



Technical Specifications

Native



Technical Specifications

Native Advertising

Native advertising consists of multiple elements with each its own technical specifications:

1. Native Article
2. Promotion of Native Content

Technical Specifications

(1) Native Article

- Native content is created by content agency based on the advertiser's briefing. An article can be delivered by the advertiser, but will be adapted to match the style and tone of the website.
- No promotional copy allowed, guideline: ±750 words
- Photo's and video's can be integrated (embedded video only)
- Native video can be created on demand.
- Clear identification of the native content with 'Gesponsord' label and disclaimer.
- Native content will stay online for at least 6 months.
- Standard display ad positions to be filled in by advertiser
 - Large Leaderboard > [download techspecs file here](#)
 - Medium Rectangle > [download techspecs file here](#)

Lead time content: min 2 week before start campaign



Technical Specifications

(2) Native Display Ad

Format	Device	Width*Height	Extensions	Max. weight	Animation
Native Display Ad	Desktop / Tablet / Mobile	min 550*350	GIF/JPG	50 kb	NO LOGO! NO TEXT!

Native Display Ad also includes:

- ✓ Title: max 50 characters incl spaces.
- ✓ Body: max 150 characters incl spaces.

Native Display Ad clicks to the native article.

Minimal one creation for each article.

Multiple versions are recommended for higher CTR%.

Optimize your results by using :

- ✓ Readable and comprehensible content
- ✓ Clear and faultless language
- ✓ Rather personal than formal
- ✓ Use your keywords in the copy
- ✓ Deliver several copy's and images
- ✓ **Strong 'call-to-action'**

- Large Leaderboard
http://www.pebblemedia.be/wp-content/uploads/LargeLeaderboard_Pebblemedia.pdf
- Medium Rectangle
http://www.pebblemedia.be/wp-content/uploads/MediumRectangle_Pebblemedia.pdf
- Native Ad
http://www.pebblemedia.be/wp-content/uploads/Native_Adv_Pebblemedia.pdf



Technical Specifications

Contact information

Ad Operations

Campaign follow up

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Technical follow up

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Sales

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