Quantum Native Solutions

Summary

(1) **Image:** 4 images and/or 1 video

(2) **Text:** title + summary

(3) **Sponsor:** logo + name

(4) **Action:** External landing page

Expand / Autoexpand

Advertorial

The new KIA Cee'd

Discover a brand new way to follow your path !

See more

Sponsored by KIA

www.kia.com

nstallation par un Réparateur Agréé Kia. (1) Financement en Location Longue Durée sur 49 mois et 60 000

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Images (4 sizes)

Properties

- Type: JPEG
- Quality: 72 dpi
- No weight limit

Mandatory sizes for optimal display

- Portrait ⟶ 300 x 400 px | *250 x 350 px (visible area)*
- Landscape HD ⟶ 900 x 500 px | *550 x 350 px (visible area)*
- Landscape ⟶ 800 x 450 px | *550 x 350 px (visible area)*
- Square ⟶ 500 x 500 px | *450 x 450 px (visible area)*

Images accompanying text

Use images without text/logo. The image must be visible and adaptable to mobile devices

Decline 1 image into 4 in every needed size

Can be done by our graphic studio. We need a picture that is minimum 900x500 px in .psd

Cropping

Images can be partially recovered/cropped to adapt to each placement.
Place the main elements in the central part of the picture

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Images (teaser video option)

VAST link properties

Provide a VAST link that will be read by our player

- Link must not be **Vpaid** (mobile devices compatible)
- Video encoded in **Mp4 or WebM** to be read on all devices
- **Video weight** must be adapted to connection type to reduce loading time
- Duration recommended is **15sec** to maximize completion rate
  (but 30sec videos are accepted)

(VAST hosting is possible with Quantum but will add serving fees of €0,25 CPM)
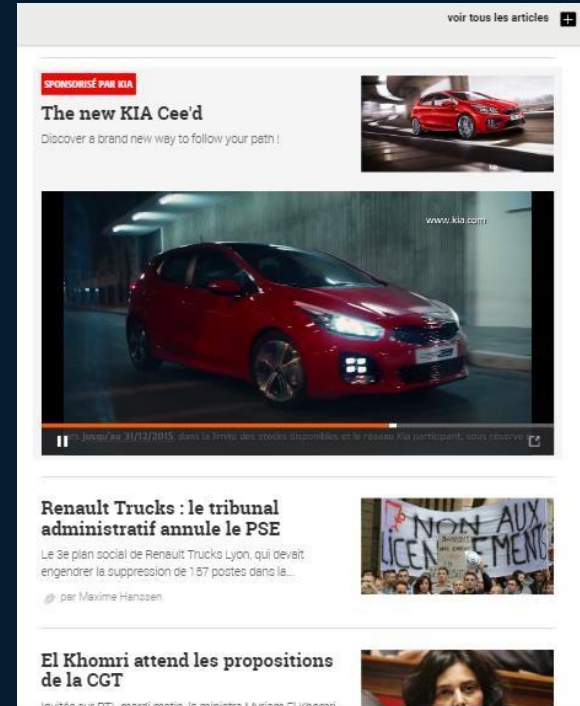
Texts and sponsor

TEXTS

Title

10-50 characters visible

→ depends on placement's look & feel

(To obtain better performances, the advertiser's name shouldn't be displayed in the native ad title)

Summary

50-150 characters visible

→ depends on placement's look & feel

(Our content management service can suggest wording creations & image selection recommendations regarding the brand & its universe)

SPONSOR / BRAND

Name

As short as possible

e.g. « Austria TO » will have better performances than « Austria Tourist Office »

Logo

- Size: 400x200 px
- Type: jpeg
- Quality: 72 dpi
- No weight limit

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Actions (expand & openings)

EXPAND / AUTOEXPAND

VAST link video

(Cfr. Slide 4)

Custom embed HTML

Integrate the wanted elements in HTML, YouTube video, HTML form, etc.

→ Must resize regarding the webpage's width (a 100% width parameter will be applied in the CMS programming)

- *Loop: no*
- *buttons: sound mandatory*
- *Sound: default OFF for Autoexpand*
- *Sound: default ON for Expand*

CONTENT PAGE OR INTERNAL LANDING PAGE

Internal landing page

Integrate « autoresize » script that will allow to optimize display & will prevent showing the scroll bar or any blank space between the text & the webpage's footer

```
<script type="text/javascript"
src="//cdn.elasticad.net/native/serve/js/helper/autosize.gz.js"></script>
```

Content page

A text editor will allow you to build your page. You can also access the page's source to add / modify elements directly in HTML

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Trackings

CLICK URL

Can open a website, a mobile website, a secure webpage.

Can be tracked

IMPRESSION PIXEL (optional)

If you want to add an impression tracker, you have to provide 2 versions of the same pixel (secure & unsecure) to have access to any inventory;

For secure resources: all the pixels that are piggybacked must also be secured to prevent SSL violation

VIEWABILITY (optional)

Associate a 3rd party pixel to measure viewability. Not all the viewability tools are compatible because they measure the place where they are executed.

For Rich Media we move the creative to display it on the website content & the viewability tracking tool has to be able to aim for the « div » where the creative is located

Compatible tools: Adloox, Adledge, Admetrics, Meetrics

If your viewabilitytool is not listed you can contact sophie@quantum.eu.com to run all the tests

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