Tablet | 840*150 | HTML5/GIF/JPG | 70 kb | 3 loops in 15" | clickTag |
| Mobile Leaderboard | Mobile | 640*150 | HTML5/GIF/JPG | 70kb | 3 loops in 15" | clickTag |

- Both formats are mandatory



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Delivery Address:

All materials should be sent to 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.

3rd Party:

All active HTTPS 3rd party tags are accepted.

All assets loaded by the 3rd 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.

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Delivering HTML5 As Hard material

Inside the <head> of the .html file a global JavaScript variable called “clickTag” must be declared.

Example:

```
<script type="text/javascript">
  var clickTag = "";
</script>
```

This variable must be used as landing page when processing the click.

A possible example:

```
<body style="margin:0;padding:0;">
  <a href="javascript:window.open(window.clickTag)">
    "INSERT YOUR CREATIVE DIV STRUCTURE HERE"
  </a>
</body>
```

Please deliver us the landings page by mail, our adserver will make sure the click command and landing page will be placed inside the clickTag variable.

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Delivering HTML5 self hosted by a web service.

Inside the .html file the click command from our adserver must be picked up and placed in front of the landings page. We will pass the click command in the URL via a query string called "click".

f.e

```
<iframe SRC="<YOUR BANNER URL>?click=<CILCK COMMAND>"></iframe>
```

Picking up the click command can be done with the following code.

```
var clickthrough = location.search.split('click=')[1];
```

Adding the variable clickthrough in front of you landing page will allow us to measure clicks in our adserver.

When using clickTag as variable to process the click, the entire code would become the following:

```
var clickthrough = location.search.split('click=')[1];  
var clickTag = clickthrough+"<YOUR LANDINGSPAGE>";
```



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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.

We will make sure our click command will be passed to the creative using the implementation guidelines of your ad serving system.



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Ad Operations

Campaign follow up

Email: adops@pebblemedia.be

Technical follow up

Email: technical@pebblemedia.be

Sales

Agency Sales

Email: salesteam@pebblemedia.be

Direct Sales

Email: salesteam@pebblemedia.be