

TECHNICAL SPECIFICATIONS

Android Tablet App

JPEG/GIF ad formats

→ Banner :

REQUIRED ELEMENTS :

- A JPG, PNG or not animated GIF image conforming to IAB standards : **1280 x 90 px**
- Clickable ad with redirect URL (Landing Page URL/Webview Advertiser)

TECHNICAL CONSTRAINTS :

- The weight of each creative must not exceed **50 KB**.
- A security zone of 10 px inside the creative is recommended for the sensitive elements (logos, texts ...)
- **No iTunes URL encapsulated in a tracking URL**

LOCATION, INTERACTION ET DURATION :

- Home page + all sections except settings
- Duration : lifetime

→ Overlay :

REQUIRED ELEMENTS :

- A JPG, PNG or not animated GIF image conforming to IAB standards : **1280 x 800 px**
- Clickable ad with redirect URL (Landing Page URL/Webview Advertiser)

TECHNICAL CONSTRAINTS :

- The weight of each creative must not exceed **250 KB**
- A security zone of **10 px** inside the creation is recommended for the sensitive elements (logos, texts ...)
- **No iTunes URL encapsulated in a tracking URL**

LOCATION, INTERACTION ET DURATION :

- Home page + all sections except settings
- Duration : 5 seconds (configurable duration if necessary)
- Clickable

Technical specifications for HTML5

→ HTML5 Banner :

REQUIRED ELEMENTS :

- Une création JPG ou PNG ou GIF non animé de **1280 px de large x 90 px de haut**
- URL de clic (URL de la Landing Page/Webview annonceur).

TECHNICAL CONSTRAINTS :

- The weight of each creative must not exceed **250 KB** (reco: 150Ko total for a better display). If necessary, lower the image quality by 100 to 60% minimum.
- A security zone of 20 pixels inside the creation is recommended for the sensitive elements (logos, texts ...)
- **No iTunes URL encapsulated in a tracking URL**

LOCATION, INTERACTION ET DURATION :

- In application openinf, after loading
- 5 seconds by default (configurable duration if necessary)
- Clickable / Click to :
 - Landing page
 - Store
 - Video

→ HTML5 Overlay :

REQUIRED ELEMENTS :

- A JPG, PNG or not animated GIF image conforming to IAB standards : **1280 x 800 px**
- **OR** zip file which includes folder with images, .html and CSS
- **OR** URL of the hosting HTML5 creative
- Click URL (Landing Page URL of the Android market or external site for a video)

TECHNICAL CONSTRAINTS :

- The weight of each creative must not exceed **250 KB** (reco: 150Ko total for a better display). If necessary, lower the image quality by 100 to 60% minimum.
- A **security zone** of **20 pixels** inside the creation is recommended for the sensitive elements (logos, texts ...)
- **No iTunes URL encapsulated in a tracking URL**

Video ad formats

→ Video Overlay :

REQUIRED ELEMENTS :

- An **.mp4** or **.mpeg** video : **512 px L x 384 px H**
- Video Codex h.264, Video bitrate profile baseline, frame rate 30 fps

TECHNICAL CONSTRAINTS :

- Keyframe frequency Every 1 second
- Pixel aspect ratio Square
- Audio codec AAC LC
- Audio bit rate 128kbps
- Audio sample rate 44,1kHz

LOCATION, INTERACTION AND DURATION :

- In application opening, after loading
- Skippable, not Clickable
- Duration : 30 seconds maximum

EXPECTED DELIVERY TIME :

- All design elements must be delivered at least **5 business days** before online publication.

Further information: If these deadlines are not respected, CMI Media may decide not to broadcast the campaign on the scheduled date.

ANY PROBLEM ?

For any and all questions or concerns, please contact traffic@lagardere-pub.com or your sales contact at **CMI Media** !