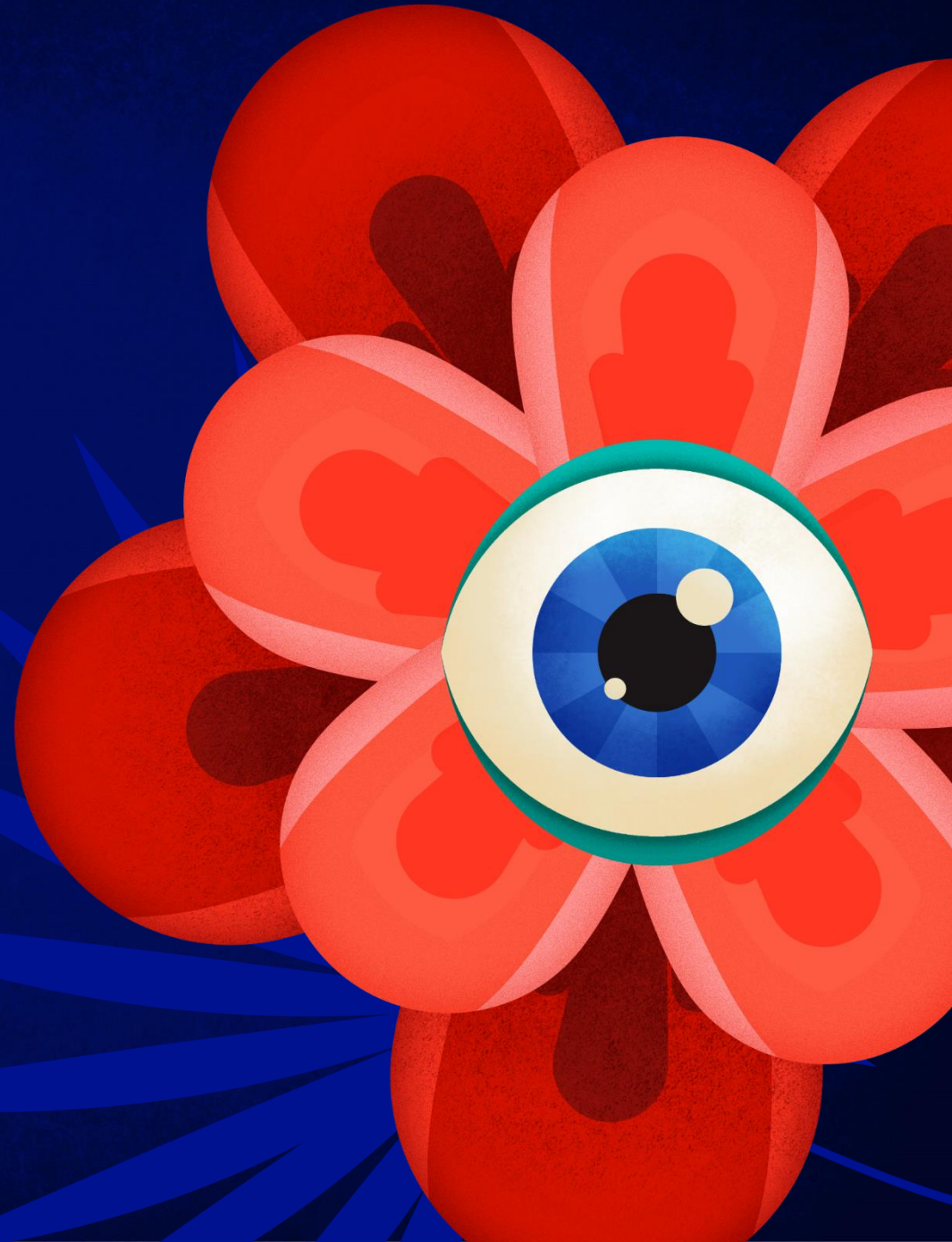




# Technical specifications television and web



**Television**







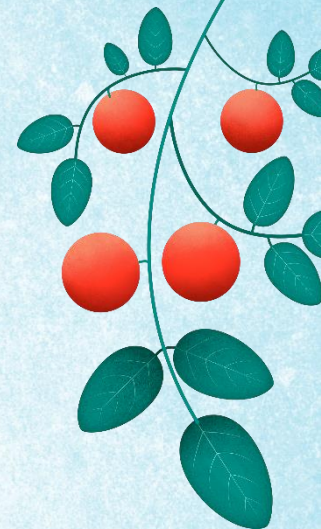
10, 15 or 30 seconds

# COMMERCIAL SPOT

## TECHNICAL SPECIFICATIONS

Video	<b>XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime</b>
	• 1920x1080
	• Constant 29.97 frames/sec interlaced, upper filed first
	• Safe title zone: 90% height and width of the full HD picture
Audio	• PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.
	• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)
	• Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8
	• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)
Lip sync	• 1 field maximum tolerable sound and picture misalignment
Time code	• Drop frame mode, continuous (from start to end – not visible on screen) • Start at 10;00;00;00 • No lead-in/lead-out, advertising only
Close captioning (CC)	• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC). • Commercials with no voice over, with music only, still require closed captioning: meaning a musical note 🎵 or the word "music" • must appear in the closed captioning throughout the commercial.
	• The length of the CC file must be the same as the length of the video file. The same applies to the time code • The CC file needs to be structured for 29.9fps, Type: drop frame

Material instructions	Broadcast day						
	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
Reception of instructions	Friday 12:00PM	Monday 12:00PM	Tuesday 12:00PM	Wednesday 12:00PM	Thursday 12:00PM	Thursday 12:00PM	Friday 12:00PM
Reception of materials	Friday 12:00PM	Monday 12:00PM	Tuesday 12:00PM	Wednesday 12:00PM	Thursday 12:00PM	Thursday 12:00PM	Friday 12:00PM
Correction - revision	Monday 2:00PM	Tuesday 2:00PM	Wednesday 2:00PM	Thursday 2:00PM	Thursday 2:00PM	Friday 2:00PM	Friday 2:00PM







10 seconds

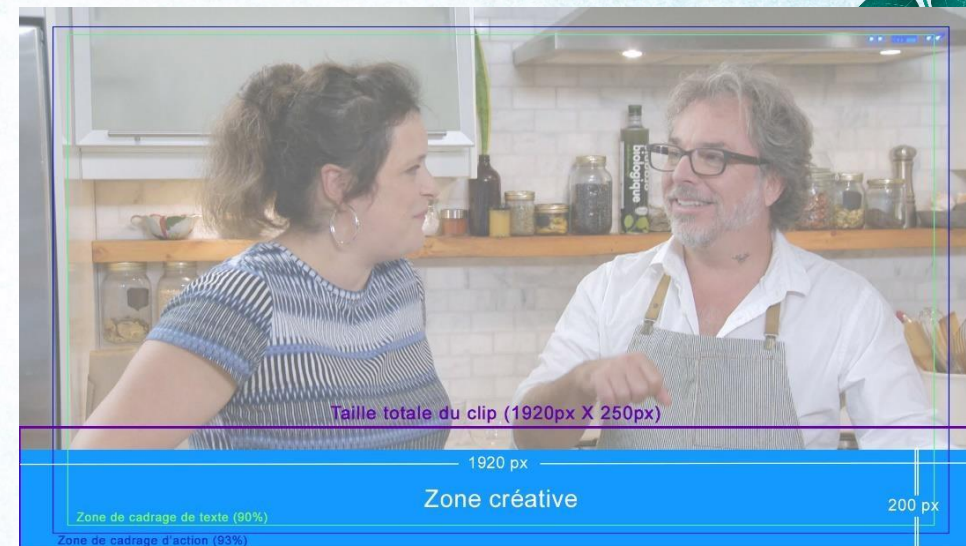
# ANIMATED LOWER THIRD

## TECHNICAL SPECIFICATIONS

Video	• Size of the banner : 1920x200 pixels
	• Total size of the clip : 1920x250 pixels
	• The clip (outside of the banner's creative area) must be 100% transparent.
	• QuickTime Video file (.mov).
	• 29.97 fps with integrated alpha channel.
	• 32-bit QuickTime Codec : Apple Animation, PNG or Apple ProRes4444.
	• The clip's alpha must be delivered non-premultiplied (straight).
Audio	<u>Important :</u>
	• the first frame and the last frame must be completely empty: 100% transparent. The banner must include animations for enter and exit transitions.
Audio	• N/A

If produced by Télé-Québec	<u>Required elements :</u> <ul style="list-style-type: none"><li>• Creation Brief.</li><li>• All visual materials for editing and/or animation:<ul style="list-style-type: none"><li>• Logo, photos, typography, icons, advertiser branding elements required for animation</li></ul></li></ul>
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## EXAMPLES HERE



## CONTENT SPECIFICATIONS

### VO

- N/A

### SUPER/VISUAL

- Branded to the advertiser.
- Product/packaging visual and client logo.
- Description of product or service attributes.

### NOTES

- Commercial offer and/or "call to action," are allowed
- No fixed positioning during the program.
- Moveable if the program becomes sponsored.

### If produced by the advertiser:

- Visual concept/script must be approved by Télé-Québec before airing.





15 seconds

# SPONSORSHIP BILLBOARD

## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"><li>1920x1080</li><li>Constant 29.97 frames/sec interlaced, upper field first</li></ul>
	<ul style="list-style-type: none"><li>Safe title zone: 90% height and width of the full HD picture</li></ul>
Audio	<ul style="list-style-type: none"><li>PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.</li><li>An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)</li></ul>
	<ul style="list-style-type: none"><li>Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8</li></ul>
	<ul style="list-style-type: none"><li>Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li></ul>
Lip sync	<ul style="list-style-type: none"><li>1 field maximum tolerable sound and picture misalignment</li></ul>
Time code	<ul style="list-style-type: none"><li>Drop frame mode, continuous (from start to end – not visible on screen)</li><li>Start at 10:00:00:00</li><li>No lead-in/lead-out, advertising only</li></ul>
Close captioning (CC)	<ul style="list-style-type: none"><li>All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).</li><li>Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music"</li><li>must appear in the closed captioning throughout the commercial.</li><li>The length of the CC file must be the same as the length of the video file. The same applies to the time code</li><li>The CC file needs to be structured for 29.9fps, Type: drop frame</li></ul>

If produced by Télé-Québec	<b>Required elements :</b> <ul style="list-style-type: none"><li>Creation Brief.</li><li>All visual materials for editing and/or animation:<ul style="list-style-type: none"><li>Logo, photos, typography, icons, advertiser branding elements required for animation</li></ul></li></ul>
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## EXAMPLES HERE



## CONTENT SPECIFICATIONS

### VO

- Promotion of the advertiser's product or service.
- Reference to the associated content while incorporating the name of the sponsor.
  - Example: (program) is brought to you by (advertiser)

### SUPER/VISUAL

- With the advertiser's brand image and colors.
- Visual of packaging allowed
- Advertiser's logo.
- Advertiser website URL.

### NOTES

- No commercial offer or "call to action"
- Only available to program sponsors
- If produced by the advertiser: Visual concept/script must be approved by Télé-Québec before airing







10 or 15 seconds

# BRAND ASSOCIATION BILLBOARD

## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"><li>1920x1080</li><li>Constant 29.97 frames/sec interlaced, upper field first</li></ul>
	<ul style="list-style-type: none"><li>Safe title zone: 90% height and width of the full HD picture</li></ul>
Audio	<ul style="list-style-type: none"><li>PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.</li><li>An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)</li></ul>
	<ul style="list-style-type: none"><li>Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8</li></ul>
	<ul style="list-style-type: none"><li>Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li></ul>
Lip sync	<ul style="list-style-type: none"><li>1 field maximum tolerable sound and picture misalignment</li></ul>
Time code	<ul style="list-style-type: none"><li>Drop frame mode, continuous (from start to end – not visible on screen)</li><li>Start at 10:00:00:00</li><li>No lead-in/lead-out, advertising only</li></ul>
Close captioning (CC)	<ul style="list-style-type: none"><li>All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).</li><li>Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music"</li><li>must appear in the closed captioning throughout the commercial.</li></ul>
	<ul style="list-style-type: none"><li>The length of the CC file must be the same as the length of the video file. The same applies to the time code</li></ul>
	<ul style="list-style-type: none"><li>The CC file needs to be structured for 29.9fps, Type: drop frame</li></ul>

If produced by Télé-Québec	<b>Required elements :</b> <ul style="list-style-type: none"><li>Creation Brief.</li><li>All visual materials for editing and/or animation:<ul style="list-style-type: none"><li>Logo, photos, typography, icons, advertiser branding elements required for animation</li></ul></li></ul>
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## EXAMPLES [HERE](#)



## CONTENT SPECIFICATIONS

### VO

- Promotion of the advertiser's product or service
- Reference to the associated content while incorporating the name of the sponsor.
  - This program is presented by...

### SUPER/VISUAL

- Branded to the advertiser's brand image and colors.
- Visual of packaging allowed.
- Advertiser's logo.
- Advertiser's website.

### NOTES

- Commercial offers or "call to action" are allowed.







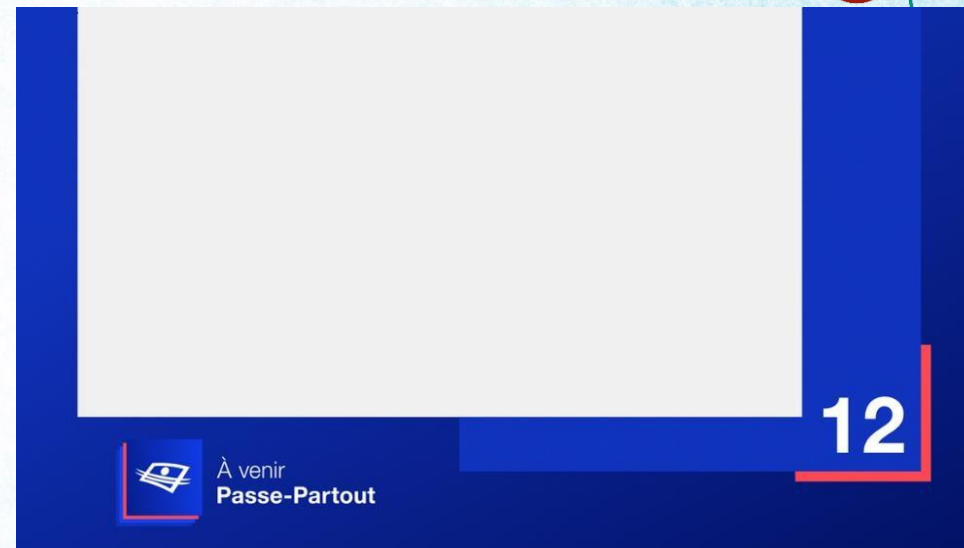
15 or 30 seconds

# COUNTDOWN

## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"><li>• 1920x1080</li><li>• Constant 29.97 frames/sec interlaced, upper filed first</li></ul>
	<ul style="list-style-type: none"><li>• Safe title zone: 90% height and width of the full HD picture</li></ul>
Audio	<ul style="list-style-type: none"><li>• PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.</li><li>• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)</li></ul>
	<ul style="list-style-type: none"><li>• Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8</li></ul>
	<ul style="list-style-type: none"><li>• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li></ul>
Lip sync	<ul style="list-style-type: none"><li>• 1 field maximum tolerable sound and picture misalignment</li></ul>
Time code	<ul style="list-style-type: none"><li>• Drop frame mode, continuous (from start to end – not visible on screen)</li><li>• Start at 10;00;00;00</li><li>• No lead-in/lead-out, advertising only</li></ul>
Close captioning (CC)	<ul style="list-style-type: none"><li>• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).</li><li>• Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music"</li><li>• must appear in the closed captioning throughout the commercial.</li></ul>
	<ul style="list-style-type: none"><li>• The length of the CC file must be the same as the length of the video file. The same applies to the time code</li></ul>
	<ul style="list-style-type: none"><li>• The CC file needs to be structured for 29.9fps, Type: drop frame</li></ul>

## EXAMPLES HERE



## CONTENT SPECIFICATIONS

### VO

- Audio of the commercial.

### SUPER/VISUAL

#### Inside the frame :

- Advertiser's commercial message.

#### On the frame :

- Télé-Québec's branding.
- Countdown to zero.
- Name of upcoming program.





15 or 30 seconds

# CRÉATIVE COUNTDOWN

## TECHNICAL SPECIFICATIONS

### Production by Télé-Québec

The creative countdown frame must be produced by the Télé-Québec media creativity team.

### Required elements :

- Creation Brief.
- All visual materials for editing and/or animation:
  - Logo, photos, typography, icons, advertiser branding elements required for animation

**Client must provide its commercial spot in advance under these specifications :**

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"><li>• 1920x1080</li><li>• Constant 29.97 frames/sec interlaced, upper field first</li></ul>
	<ul style="list-style-type: none"><li>• Safe title zone: 90% height and width of the full HD picture</li></ul>
Audio	<ul style="list-style-type: none"><li>• PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.</li><li>• An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)</li></ul>
	<ul style="list-style-type: none"><li>• Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8</li></ul>
	<ul style="list-style-type: none"><li>• Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li></ul>
Lip sync	<ul style="list-style-type: none"><li>• 1 field maximum tolerable sound and picture misalignment</li></ul>
Time code	<ul style="list-style-type: none"><li>• Drop frame mode, continuous (from start to end – not visible on screen)</li><li>• Start at 10;00;00;00</li><li>• No lead-in/lead-out, advertising only</li></ul>
Close captioning (CC)	<ul style="list-style-type: none"><li>• All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).</li><li>• Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music"</li><li>• must appear in the closed captioning throughout the commercial.</li></ul>
	<ul style="list-style-type: none"><li>• The length of the CC file must be the same as the length of the video file. The same applies to the time code</li></ul>
	<ul style="list-style-type: none"><li>• The CC file needs to be structured for 29.9fps, Type: drop frame</li></ul>

## EXAMPLES HERE



## CONTENT SPECIFICATIONS

### VO

- Audio of the commercial.

### SUPER/VISUAL

#### Inside the frame :

- Advertiser's commercial message.

#### On the frame :

- Concept créatif aux couleurs du client.
- Advertiser's creative branding.
- Countdown to zero (numbers).
- Name of upcoming program.

### NOTES

- Commercial offers or « call to action » are not allowed on creative countdown frame.





10 or 15 seconds

# CLOSED CAPTIONING BILLBOARD

## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"><li>1920x1080</li><li>Constant 29.97 frames/sec interlaced, upper field first</li></ul>
	<ul style="list-style-type: none"><li>Safe title zone: 90% height and width of the full HD picture</li></ul>
Audio	<ul style="list-style-type: none"><li>PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.</li><li>An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)</li></ul>
	<ul style="list-style-type: none"><li>Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8</li></ul>
	<ul style="list-style-type: none"><li>Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li></ul>
Lip sync	<ul style="list-style-type: none"><li>1 field maximum tolerable sound and picture misalignment</li></ul>
Time code	<ul style="list-style-type: none"><li>Drop frame mode, continuous (from start to end – not visible on screen)</li><li>Start at 10;00;00;00</li><li>No lead-in/lead-out, advertising only</li></ul>
Close captioning (CC)	<ul style="list-style-type: none"><li>All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).</li><li>Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music"</li><li>must appear in the closed captioning throughout the commercial.</li><li>The length of the CC file must be the same as the length of the video file. The same applies to the time code</li><li>The CC file needs to be structured for 29.9fps, Type: drop frame</li></ul>

If produced by Télé-Québec	<b>Required elements :</b> <ul style="list-style-type: none"><li>Creation Brief.</li><li>All visual materials for editing and/or animation:<ul style="list-style-type: none"><li>Logo, photos, typography, icons, advertiser branding elements required for animation</li></ul></li></ul>
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## CONTENT SPECIFICATIONS

<b>VO</b> <ul style="list-style-type: none"><li>Promotion of the advertiser's product or service.</li><li>Reference to the associated content while incorporating the name of the sponsor.<ul style="list-style-type: none"><li>Closed captioning of this program is presented by...</li></ul></li></ul>	<b>SUPER/VISUAL</b> <ul style="list-style-type: none"><li>Branded to the advertiser's brand image and colors.</li><li>Visual of packaging allowed.</li><li>Advertiser's logo.</li><li>Advertiser's website.</li></ul>	<b>NOTES</b> <ul style="list-style-type: none"><li>Commercial offers or "call to action" are allowed.</li></ul>
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15 seconds

# SPONSORED EVENING LINE-UP

## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"><li>1920x1080</li><li>Constant 29.97 frames/sec interlaced, upper field first</li></ul>
	<ul style="list-style-type: none"><li>Safe title zone: 90% height and width of the full HD picture</li></ul>
Audio	<ul style="list-style-type: none"><li>PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.</li><li>An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)</li></ul>
	<ul style="list-style-type: none"><li>Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8</li></ul>
	<ul style="list-style-type: none"><li>Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li></ul>
Lip sync	<ul style="list-style-type: none"><li>1 field maximum tolerable sound and picture misalignment</li></ul>
Time code	<ul style="list-style-type: none"><li>Drop frame mode, continuous (from start to end – not visible on screen)</li><li>Start at 10:00:00:00</li><li>No lead-in/lead-out, advertising only</li></ul>
Close captioning (CC)	<ul style="list-style-type: none"><li>All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).</li><li>Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music"</li><li>must appear in the closed captioning throughout the commercial.</li></ul>
	<ul style="list-style-type: none"><li>The length of the CC file must be the same as the length of the video file. The same applies to the time code</li></ul>
	<ul style="list-style-type: none"><li>The CC file needs to be structured for 29.9fps, Type: drop frame</li></ul>

If produced by Télé-Québec	<u>Required elements :</u>
	<ul style="list-style-type: none"><li>Creation Brief.</li><li>All visual materials for editing and/or animation:<ul style="list-style-type: none"><li>Logo, photos, typography, icons, advertiser branding elements required for animation</li></ul></li></ul>

## EXAMPLES HERE



## CONTENT SPECIFICATIONS

### VO

- Mention of the programs in the lineup, with their air dates and times.

### SUPER/VISUAL

- Branded to the advertiser's brand image and colors.
- Visual of packaging allowed.
- Advertiser's logo.
- Titles of the programs in the line-up, with their air dates and times.

### NOTES

- No commercial offer or « call to action ».
- Télé-Québec's logo must appear in the message.

### If produced by the advertiser:

- Creative concept must be developed in collaboration with Télé-Québec's media creative team. Visual concept/script must be approved by Télé-Québec before airing.





15 seconds

# CUSTOMIZED PROMO-AD

## TECHNICAL SPECIFICATIONS

Video	XDCAM HD422 50 Mbps encapsulated MXF OP1a or QuickTime
	<ul style="list-style-type: none"><li>1920x1080</li><li>Constant 29.97 frames/sec interlaced, upper field first</li></ul>
	<ul style="list-style-type: none"><li>Safe title zone: 90% height and width of the full HD picture</li></ul>
Audio	<ul style="list-style-type: none"><li>PCM, 48kHz, 24-bit, -2dBTP Max. PCM, 48kHz, 24-bit, -2dBTP Max.</li><li>An audio mix ranging between 2 tracks (stereo) and to 6 tracks (5.1)</li></ul>
	<ul style="list-style-type: none"><li>Track allocation : 1 :L 2 :R 3 :C 4:LFE 5 :Ls 6 :Rs 7 :Lt/Lo 8 :Rt/Ro or stereo mix on tracks 1-2 and 7-8</li></ul>
	<ul style="list-style-type: none"><li>Integrated commercial loudness : -24LKFS +/-2LU (measured using UIT-R BS.1770-3 algorithm)</li></ul>
Lip sync	<ul style="list-style-type: none"><li>1 field maximum tolerable sound and picture misalignment</li></ul>
Time code	<ul style="list-style-type: none"><li>Drop frame mode, continuous (from start to end – not visible on screen)</li><li>Start at 10:00:00:00</li><li>No lead-in/lead-out, advertising only</li></ul>
Close captioning (CC)	<ul style="list-style-type: none"><li>All commercials must be closed captioned (.scc files or embedded into video file) (required by the CRTC).</li><li>Commercials with no voice over, with music only, still require closed captioning: meaning a musical note ♪ or the word "music"</li><li>must appear in the closed captioning throughout the commercial.</li></ul>
	<ul style="list-style-type: none"><li>The length of the CC file must be the same as the length of the video file. The same applies to the time code</li></ul>
	<ul style="list-style-type: none"><li>The CC file needs to be structured for 29.9fps, Type: drop frame</li></ul>

If produced by Télé-Québec	<b>Required elements :</b>
	<ul style="list-style-type: none"><li>Creation Brief.</li><li>All visual materials for editing and/or animation:<ul style="list-style-type: none"><li>Logo, photos, typography, icons, advertiser branding elements required for animation</li></ul></li></ul>

## EXAMPLES HERE



## CONTENT SPECIFICATIONS

### VO

- Mention of the program title to be promoted, with its air date and time.

### SUPER/VISUAL

- In the advertiser's brand image and colors.
- Visual of the product/packaging allowed.
- Advertiser's logo.
- Program title to be promoted, with its air date and times.

### NOTES

- No commercial offer or « call to action ».
- No commercial offer or « call to action »

### If produced by the advertiser:

- Creative concept must be developed in collaboration with Télé-Québec's media creative team. Visual concept/script must be approved by Télé-Québec before airing.







# MATERIAL DELIVERY

## **TELEVISION – Commercial spot**

The file delivery method shall be by upload. You can use these paid delivery services or our FTP site:

**You can use these paid delivery services or our FTP site:**

- LaMajeure
- Extream Reach

**Or through Télé-Québec FTP site :**

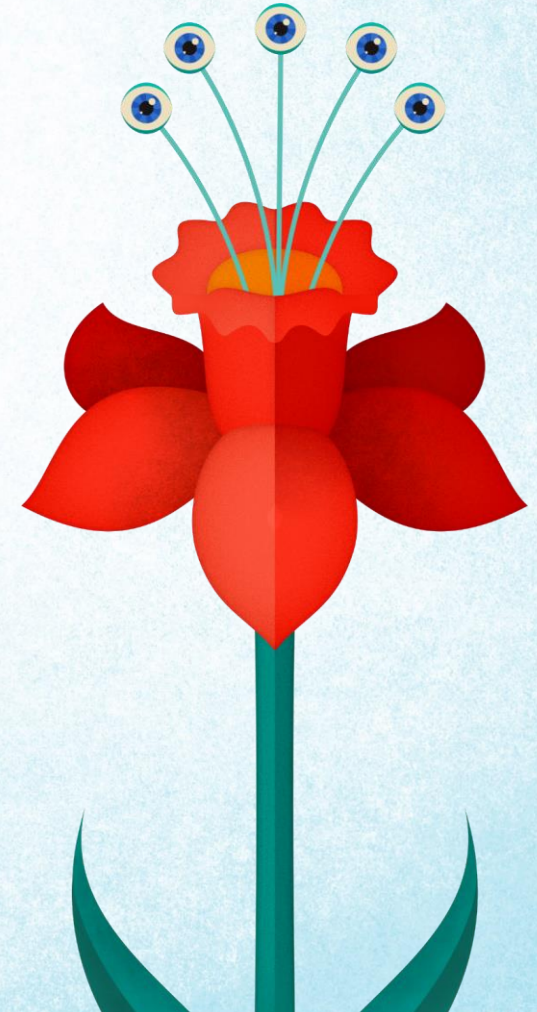
- FTP site : <https://transit.telequebec.tv>
  - User : invitepubs
  - Password: In order to receive password for your access, please contact our traffic department ([routage@telequebec.tv](mailto:routage@telequebec.tv)) or your sales account manager.

**IMPORTANT:** When the material is uploaded, you must inform us via email at the following address: [routage@telequebec.tv](mailto:routage@telequebec.tv)

For all questions related to material, you can communicate with: [routage@telequebec.tv](mailto:routage@telequebec.tv)

## **TELEVISION – Lower third**

Please provide final material through **WeTransfer** to your rep or media creativity advisor.







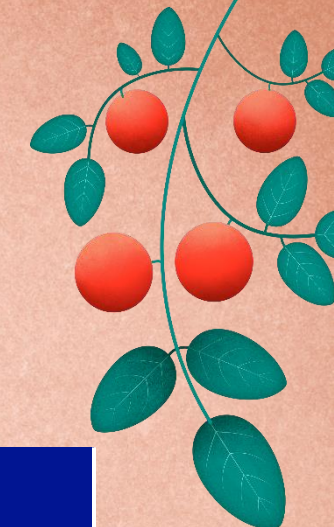
**Web**







# DIGITAL

## TECHNICAL SPECIFICATIONS



### Display

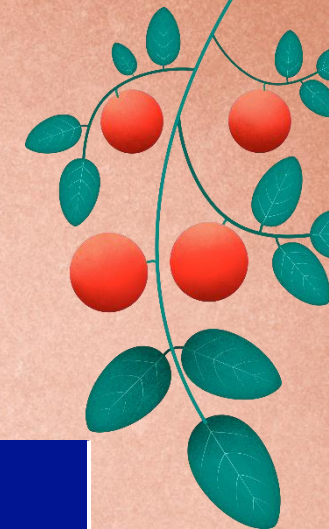
		Size		File load size		Max Animation & Video Length	Audio initiation	Implementation Notes & Best Practices
		Transtion Fixed Size Ad Unit (WxH in px)	Initial Dimensions (WxH in pixels)	Maximum Initial Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size			
								
		Leaderboard	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	Doit être initié par l'utilisateur (avec un clic : en sourdine/son activé) ; Doit être en sourdine par défaut  Must be user initiated (on click : mute/un-mute) must be on mute by default	<b>Standard creative:</b> Accepted files are: .GIF   .JPG   HTML5  Expansion must be user initiated. Pre-expanding ads NOT supported.  <b>In-Banner Video :</b> 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
		Billboard	970x250	Image : 80 ko HTML5 : 150 ko				
		Big Box	300x250	Image : 50 ko HTML5 : 100 ko				
		Double Big box (half page)	300x600	Image : 80 ko HTML5 : 150 ko				
		Mobile banner	320x50	Image : 40 ko HTML5 : 50 ko	N/A	30 seconds or less (loops included); 15 seconds recommended;	N/A	Accepted files are: .GIF   .JPG   HTML5  This unit is regularly placed in application as fixed banner or catfish.







# DIGITAL

## TECHNICAL SPECIFICATIONS



### Video / In-Stream / InRead

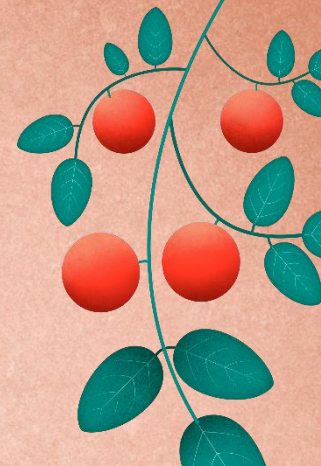
		Size		File load size		Max Animation & Video Length	Audio initiation	Implementation Notes & Best Practices
		Transtion Fixed Size Ad Unit (WxH in px)	Initial Dimensions (WxH in pixels)	Maximum Initial Load Size Allowance (See further HTML5 guidance in notes)	Subsequent Max Polite File Load Size			
								
		Video	Video Adaptative 16:9 recommended	Provide best resolution possible 1080p recommended MP4 and .MOV Maximum size up to 512 MB	N/A	6,15 ou 30	Sound level of the ad must be of 24 LKFS or lower	Do not activate the option for the ad to be skippable
		Video / In read	<a href="#">Example and complete technical specs here : Video/In read</a>					
		Tuile native / In read	<a href="#">Example and complete technical specs here : Native Tile / In read</a>					
		Carrousel / In read	<a href="#">Example and complete technical specs here : Carrousel / In read</a>					





# DIGITAL VIDEO / IN READ

## TECHNICAL SPECIFICATIONS



Cuisinez

RecettesPlanifier le menuApprendreÉmissions

### 1. Jouez avec la texture

Préférez-vous un brownie dense, aérien ou fondant? En utilisant la même base (soit de la farine, du sucre, du beurre et du cacao), vous pouvez jouer avec les proportions pour obtenir le brownie de vos rêves. Utilisez notre recette de **brownies classique** et omettez la poudre à pâte afin de créer une texture plus près du fudge. La poudre à pâte, combinée à la farine, donne un brownie qui ressemble davantage à un gâteau.

En ajoutant des pépites de chocolat ou du chocolat haché à votre mélange avant la cuisson, vous aurez en bouche un véritable party chocolaté!



### 2. Multipliez les couches de saveurs

Vous pouvez combiner à une recette classique de brownies plusieurs ingrédients qui se marient bien avec le chocolat, et créeront un mélange de saveurs très intéressant. L'**assemblage chocolat-café** est toujours gagnant!

Catégories

Video	
File :	HD MP4 MOV Tags VAST HTML5
Lenght :	15 ou 30 secondes
Video size :	4 MB maximum
Dimensions :	1920 x 1080 HTML5 Player Responsive to Article Width (ideally 1080 pixel)
Audio :	Mute by default until user activated (rollover or click)
Codec identifier :	H264
Bitrate :	200 à 1500 kbps
Framerate :	Plus grand que 24 fps

Link
URL and UTM
Delivery
Deadline: 48h before campaign start

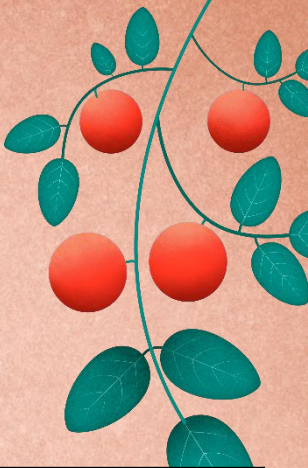
**EXAMPLE [HERE](#)**






# DIGITAL NATIVE TILE / IN READ

## TECHNICAL SPECIFICATIONS



Cuisinez 

Recettes Planifier le menu Apprendre Émissions

Mélangez l'œuf en brownie dense, donnez-le fondant. En cuisinant la même base (pois de la farine, de sucre, de beurre et du cacao), vous pouvez jouer avec les proportions pour obtenir le brownie de vos rêves. Utilisez notre recette de brownies classique et omettez la poudre à pâte afin de créer une texture plus près du fudge. La poudre à pâte, combinée à la farine, donne un brownie qui ressemble davantage à un gâteau.

En ajoutant des pépites de chocolat ou du chocolat haché à votre mélange avant la cuisson, vous aurez en bouche un véritable party chocolaté!

PUBLICITÉ

Sponsorisé par Libre Emploi

**Libre EMPLOI**

ÉVÉNEMENTS EMPLOI ÉCLAIR

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En savoir plus

PUBLICITÉ

saison 2022-2023

La référence en théâtre jeune public à Montréal

Billets et abonnements : [maisontheatre.com](https://maisontheatre.com)

MAISON THÉÂTRE

PUBLICITÉ

Catégories

Trucs et techniques

EXAMPLE HERE

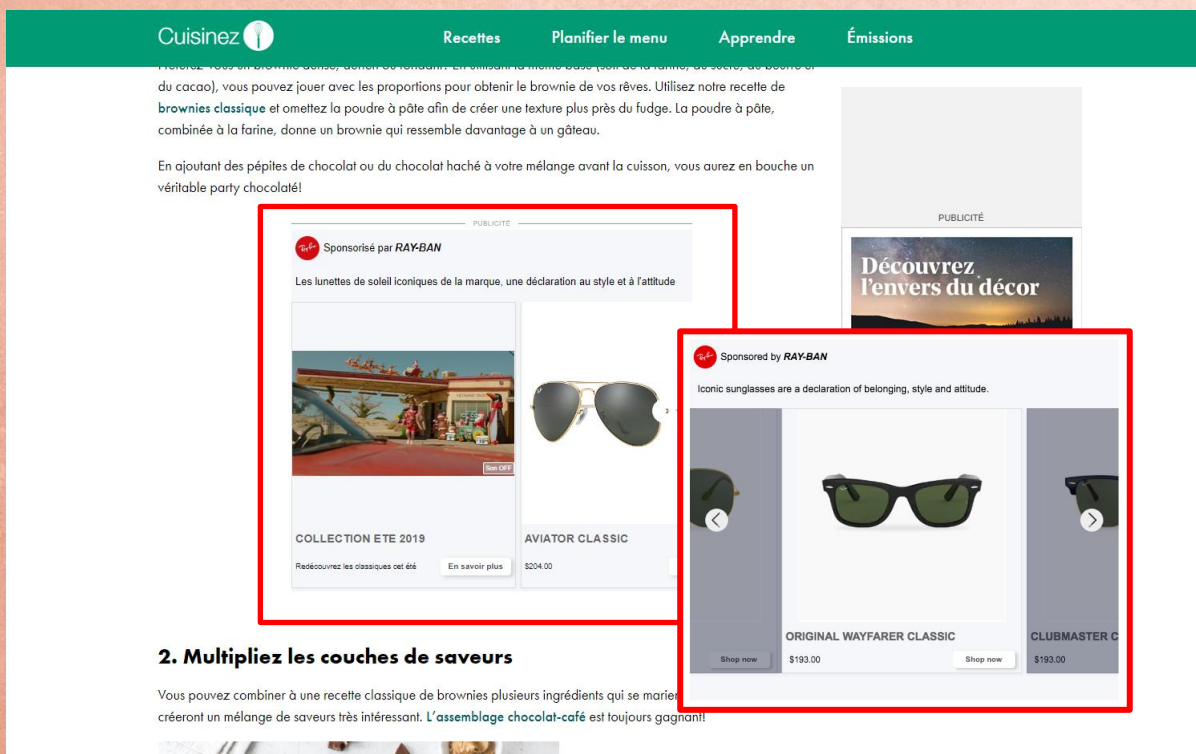
Image	
File :	JPG, PNG or GIF
Size :	30 MB maximum
Video	
Formats :	MP4 or MOV (high resolution, 30 fps, Codec H264 or ProRes)
Lenght :	15 or 30 seconds
Dimensions :	1920 x 1080
Logo	
Brand logo :	1:1 Ratio JPG, PNG or GIF
Copy	
Title :	25 caracters maximum
Body :	90 caracters maximum

Trackers	
CTA	30 caracters maximum
	Tracking URL Brand logo
Delivery	
Deadline: 48h before campaign start	
Each of the elements must be delivered individually (texts, logo, image, video)	





## TECHNICAL SPECIFICATIONS



**EXAMPLE HERE**

Number of tiles possible	
Minimum 2 tiles, maximum 10 tiles	
Images	
File :	JPG, PNG ou GIF
Size :	30 MB maximum
Video	
Only one tile can be video and must be the first tile of the carousel	
Formats :	MP4 or MOV
Lenght :	15 ou 30 seconds
Video size :	4 MB maximum
Dimensions	1920 x 1080
Logo	
Brand logo	1:1 Ratio JPG, PNG ou GIF
Copy	
Title :	25 caracters maximum
Body :	150 caracters maximum

Trackers	
CTA	30 caracters maximum
	Tracking URL Brand logo
<p><i>Options CTA :</i></p> <p>Aucun, Acheter, En profiter, En savoir plus, Écouter, Nous contacter, Postuler, Réserver, S'abonner, S'inscrire, Télécharger, Voir le menu</p>	
<p>Tracking Third Party and Pixel accepted. Compatible with Sizmek and Moat.</p>	
Delivery	
<p>Deadline: 48h before campaign start</p>	
<p>Each of the elements must be delivered individually (texts, logo, image, video)</p>	