



1. **Material delivery flow**
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An NP campaign is a campaign that runs on multiple websites hosted by different publishers and organized by multiple teams.

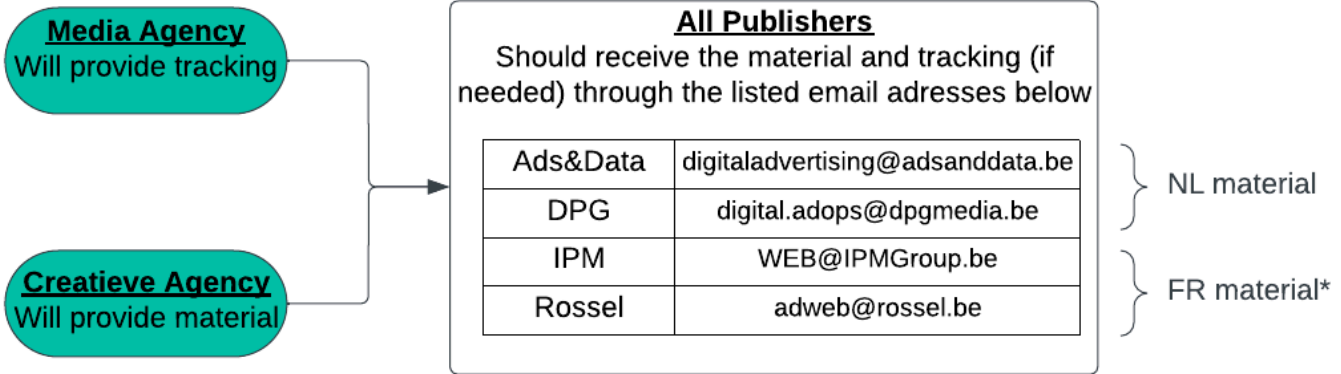


All material should be delivered at least 5 working days to all parties noted in the material flow in the first chapter of this document.

Strict adherence to these guidelines is therefore necessary to avoid any delays and for all publishers to be able to guarantee a timely start and delivery of your campaign.

1. Material delivery flow

All material should be delivered **at least 5 working days before the start of the campaign to all publishers**



*At Rossel for the Grenzecho site material can also be delivered in German but this is no obligation

2. Technical specifications overview

Publishers	Size	File type	Max.Weight	Click tags	Language
ADS&DATA	320x250	HTML5/ GIF/JPEG	100KB	Allowed	NL
DPG / ADS&DATA / IPM / ROSSEL	970x250	HTML5/ GIF/JPEG	99KB	Allowed	NL -FR
DPG / ADS&DATA IPM / ROSSEL	300x600	HTML5/ GIF/JPEG	99KB	Allowed	NL-FR
DPG / ADS&DATA IPM / ROSSEL	300x250	HTML5/ GIF/JPEG	100KB	Allowed	NL-FR
DPG / IPM / ROSSEL	320x100	HTML5/ GIF/JPEG	100KB	Allowed	NL-FR

When delivering HTML material keep in mind these considerations

- Ressources usage :In case of HTML5 material using special effects or animations like glow effect, fluid effect, gradient effect, animation speed etc.. use reasonable computer ressources (CPU, Active memory...).
- Use of sound : If sound is being used in your HTML5 creative, sound must be OFF by default with a clear toggle button ON/OFF
- Last frame vs loop :
If your HTML5 is using a limited loop, make sure the last frame is a call to action. Blank frame as last frame will be rejected.

3. Sites & Language overview

Publisher	Sites	Language
Ads&Data	www.standaard.be	NL
	www.nieuwsblad.be	NL
	www.gva.be	NL
	www.hbvl.be	NL
DPG Media	www.hln.be	NL
	www.demorgen.be	NL
Rossel	www.sudinfo.be	FR
	www.lesoir.be	FR
	www.grenzecho.net	FR + Additionally also possible in German
IPM	www.dhnet.be	FR
	www.lalibre.be	FR
	www.lavenir.net	FR