



1. **Material delivery flow**
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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 at least 5 working days to all parties noted in the material flow in the first chapter of this document.

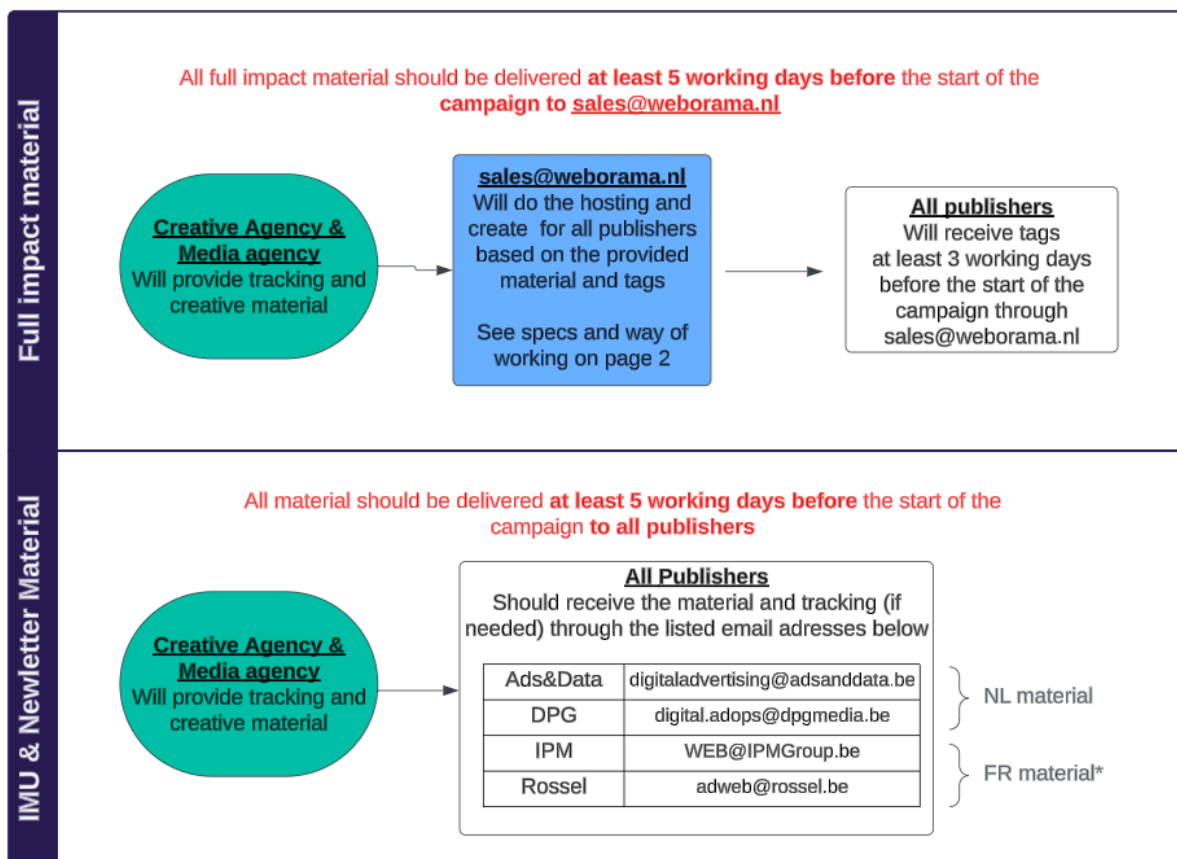
Strict adherence to these guidelines is therefore necessary to avoid any delays and for all publishers to be able to guarantee a timely start and delivery of your campaign.

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	Tracking (or landingpage/UTM) should be delivered by e-mail to: sales@weborama.nl Full Impact creatives should be delivered in the required template through the Weborama Previewer (https://previewer.weborama.nl/)
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	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