

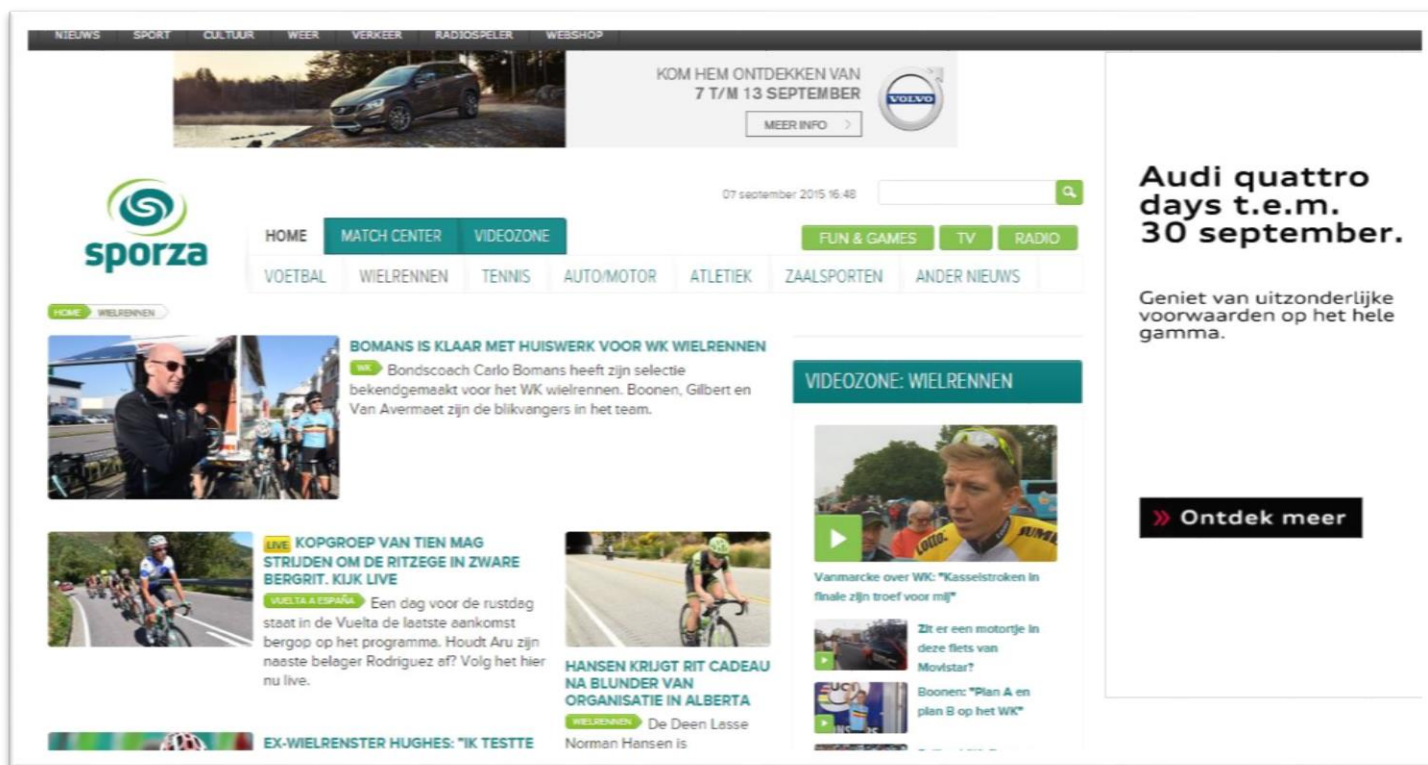


# Technical Specifications

Leaderboard + Mobile Leaderboard

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## Leaderboard + Mobile Leaderboard



The desktop screenshot shows the website m.sporza.be. At the top, there is a navigation bar with categories: NIEUWS, SPORT, CULTUUR, WEER, VERKEER, RADIOSPELER, and WEESHOP. A prominent advertisement for a Volvo car is displayed, with the text 'KOM HEM ONTDEKKEN VAN 7 T/M 13 SEPTEMBER' and a 'MEER INFO' button. Below the navigation, the 'sporza' logo is visible, along with a search bar and a date indicator '07 september 2015 16:48'. A menu bar includes 'HOME', 'MATCH CENTER', 'VIDEOZONE', 'FUN & GAMES', 'TV', and 'RADIO'. A secondary menu lists sports categories: 'VOETBAL', 'WIELRENNEN', 'TENNIS', 'AUTO/MOTOR', 'ATLETIEK', 'ZAALSPORTEN', and 'ANDER NIEUWS'. The main content area features several articles, including 'BOMANS IS KLAAR MET HUISWERK VOOR WK WIELRENNEN' and 'HANSEN KRIJGT RIT CADEAU NA BLUNDER VAN ORGANISATIE IN ALBERTA'. A 'VIDEOZONE: WIELRENNEN' section is also present. On the right side, there is a large advertisement for 'Audi quattro days t.e.m. 30 september.' with the text 'Geniet van uitzonderlijke voorwaarden op het hele gamma.' and a '» Ontdek meer' button.



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## Leaderboard + Mobile Leaderboard

Format	Device	Width*Height	Extensions	Max. weight	Animation	Clicktag
Leaderboard	Desktop / Tablet	728*90	HTML5/GIF/JPG	200 kb	3 loops in 15"	clickTag
Mobile Leaderboard	Mobile	640*150	HTML5/GIF/JPG	150kb	3 loops in 15"	clickTag

- Both formats are mandatory



# Technical Specifications

## Leaderboard + Mobile Leaderboard

### 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.

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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. Additionally we also declare a function that will process the click.  
Example:

```
<script type="text/javascript">
    var clickTag = "";
</script>
<script>
    function openInNewTab() {
        var win = window.open(clickTag, '_blank');
        win.focus();
    }
</script>
```

This function must be used to processing the click.

A possible example:

```
<body onclick="openInNewTab();">
    <INSERT YOUR BANNER HERE>
</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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## Leaderboard + Mobile Leaderboard

### 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

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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.



# Technical Specifications

## Leaderboard + Mobile Leaderboard

### 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)