

## TECHNICAL SPECIFICATIONS

### ALL DEVICES SKIN ELLE

(Skin + ExtraBanner)

#### REQUIRED ELEMENTS :

FORMATS	SPECIFIC FORMAT	SIZES	EXTENSIONS	WEIGHT
SKIN	Desktop / Tablet Skin	1800x1000	.jpeg	150ko max
	Mobile Skin	640x300	.jpeg	100ko max
EXTRABANNER	Desktop ExtraBanner	970x250	.jpeg/.gif/html5/redirect	100ko max
	Tablette ExtraBanner	640x100	.jpeg/.gif/html5/redirect	100ko max
	Mobile ExtraBanner	320x50	.jpeg/.gif/html5/redirect	100ko max

**/!\ For a Skin all devices campaign, all formats have to be provided  
(1800x1000, 640x300, 970x250, 640x100, 320x50)**

#### Deliverables :

- Creative for each format (provided in the board)
  - Clickable ad with redirect URL (Landing Page URL/Webview Advertiser)
- Optionnal : a counting pixel if you want to know the number of displays of the skin.*

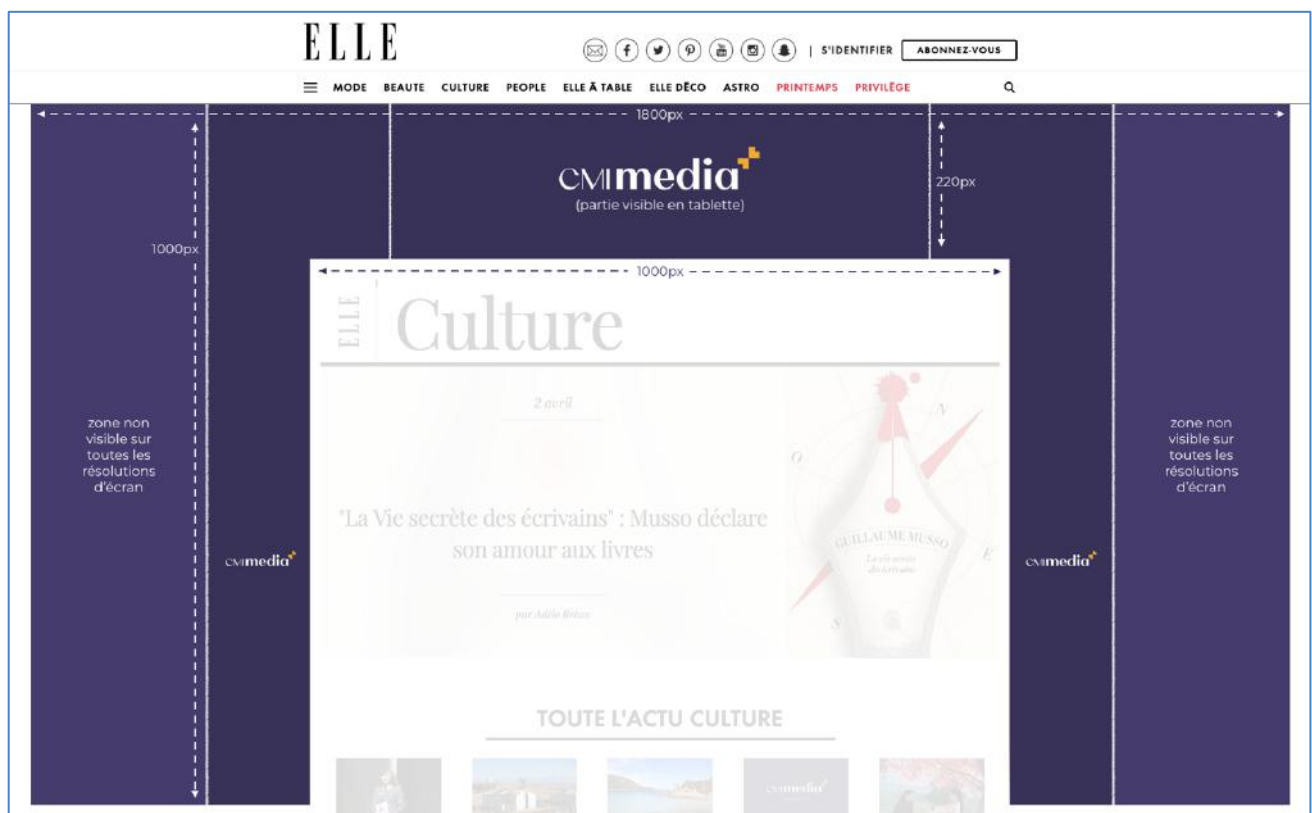
**\* See Sales Department for conditions and hosting fees**

## TECHNICAL CONSTRAINTS :

### → Desktop/Tablet Skin

- Dimensions **1800 px** wide x **1000 px** high
- The weight of the **JPEG** creative must not exceed **150 KB**
- The height of the header must be **220 px**
- The part of the image behind the content of the Elle website (outside the Deco section) must be 1000px wide and must be filled with **white #FFFFFF**
- The part of the image behind the content of the Elle Deco section must be **1000px** and must be filled with **gray #F5F5F5**
- The part of the image behind the content must be centered on the vertical axis relative to the overall width of the skin. Skin must not have a gradient
- For a predominantly white skin, integrate a contour net or a gradient around the white site background by taking **10px** margin on the sides to not paste the photos of the site (here a **1000px** wide area of content) so as to clearly distinguish the dressing of the editorial content of the site.
- The skin will be in fixed position by default. The editor, depending on the creation, reserves the right to pass the skin in scroll mode (the header remains visible on scroll).

Most of the visual must be focused on the upper and centered part of the skin. Only **768 px** wide will be displayed when viewing **tablet** in portrait mode. Do not embed graphic elements and important texts of advertising outside these **768px**.



## → Mobile Skin

- Dimensions **640 px** wide x **300 px** high
- The weight of the **JPEG** creative must not exceed **100 KB**
- The height of the header must be **220 px**
- If the creative's background is white, the part of the image behind the content of the Elle website must be 1000px wide and must be filled with **white #FFFFFF**



## → Desktop Masthead

- Dimensions **970 px** wide x **250 px** high  
**Be sure to respect these dimensions. Extrabanners larger than 970x250 degrade slide show display in full-screen mode**
- Le poids de la création **JPEG, GIF, HTML5** ou **redirect** ne doit pas dépasser **100 Kb**



## → Masthead Tablet

- Dimensions **640 px** wide x **100 px** high
- The weight of the **JPEG, GIF, HTML5** ou **redirect** creative must not exceed **100 KB**
- If the creative's background is white, the part of the image behind the content of the Elle website must be **1000px** wide and must be filled (1px) with **gray #999999**



## → Masthead Mobile

- Dimensions **320 px** wide x **50 px** high
- The weight of the **JPEG, GIF, HTML5** ou **redirect** creative must not exceed **100 KB**
- If the creative's background is white, the part of the image behind the content of the Elle website must be **1000px** wide and must be filled (1px) with **gray #999999**



## EXPECTED DELIVERY TIME :

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

Further information: Lagardère Publicité can not guarantee online publication of campaigns where elements are received after **3pm**. **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](mailto:traffic@lagardere-pub.com) or your sales contact at **CMI Media** !