)NP(
News Power
Mobile Impact

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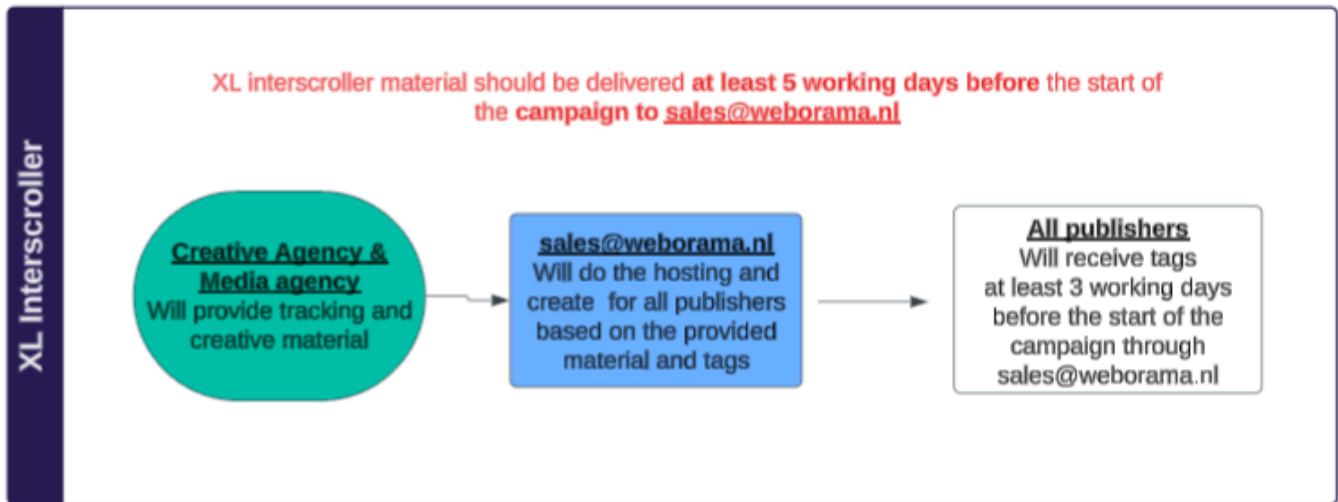3. **Sites & language overview**

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

XL Interscroller

XL interscroller material should be delivered **at least 5 working days before** the start of the campaign to <u>sales@weborama.nl</u>

<u>Creative Agency & Media agency</u>
Will provide tracking and creative material

→

<u>sales@weborama.nl</u>
Will do the hosting and create for all publishers based on the provided material and tags

→

<u>All publishers</u>
Will receive tags at least 3 working days before the start of the campaign through sales@weborama.nl

*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

2.1 XL Interscroller

Publisher	
Ads&Data	For all publishers follow the template and technical specification listed on the Weborama website. Tracking and material should be delivered to sales@weborama.nl <u>Follow this link to find the needed material template</u>
DPG	
IPM	
Rossel	

When delivering HTML material keep in mind these considerations

- Resources usage :In case of HTML5 material using special effects or animations like glow effect, fluid effect, gradient effect, animation speed etc.. use reasonable computer resources (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