

Le Parisien

Les Echos

investir

connaissance
des arts

CLASSICA



TECHNICAL SPECIFICATIONS

-

DIGITAL 2018

DISPLAY / VIDEO / ARCH TEMPLATE /
NATIVE ADS / PARALLAX SCROLLING /
EMAILING / ROOFTOP STATIC - VIDEO

**TEAM
MED/A**
imagine

DISPLAY

Submission of the elements: 5 days prior to the campaign start date in the form of a compressed file by email or via Wetransfer

Name	Max Weight	Dimensions	File type	Comments	DESKTOP	TABLET	SMARTPHONE
MPU	150 ko	300x250 px	GIF, JPG, HTML5 ou Redirect	For redirects, files must be hosted in HTTPS (see next page)	X	X	X
Wide Angle	150 ko	300x600 px	GIF, JPG, HTML5 or Redirect	For redirects, files must be hosted in HTTPS (see next page)	X	X	X
Megaban	150 ko	728x90 px	GIF, JPG, HTML5 or Redirect	For redirects, files must be hosted in HTTPS (see next page)	X	X	
Gigaban	150 ko	1000x90 px	GIF, JPG, HTML5 or Redirect	For redirects, files must be hosted in HTTPS (see next page)	X	X	
Masthead	150 ko	970x250, 1000x200, 1000x250 px	GIF, JPG, HTML5 or Redirect	For redirects, files must be hosted in HTTPS (see next page)	X	X	
Interstitial tablet	150 ko	1536x2048 px et 2048x1536 px	GIF or JPG	Do not put a "Close" button		X	
Interstitial smartphone	150 ko	640x960 px	GIF or JPG	Do not put a "Close" button			X
Skyscraper	150 ko	120x600 px	GIF, JPG, HTML5 or Redirect	For redirects, files must be hosted in HTTPS (see next page)	X		
Arch Wrapping	150 ko	1800x1000 px	GIF or JPG	Cf. Arch Template	X		
Launch unit / Push Down	150 ko	1000x90 px ► 1000x400 px pushes the site towards the bottom	Redirect	The redirect must manage the animation and the files must be hosted in HTTPS (see next page)	X		
Newsletter	150 ko	728x90 px (Les Echos) or 624x176 px (Le Parisien)	JPG				
Banner Smartphone	150 ko	640x100 px	GIF, JPG, HTML5 or Redirect	For redirects, files must be hosted in HTTPS (see next page)			X
Destructuring the page				Ask us	X		

DISPLAY (more)

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Recommendations for Html5 elements

HTML5 creations must respect SSL norms for delivery on our sites (HTTPS). The DFP server is not compatible with creations that use SVG tags in HTML files. You can however include independent.svg files and mention them in the HTML code. Make the banner clickable by inserting the Clicktag variable and using it as the destination url.

Below the clicktag code to insert in the html file :

```
<html>
<head>
<script type=»text/javascript»>
var clickTag = «https://destination_url.com»;
</script></head><body>
[Insert the rest of the creation code here.]
<a href=»javascript:window.open(window.clickTag)»>
[Insert the rest of the creation code here.]
</a>
</body>
</html>
```

• Html5 elements made with Google Web Designer

Html5 elements made with Google Web Designer If you use Google Web Designer to design HTML5 creations, you must add an output area that is a clickable area that redirects to the advertiser's website.

1. Ensure you select the «DoubleClick» environment.
2. Add a button or other clear visual incentive to action that the user can click or press.
3. Drag the Clickable Area component from the component panel to the creation space, then place it above the action prompting.
4. On the «Events» panel, click the «New Event» button.
5. On the dialog box that appears, select the following options :

Target: Component Clickable area(gwd-taparea_1)

Event: Clickable Area > Press/Click

Target: Google Ad > Exit

Recipient: gwd-ad

Configuration:

Statistics ID: any label

Output URL.

Recommendations for formats with video and/or sound

- Sound must be off by default
- Video can loop
- We don't host video

VIDEO

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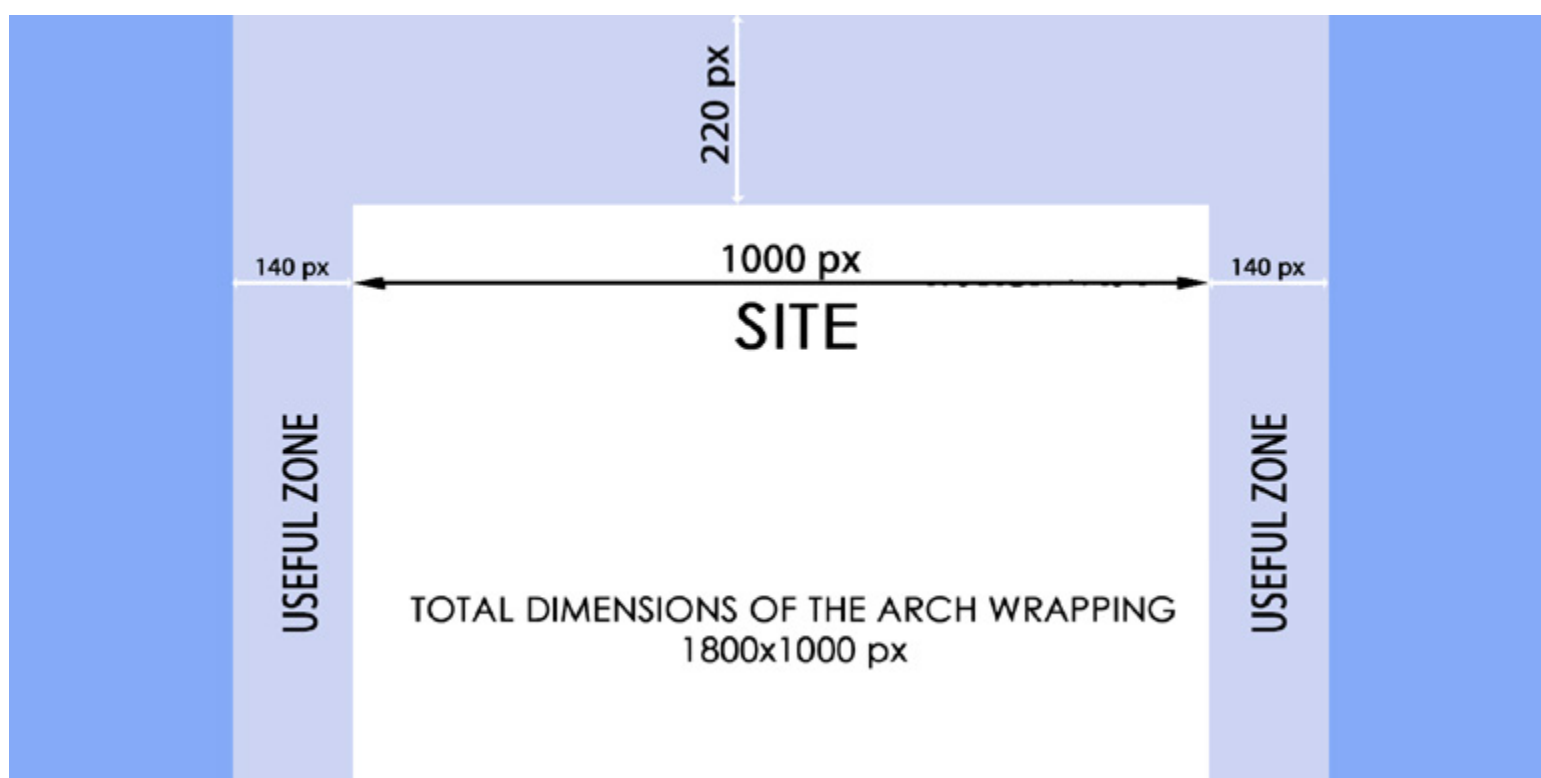
Name	Max Weight	Dimensions	File type	Comments	DESKTOP	TABLET	SMARTPHONE
Preroll	512 Mo	512x288 (recommanded)	MPEG, MOV, MP4 ou VAST		X	X	X
Inread Landscape	3 Mo	640x360 px	mp4 - VAST 1/2/3 - VPAID 1/2	Advised duration : 15s mobile - 30s desktop	X	X	X
Inread Square	3 Mo	500x500px - 1:1	mp4 - VAST 1/2/3 - VPAID 1/2	Advised duration : 15s	X	X	X
Inread Vertical	3 Mo	560x940px - 9:16	mp4 - VAST 1/2/3 - VPAID 1/2	Advised duration : 15s	X	X	X
Inskin	512 Mo	512x288 (recommanded)	MPEG, MOV, MP4 ou VAST		X		

ARCH TEMPLATE

Submission of the elements: 5 days prior to the campaign start date in the form of a compressed file by email or via Wetransfer

IMPORTANT

- Respect useful areas : logos, texts, CTA and catch phrases must not come out, otherwise they will be cut according to screen resolutions- We do not host the video



Download here the file «Arch Template»

NATIVE ADS

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DESKTOP / MOBILE / TABLET

Nature :

- Responsive format, which resizes automatically according to the device's width (desktop/mobile). It consists of an image on the left and a text part on the right.

Positions :

- Footer (article bottom)
- Infeed (in the news feed)

Les éléments à fournir :

- 1 image : 300x160px , 150 ko max
- 1 title : 25 characters max, spaces included
- 1 texte : 60 characters max, spaces included



PARALLAXE

Submission of the elements: 5 days prior to the campaign start date in the form of a compressed file by email or via Wetransfer

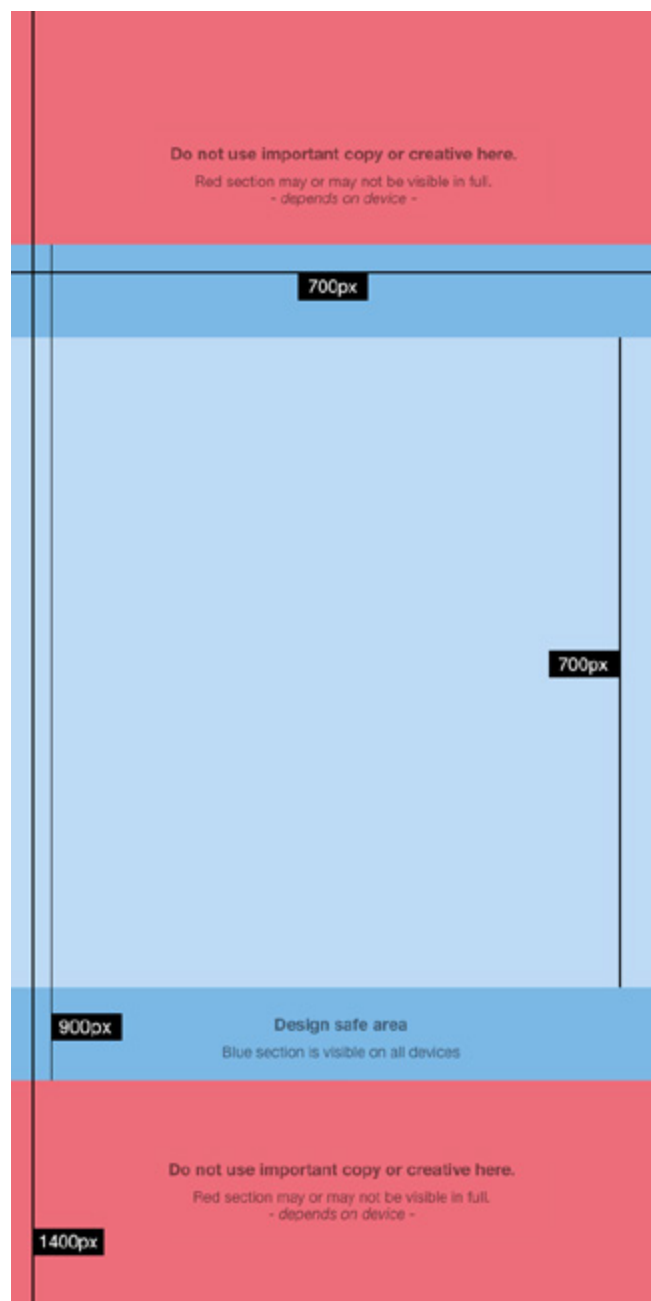
DESKTOP / MOBILE / TABLET

Dimensions : 700 x 1400 px

File Type :

- PNG
- JPG

Weight : 3Mo



EMAILING

Submission of the elements: 5 days prior to the campaign start date in the form of a compressed file by email or via Wetransfer

Elements to provide

- An HTML file already built with the content of the e-mailing
- Subject of the emailing
- The sender's name
- An email address to allow Internet users to reply
- HTML file size: 30 ko maximum
- Total file size with images : 150 ko maximum

Graphism and structure

- Prioritize the message
- Place the logo on the top left corner
- Reassemble the main message elements in the preview window (approximately 300 pixels high)
- Visible and explicit buttons and links
- Underline links only
- Have graphic consistency with other channels / website / and emails between them
- Define landing pages in a relevant way (always have consistency between the link and the page to which it leads)
- Write short texts and rather in column
- Give structure to emails, clearly identifiable areas
- Use animations to highlight certain elements
- Max. weight for the element 100 Ko

HTML & technical

- Always put a background color in HTML
- Use only the 5 system fonts for the dynamic text (arial/verdana/times/...)
- Proscribe flash technologies, javascript Ban the «CSS» which pass very badly in messaging services
- For weight reasons it is desirable to have several small images rather than a single one
- You should not put a «background image» because many browsers misinterpret the «background» code
- The HTML title of the page must be correctly filled in
- DOCTYPE must be in HTML 4
- The Meta tag must be filled in
- No tag <link rel> or <style type=»text/css»> or <script> above the </head> of the page
- No tags
- No tags <DIV>
- All characters must be HTML encoded
- Use the tag to format text, color, size, and font
- Check all apostrophes : use : ' and not ' (Word OFFICE character)
- All dimensions must be in pixels and not in %.
- Never Height for the TABLE
- No XML tag closing like
 always

- Any tracking elements (pixels, clic-command) are to be implemented by you and directly in the delivered file
- The words «mirror page» and «unsubscribe» are automatically added.

STATIC ROOFTOP

Submission of the elements: 5 days prior to the campaign start date in the form of a compressed file by email or via Wetransfer

ROOFTOP SCRIPT

- The Rooftop format is placed above the site menu and is always visible.
- The format is intended to be cross-devices and functional on all pages of the site

OPENING

- Automatic opening capping at 1 / VIEW / day

CLOSING

- Appearance of the closing X at the opening of the format
- Automatic closing after 8 sec

FORMAT CLOSING POST CAPPING

- Desktop Device : either by clicking on the closing X or by scrolling to the bottom of the page
- Mobile and Tablet Devices : either at the touch on the closing X, or scroll to the bottom of the page

FORMAT RE-OPENING

- Desktop Device : by roll over with a slight delay
- Mobile and Tablet Devices : by touch

DELIVERABLE

- Receipt of the elements 10 working days prior to putting them online
- Respect of useful zones: Logos, texts, CTA and catch phrases must not get out of those or they'll incur the penalty of being cut according to screen resolutions.

Max. weight per format : 300 Ko

- + Rooftop_landscape : JPEG/GIF de 600x900 px (useful zone : 1200x600)
- + Rooftop_portrait : JPEG/GIF de 900x1400 px (useful zone : 600x900)
- + Rooftop_close_Desktop : JPEG/GIF de 1600x90 px (useful zone : 1200x70)
- + Rooftop_close_Mobile : JPEG/GIF de 700x90 px (useful zone : 300x70)
- + Rooftop_close_Tablet : JPEG/GIF de 1600x90 px useful zone : 700x70

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- + Rooftop_close_Mobile : JPEG/GIF de 700x90 px (useful zone : 300x70)
- + Rooftop_close_Tablet : JPEG/GIF de 1600x90 px useful zone : 700x70
- + Video : MOV or MP4 HD quality uncompressed (1280x720 or 1920x1080 px) in a 16:9 - 30 sec maximum ratio

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