



Weeronline

Ad specifications

General guidelines

Submission

Reservations, quotations and order confirmations to be made to sales@zoover.nl or by phone to: **+31 (0)88 878 68 40**.

Material should be submitted to Zoover Media traffic department at traffic@zoover.nl. The traffic department is available at telephone number **+31 (0)88 878 68 45**. Please include in the mail:

- Quotation and / or order number
- The customer's name and the name of the campaign

Submission time

Standard IAB: 3 working days before going live.

Rich Media: Outstream video, In content ad, Native ad, Branded content,

Advertorial: 5 working days before going live.

NOTE: Material via Weborama should be submitted 8 working days before going live.

Publisher Paid

Weborama is our preferred supplier for rich media communications.

Publisher paid rules only apply to direct sales purchasing. No publisher paid rules apply to procurement through programmatic trading.

Specifications

Sound

User initiated.

Animation

- Maximum 30 seconds.
- If a video is shown in the banner this should be placed in a container and hosted by the advertiser.

Link to landing page and impression and/or click tracker

Landing page URL should be submitted separately and possibly an impression and / or click tracker.

Format	Width (px)	Height (px)	Weight (kb)	File types
Desktop/tablet				
Standard IAB				
Leaderboard	728	90	100	GIF, JPG, PNG, HTML5
Super leaderboard	970	90	100	GIF, JPG, PNG, HTML5
Medium rectangle	300	250	100	GIF, JPG, PNG, HTML5
Weerbericht ad	160	340	100	GIF, JPG, PNG, HTML5
Meteobutton	463	165	100	GIF, JPG, PNG, HTML5
Rich Media				
Halfpage ad	300	600	150	GIF, JPG, PNG, HTML5
Billboard	970	250	150	GIF, JPG, PNG, HTML5
Floorad	100%		150	Template on request
Takeover			150	Template on request
Portrait ad	300	1250	150	Template on request
Fishtank	970	500	150	GIF, JPG, PNG, HTML5
Outstream video	620	250	200MB	MOV, FLV, MPEG4, AVI, MP4
Native ad	970	250	150	Specs on request
Native ad	635	100	150	Specs on request
Smartphone				
Standard IAB				
Mobile leaderboard	300	50	100	GIF, JPG, PNG, HTML5
	320	50	100	GIF, JPG, PNG, HTML5
Double leaderboard	300	100	100	GIF, JPG, PNG, HTML5
	320	100	100	GIF, JPG, PNG, HTML5
Mobile rectangle	300	250	100	GIF, JPG, PNG, HTML5
	320	240	100	GIF, JPG, PNG, HTML5

For HTML5 files the following additional specifications apply:

- Must have a click tag variable and a URL to the landing page.
- Submit as 3rd party tag. We accept the tags of all 3rd party suppliers.
PLEASE NOTE: Our preferred supplier is Weborama.
- Polite loading is compulsory.

We have a submission deadline of 5 working days prior to the commencement of the campaign for the submission of HTML5 banners so that these can be tested in different browsers.

If you have any questions about the specifications
then please contact the traffic department:

Traffic@zoover.nl

or by calling: **+31 (0)88 878 68 45.**

