News Power

Digital

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An NP campaign is a campaign that runs on multiple websites hosted by different publishers and organized by multiple teams.
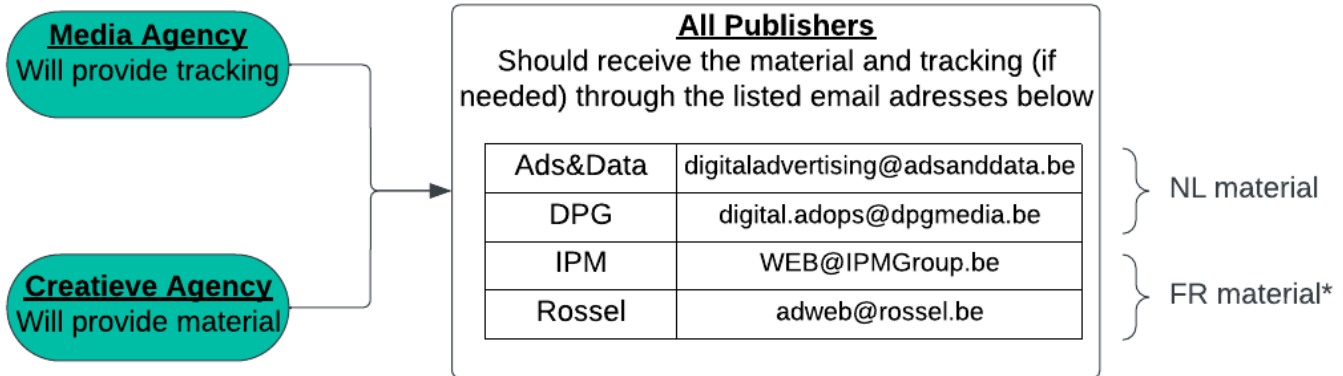
All material should be delivered <u>at least 5 working days</u> to all parties noted in the material flow in the first chapter of this document.

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**

Media Agency
Will provide tracking

Creatieve Agency
Will provide material

All Publishers
Should receive the material and tracking (if needed) through the listed email adresses below

Ads&Data	digitaladvertising@adsanddata.be
DPG	digital.adops@dpgmedia.be
IPM	WEB@IPMGroup.be
Rossel	adweb@rossel.be

} NL material

} FR material*

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

2. Technical specifications overview

In case of HTML 5/Third party material

Publishers	Size	File type	Max.Weight	Click tags	Language
ADS&DATA/DPG	320x250	HTML5/Third party	1MB	Allowed	NL
DPG / ADS&DATA / IPM / ROSSEL	970x250	HTML5/Third party	1MB	Allowed	NL -FR
DPG / ADS&DATA IPM / ROSSEL	300x600	HTML5/Third party	1MB	Allowed	NL-FR
DPG / ADS&DATA IPM / ROSSEL	300x250	HTML5/Third party	1MB	Allowed	NL-FR
DPG / IPM / ROSSEL	320x100	HTML5/Third party	1MB	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.

In case of JPEG/GIF material

Publishers	Size	File type	Max.Weight	Click tags	Language
ADS&DATA/DPG	320x250	GIF/JPEG	1MB	Allowed	NL
ROSSEL	600x500	GIF/JPEG	1MB	Allowed	FR
ROSSEL	640x200	GIF/JPEG	1MB	Allowed	FR
DPG / ADS&DATA / IPM / ROSSEL	970x250	GIF/JPEG	1MB	Allowed	NL -FR
DPG / ADS&DATA IPM / ROSSEL	300x600	GIF/JPEG	1MB	Allowed	NL-FR
DPG / ADS&DATA IPM	300x250	GIF/JPEG	1MB	Allowed	NL-FR
DPG / IPM / ROSSEL	320x100	GIF/JPEG	1MB	Allowed	NL-FR

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