

TECHNICAL SPECIFICATIONS STANDARD VIDEO FORMATS

REQUIRED ELEMENTS :

Technical specifications for HTML5 video

Deliverables :

- The **.html** file hosted by CMI Media and all its elements, creatives (images, scripts, CSS, MP4 16/9 video) * (See Sales Department for conditions and hosting fees)
- The dimensions of the video
- Running time of the video
- A 1x1 tracking pixel (optional)
- All advertising content must respect HTTPS protocols. Source URLs and click- throughs must be prefixed by **HTTPS://**

RECOMMANDATIONS (for the development of HTML5 code):

- All specific functions (size, rotation, expands, clicks, auto-play, UI...) must be tested on all browsers
- Ensure resizing data is inserted into <head> element
- Include 'overflow : hidden' tag in CSS
- Create animations in CSS, avoiding javascript if possible
- Prefix CSS classes and IDs to avoid all interactions with the displayed ad

TECHNICAL CONSTRAINTS :

- JPEG, GIF and HTML creatives must not be larger than **100 Kb**
- 16/9 **MP4*** elements must not be larger than **2 Mb**

** (Voir les conditions et frais d'hébergement avec le commercial)*

- Ad must last a maximum of **15** seconds or **30** seconds in the case of a film trailer or TV commercial.
- Do not insert redirect codes or responsive elements in hovered creatives
- Sound should be off by default and activated only if desired by the viewer

<!> «In-Stream» redirects are not compatible.

For video, please note that autoplay is not recognised by Apple and Android. For further details : <http://www.jwplayer.com/html5/autoplay/>

EXPECTED DELIVERY TIME :

- All design elements must be delivered at least **7 business days** before online publication of High- Impact formats.

Further information: CMI Media can not guarantee online publication of campaigns where elements are received **after 15h. However, any errors in already scheduled campaigns will not qualify for compensation.**

ANY PROBLEM ?

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