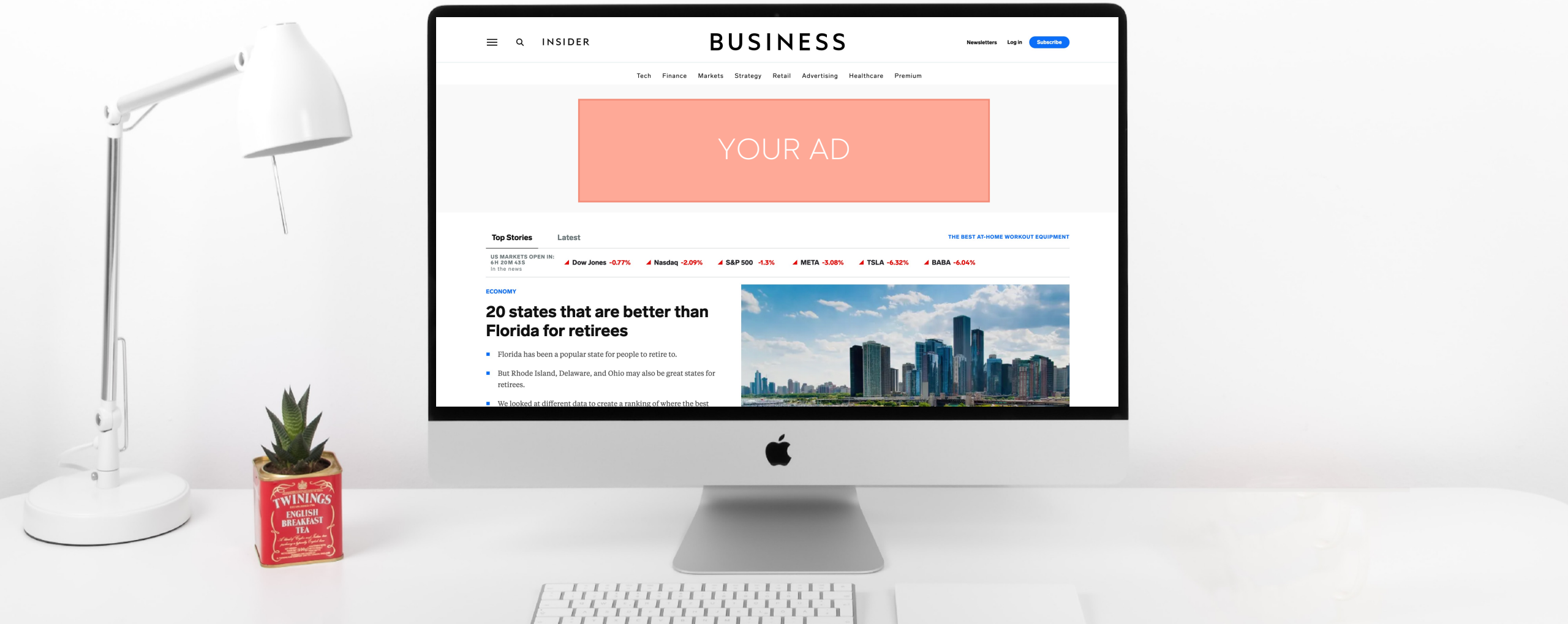
INZYNK

ACCOUNT BASED MARKETING

Ad specification

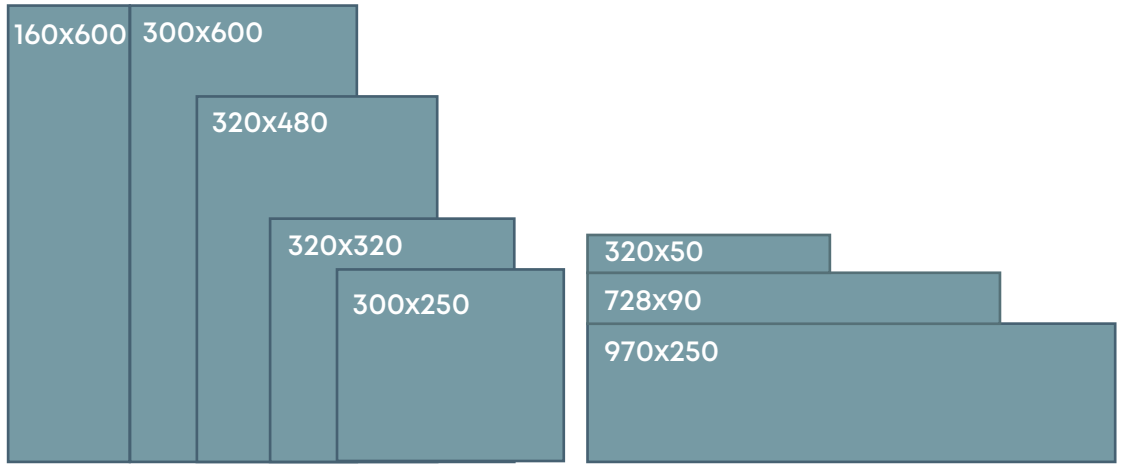


Type of ads and formats

This document provides you with the technical requirements and specifications of the advertising material supported by any Inzynk system.

Type of ads
Image and HTML5 ads are supported. Beside these format of ads, third-party ads are also supported.

Formats
We support any dimension of ads. The most common used dimensions (based on volume of traffic) are:



Additional format:
300x300, 180x500, 250x360, 980x150, 980x600, 980x500, 980x240, 980x400

Packaging

For InZynk systems to parse ads automatically, the ads need to be packaged according to IAB standards. HTML5 and image ads need to be packaged differently as they have different file types.

Compressing and Zipping
All material shall be compress into one .zip file per ad. This .zip file should contain all the dimensions of the ad. Dimensions should not be compressed in separate .zip files.

HTML5 Files
Each dimension should be in its own folder with the name representing the dimension (e.g. 160x600).

Each folder should contain one index.html file and can contain multiple assets (see example below).

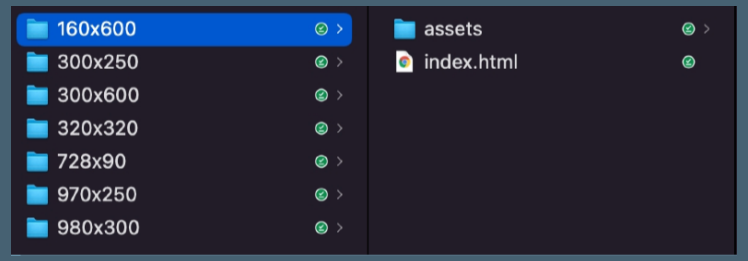


Image ads
Image ads should be in the root of the zip file. Supported image formats are: gif, jpeg and png. Each image file should be named with the dimension in the end (e.g. test_ad_160x600.png).

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Miscellaneous

Click Tag
No ClickTag!

There should not be any ClickTag in the ads. When booking an ad, InZynk systems add a ClickTag. Implementing your own ClickTag would result in a collision and wrongful measurement and/or publicists blocking the ad.

File size
Recommended size is up to 200kb per dimension (including assets). Larger dimensions are allowed but might affect performance and load time.

Third-party tags
Third-party tags (ads) should be delivered in a text (.txt) file, preferably all formats in the same file.

All well-known providers are supported, however, the tags should support for InZynk to set the ClickTag in our systems.

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