



TECHNICAL
SPECIFICATIONS
SEAMLESS

Ads & Data

TECHNICAL SPECIFICATIONS | SEAMLESS

FORMAT 300 X 600



[PREVIEW LINK](#)

FORMAT 300 X 250



[PREVIEW LINK](#)

SEAMLESS

FORMAT*	MOBILE	MAX. WEIGHT
Half Page	300 x 600	50 Kb
Medium Rectangle	320 x 250	100 Kb

* Format applicable on standaard.be, nieuwsblad.be, gva.be, hbvl.be
** HTML5 only possible when delivered via 3rd party tag

IMPORTANT

To ensure maximum ad quality on both mobile and desktop devices. We ask you to provide two ad formats: one for mobile devices and one for desktop.

RETINA / HIGH DENSITY

Many newer devices use high-density displays with twice as many pixels as older devices resulting in higher resolution images and a better end-user experience. For images (jpg/png/gif), the retina sizes are optional if we receive the mobile (standard) format.

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SEAMLESS: HOW TO DELIVER?

FORMAT	ASSET NAME	SIZE	TYPE
300 x 600 Seamless	Vertical 4:5 image or video * Favicon Logo image Brand name Headline Body Button text Button text color Button background color	800x1000 60x60 max 20 characters max 40 characters max 100 characters max 16 characters Button text color Brand button primary color	.jpg - .png - .mp4 (6-15 sec - max 3MB) .jpg - .png text text text text HEX code HEX code
320x250 Seamless	Horizontal 4:5 image or video * Favicon Logo image Brand name Headline Body Button text Button text color Button background color	640x250 60x60 max 20 characters max 40 characters max 100 characters max 16 characters Button text color Brand button primary color	.jpg - .png - .mp4 (6-15 sec - max 3MB) .jpg - .png text text text text HEX code HEX code

* multiple images (1-4) are shown in a slider

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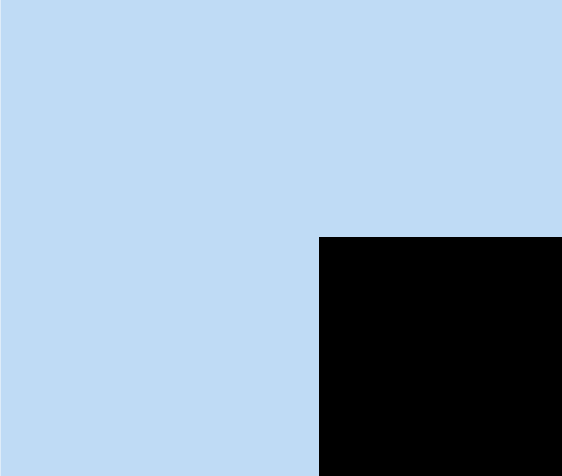
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Digital advertising material briefing to provide Weborama with details about the website, the number of impressions, and campaign specifics.

Client/Creative agency interacts directly with weborama about the delivering of campaign assets.

Campaign assets must be sent to traffic@weborama.nl with digitaladvertising@adsanddata.be in cc.



NEED MORE INFORMATION?

Mail: digitaladvertising@adsanddata.be