



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.**

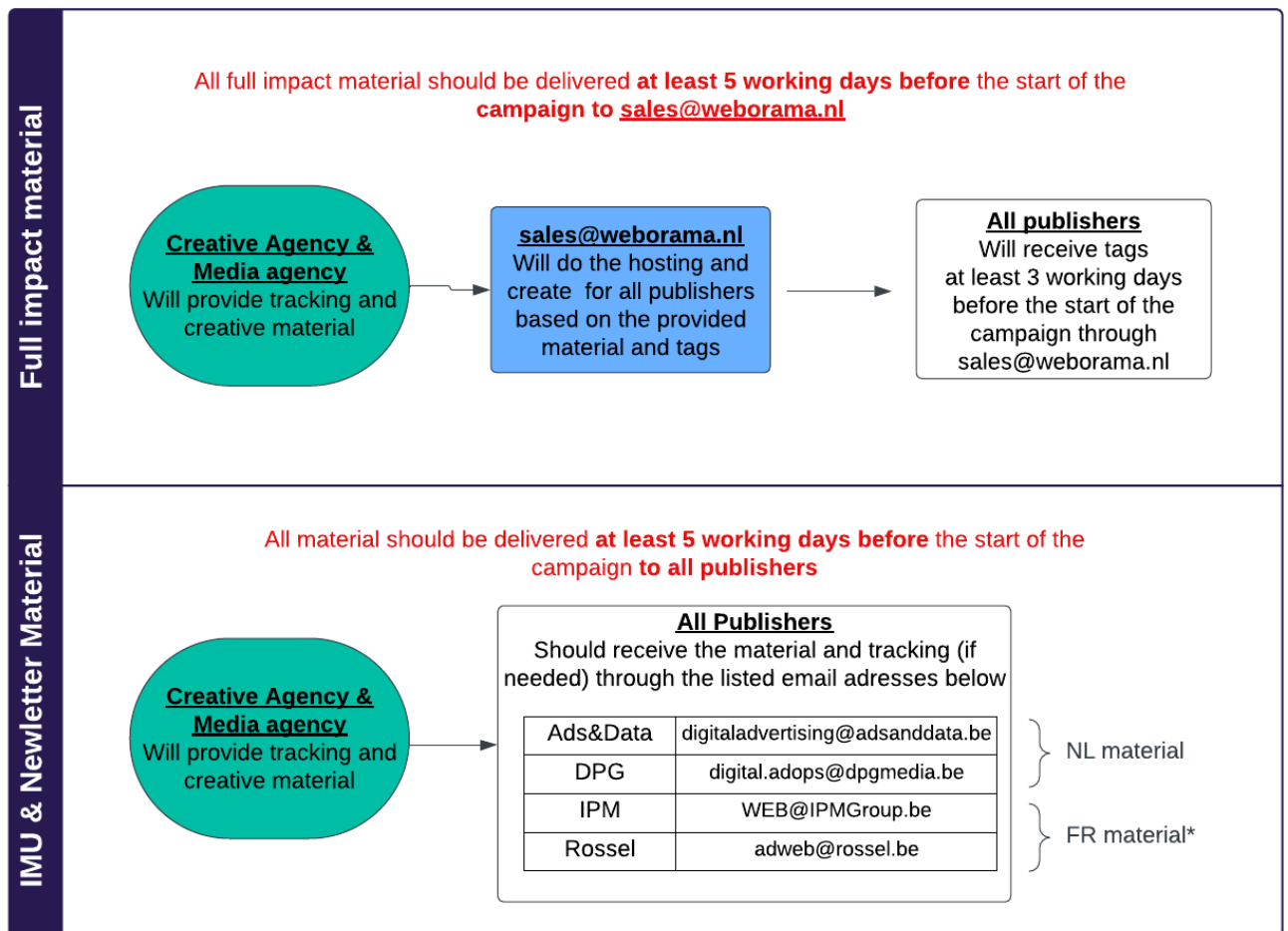
Strict adherence to these guidelines is therefore necessary to avoid any delays and for all publishers to be able to guarantee a timely start and delivery of your campaign.

# 1. Material delivery flow

All NP 3D campaigns consist out of three different formats

- Full impact
- Mobile IMU
- Newsletter banner

These different formats require different ways of working as described below.



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

In all communication, try to have the following elements in your mail subject:

- NP
- Advertiser for which the campaign should run
- Scheduled start date of the campaign

## 2. Technical specifications overview

All NP 3D campaigns consist out of three different formats

- Full impact
- Mobile IMU
- Newsletter banner

With different corresponding technical specifications as listed below

### 2.1 Full impact (Desktop)

Publisher	<p>For all publishers follow the templates and technical specification listed on the Weborama website.</p> <p>A full impact can contain static or video material. In both cases the templates can be found on the Weborama website. Tracking and material should be delivered to <a href="mailto:sales@weborama.nl">sales@weborama.nl</a></p> <p><a href="#">Follow this link</a> </p>
Ads&Data	
DPG	
IPM	
Rossel	

### 2.2 IMU (Mobile/app)

Publisher	Size	File type	Max.Weight	Click tags
Ads&Data	320x250	HTML5/ GIF/JPEG	1MB	Allowed
DPG	320x250	HTML5/ GIF/JPEG	99KB	Allowed
IPM	300x250	HTML5/ GIF/JPEG	99KB	Allowed
Rossel	300x250	HTML5/ GIF/JPEG	100KB	Allowed

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.

## 2.3 Newsletter

Publisher	Size	File type	Max.Weight	Click tags
Ads&Data	320x250	GIF/JPEG	350KB	Not Allowed
DPG	600x180	GIF/JPEG/PNG	99KB	Not Allowed
IPM	300x250	GIF/JPEG	99KB	Not Allowed
Rossel	300x250	GIF/JPEG	350KB	Not Allowed

### 3. Sites & Language overview

Publisher	Sites	Language
Ads&Data	<a href="http://www.standaard.be">www.standaard.be</a>	NL
	<a href="http://www.nieuwsblad.be">www.nieuwsblad.be</a>	NL
	<a href="http://www.gva.be">www.gva.be</a>	NL
	<a href="http://www.hbvl.be">www.hbvl.be</a>	NL
DPG Media	<a href="http://www.hln.be">www.hln.be</a>	NL
	<a href="http://www.demorgen.be">www.demorgen.be</a>	NL
Rossel	<a href="http://www.sudinfo.be">www.sudinfo.be</a>	FR
	<a href="http://www.lesoir.be">www.lesoir.be</a>	FR
	<a href="http://www.grenzecho.net">www.grenzecho.net</a>	FR + Additionally also possible in German
IPM	<a href="http://www.dhnet.be">www.dhnet.be</a>	FR
	<a href="http://www.lalibre.be">www.lalibre.be</a>	FR
	<a href="http://www.lavenir.net">www.lavenir.net</a>	FR