

Technical specs- digital

Display & video

Transition Fixed Size Ad Unit (WxH in px)	Dimensions	File Load Size		Max Animation & Video Length	Audio initiation	Implementation Notes & Best Practices
	Initial Dimensions (WxH in pixels)	Maximum Initial Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size			
Leaderboard 728x90	728x90	Image: 50 ko HTML5 : 100 ko	2,2 mb Unlimited if streaming video within the ad unit	30 seconds or less (loops included); 15 seconds recommended; maximum 3 loops Recommended that final frame contains pertinent information	must be user initiated (on click : mute/un-mute) must be on mute by default	<p>Standard Creative: Accepted file formats include: .GIF .JPG HTML5</p> <p>Expansion must be user-initiated. Pre-expanding ads NOT supported. Provide a call-to-action ("roll over to expand" or "click to expand") for clarity; retract instantly on mouse-off. Must have a control = "Close X" on expanded panel and "Expand" on collapsed panel.</p> <p>Police = 8pt (1px) - 16pt (2px)</p> <p>In-Banner Video: Video must include: Play, Pause, Mute (and/or volume control to 0). Note: A close button is not required as the video resides within the ad unit itself</p>
Billboard 970x250	970x250	Image: 80 ko HTML5 : 150 ko				
Big Box 300x250	300x250	Image: 50 ko HTML5 : 100 ko				
Double Big Box (half page) 300x600	300x600	Image: 80 ko HTML5 : 150 ko				
Video	Video Adaptative 16:9 recommended	Maximum size up to 512 KB	N/A	6, 15 or 30 seconds	Le sound level of the ad must be of 24 LKFS or lower	Do not activate the option for the ad to be skippable