



TECHNICAL SPECIFICATIONS SUPERHEADER

Ads & Data

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SUPERHEADER

FORMAT	DESKTOP / TABLET	MAX. WEIGHT
XL Leaderboard	1280 x 300	950 Kb

Format applicable on standaard.be, nieuwsblad.be, gva.be, hbvl.be and sporza.be



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.

FORMAT 1280 X 300 (IMAGE/VIDEO)

A composite image showing the GVA website header and a mobile app interface. The website header features the GVA logo, navigation links (Net binnen, Mijn gemeente, Sport, ATV, Antwerpen), and a banner for Volvo EX30 Business Edition. The mobile app interface shows a news article about a scooter accident, a family photo, and a large '8 WEKEN VOOR 8 EURO' promotion.

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SUPERHEADER: HOW TO DELIVER?

FORMAT	ASSET NAME	SIZE	TYPE
1280x300 Superheader image	Vertical 4:5 image	600x750	.jpg - .png
	Logo image	200x200	.jpg - .png
1280x300 Superheader video	Headline	max 40 characters	text
	Body	max 125 characters	text
	CTA color	Brand color	HEX code
	CTA tekst	max 30 characters	text
1280x300 Superheader video	Vertical 9:16 video	5-20 sec - max 3,5MB	.mp4
	CTA color	Brand color	HEX code
1280x300 Superheader video	CTA tekst	max 30 characters	text

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

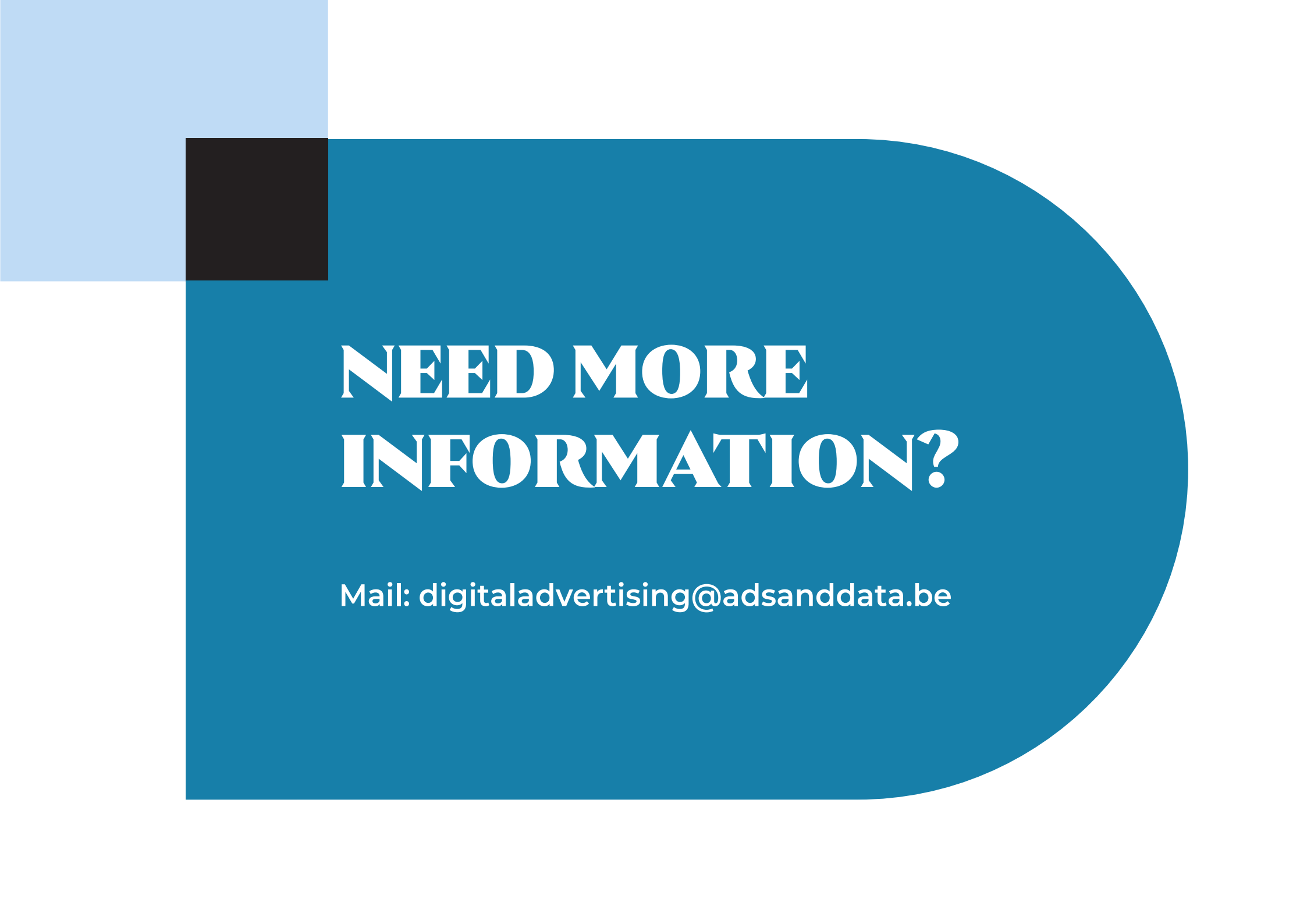
Client/Creative agency interacts directly with weborama about the delivering of campaign assets.

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

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NEED MORE INFORMATION?

Mail: digitaladvertising@adsanddata.be