



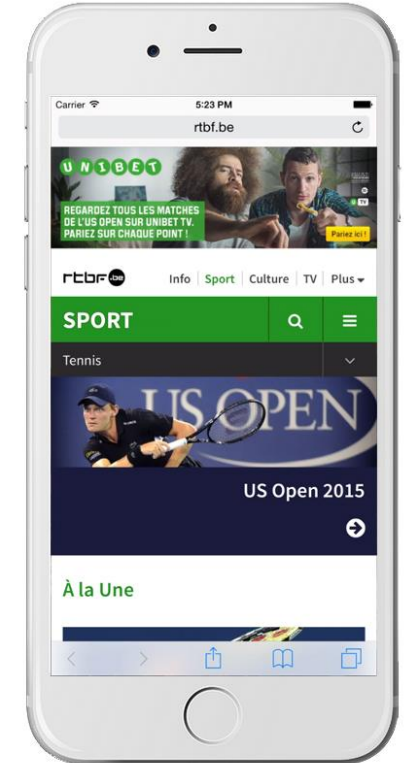
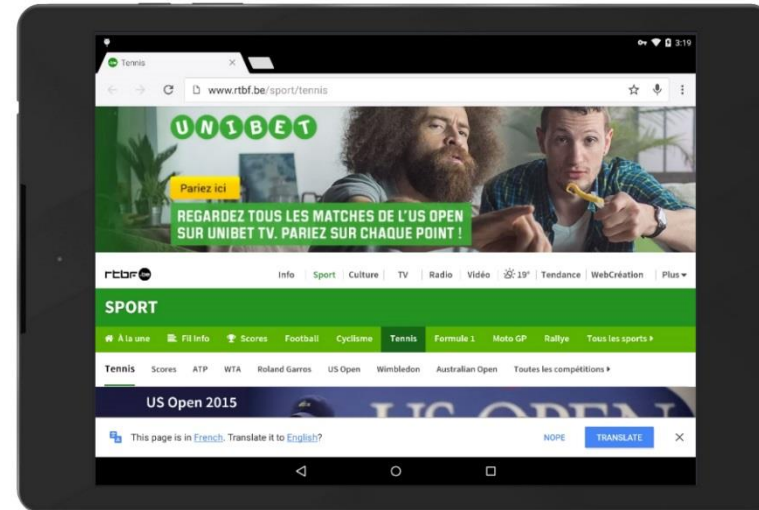
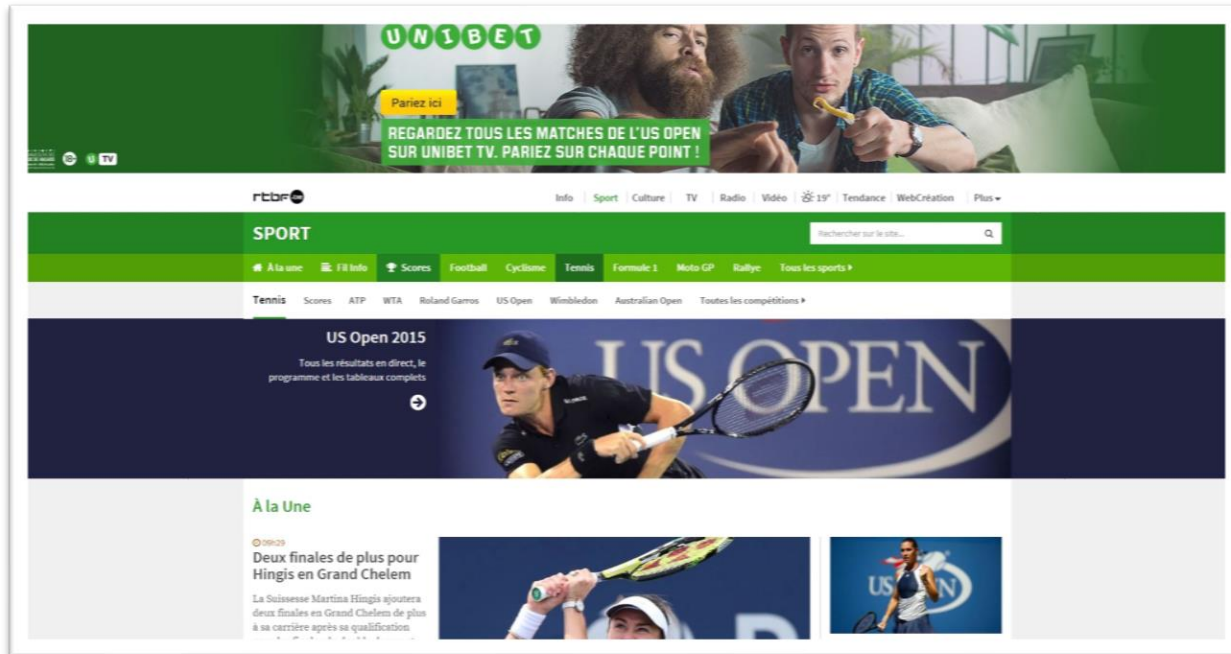
Technical Specifications

Responsive Takeover

(Including mobile)

Technical Specifications

Responsive Takeover



Technical Specifications

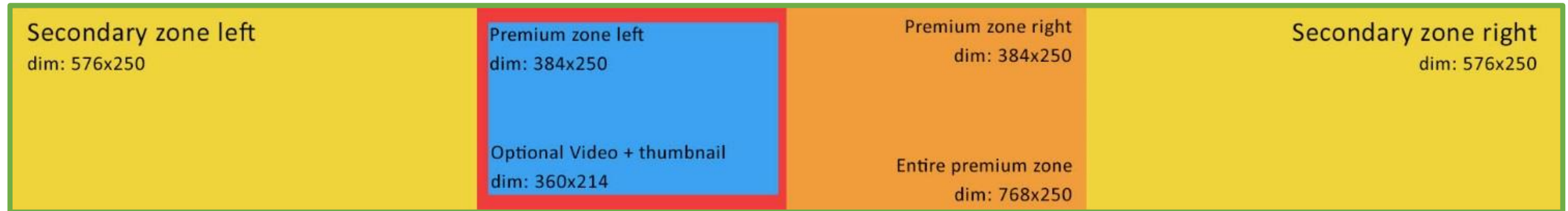
Responsive Takeover

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Large Background	Desktop / Tablet	1920*250	GIF/ JPG/PNG	150 kb	-	-
Mobile Background	Mobile	640*200	GIF/ JPG/PNG	70 kb	-	-
Video*	Desktop / Tablet	640*360	MP4/OGG/WEBM	2,5MB	-	-
Thumbnail*	Desktop / Tablet	360*214	GIF/ JPG/PNG	70kb	-	-

* Video is optional, all video formats/extensions are mandatory when using video in your takeover.

Technical Specifications

Responsive Takeover



Visible zones

Desktop: Premium zone and secondary zone.

Tablet landscape : Premium zone and part of secondary zone.

Tablet portrait: Premium zone.

Smartphone (smaller than 768px) : Mobile background.

Content

The entire premium zone holds the most important content. This will always be visible.

Secondary zone is used to fill up additional space when available.

This format has an optional video. The position of the video is in the left premium zone.

Position video : 370px from center.
18px from top.

Download a photoshop template [here](#).

Technical Specifications

Responsive Takeover

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.

Technical Specifications

Responsive Takeover

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.

Technical Specifications

Responsive Takeover

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=<CLICK 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 LANDINGPAGE>";
```



Technical Specifications

Responsive Takeover

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.



Technical Specifications

Responsive Takeover

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