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NATIVE SOLUTIONS

Native Technical Specifications

April 2016

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

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IMAGES
4 sizes photos

Images properties
- Type: jpeg
- Quality: 72 dpi
- No weight limit

4 sizes mandatory for optimal display
- Portrait: 300x400 px (visible area 250x350)
- Landscape HD: 900x500 px (visible area 550x350)
- Landscape: 800x450 px (visible area 550x350)
- Square: 500x500 px (visible area 450x450)

➢ Images are accompanying the text

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

➢ You can ask our graphic studio to decline one image into 4 in every needed size: in order for us to do that, we need a picture that is minimum 900x500 pixels in PSD format, if possible.

Images can be partially recovered or cropped in order to adapt it to each placements. We recommend you to place main elements in the central part of the photo.

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IMAGES
Teaser video option

VAST link properties

You must provide us a VAST link that will be read by our player.

- Link must not be **Vpaid** (mobile devices compatible)

- Every video must be encoded in **Mp4 or WebM** format in order to be read on all devices.

- **Video weight** must be adapted to the connection type in order to reduce loading time.

- Duration recommended is **15 seconds** in order to maximize completion rate but 30 seconds videos are accepted.

(VAST hosting is possible with Quantum but will add serving fees of 0,25 € CPM)
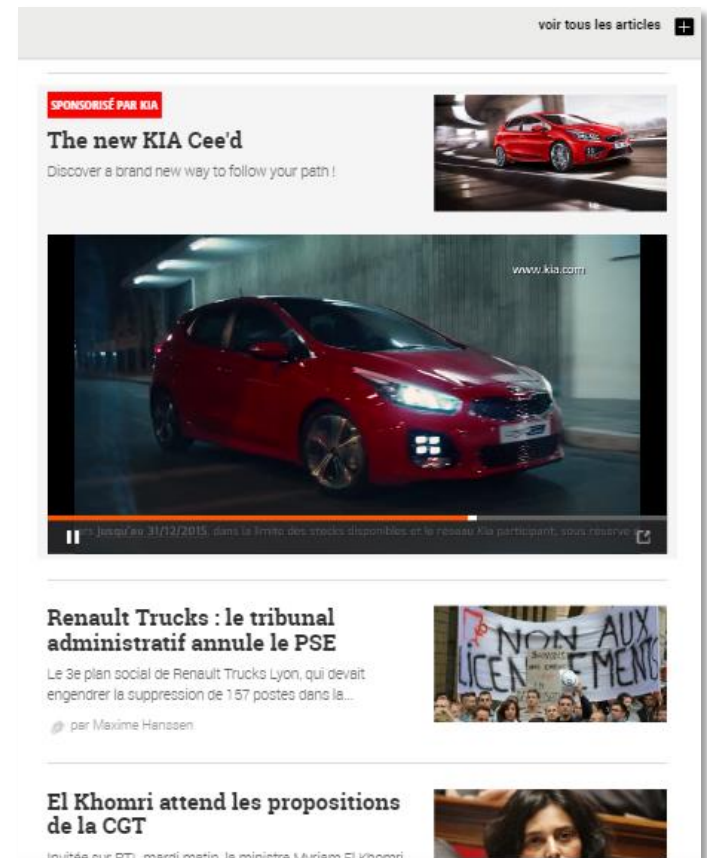
TEXTS AND SPONSOR

TEXTS

Title:

Between 10 to 50 characters visible depending on placements' look and feel.

In order to obtain better performances, the advertiser name should not be displayed in the native ad title.

Summary:

Between 50 to 150 characters visible depending on placements' look and feel.

If you wish, our content management service can suggest you wording creations and images selections recommendations regarding on the brand concerned and its universe.

SPONSOR / BRAND

Name:

It must be shorter as possible: performances will be better for « Austria TO » rather than « Austria Tourist Office »

AND a logo

Properties of the logo's image:
- Size: 400x200 px
- Type: jpeg
- Quality: 72 dpi
- No weight limit

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OPTION EXPAND / AUTOEXPAND

Custom embed HTML

You can integrate all the elements that you wish in HTML, Youtube video, HTML form, etc.

Those elements must resize regarding the webpage's width. In order to do that, a 100% width parameter will be applied in the CMS programming.

OR **VAST link video**: please see slide 4

Embed properties
- Loop: no
- Buttons: sound mandatory
- Sound : default "off" for autoexpand and "on" for expand

CONTENT PAGE OR INTERNAL LANDING PAGE

➢ **Internal landing page:**

You must integrate an "autoresize" script which will allow optimizing display and will prevent from showing the scroll bar or any blank space beetween the text and 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 to the page's source in order to add, modify elements directly in HTML.

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TRACKINGS

➢ **Click URL**
The click URL can open a website, a mobile website, a secure webpage. This URL can be tracked (clickcommand).

➢ **Impression pixel (optional)**
If you wish to add an impression tracker, you must provide us two versions of the same pixel (secure and unsecure) in order to have access to any inventory. For secure resources, all the pixels that are piggybacked must also be secured in order to prevent SSL violation.

➢ **Viewability (optional)**
You can associated a third party pixel in order to measure viewability. All the viewability tools are not compatible because they measure the place where they are executed. As for richMedia, we move the creative in order to display it on the website content and the viewability tracking tool must be able to aim for the <div> where the creative is located.

Compatible tools: Adloox, Adledge, Admetrics, Meetrics

If your viewability tool is not listed, you can contact sophie@quantum.eu.com *in order to run all the tests.*

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