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'usager (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	**Standard creative:** Accepted files are: .GIF | .JPG | HTML5 Expansion must be user initiated. Pre-expanding ads NOT supported. **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
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
	Cuisinez	**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 recomended 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	Example and complete technical specs here : Video/In read					
		Tuile native / In read	Example and complete technical specs here : Native Tile / In read					
		Carrousel / In read	Example and complete technical specs here : Carrousel / In read					

DIGITAL
VIDEO / IN READ

TECHNICAL SPECIFICATIONS

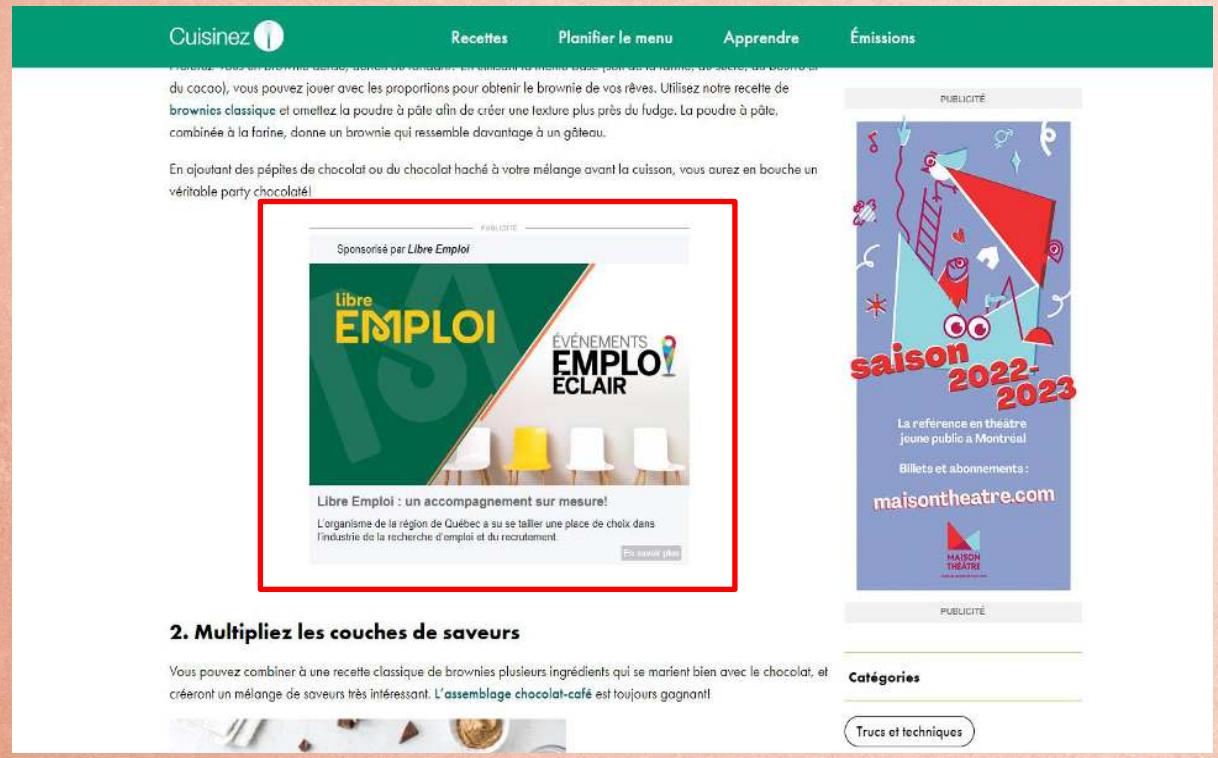
EXAMPLE HERE

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

DIGITAL
NATIVE TILE / IN READ

TECHNICAL SPECIFICATIONS



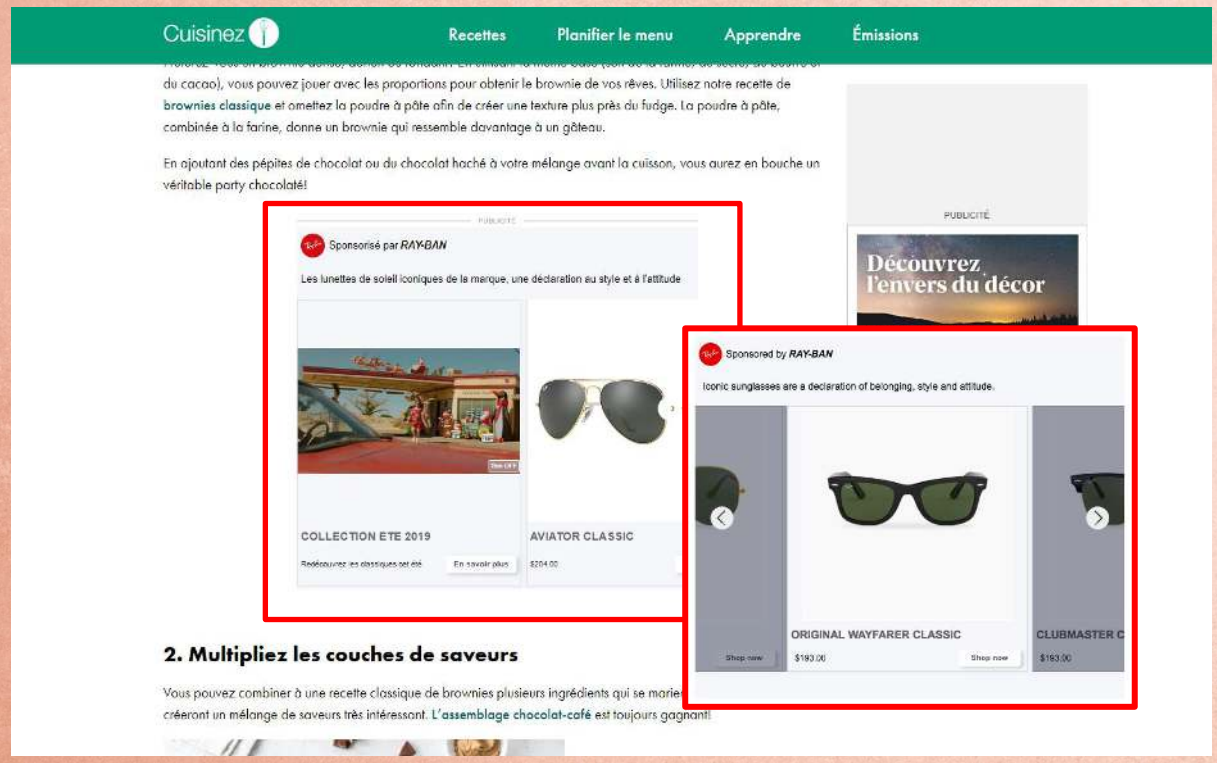
EXAMPLE HERE

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)	

DIGITAL
CAROUSSEL / IN READ

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