

## SPECIFICATIONS TECHNIQUES

### Mobile App Elle

#### JPEG/GIF ad formats

#### → Banner :

##### REQUIRED ELEMENTS :

- A JPG, PNG or not animated GIF image conforming to IAB standards : **320 px W x 50 px H**
- Clickable ad with redirect URL (Landing Page URL/Webview Advertiser)

##### TECHNICAL CONSTRAINTS :

- The weight of each creative must not exceed **50 KB**.

#### → Overlay :

##### REQUIRED ELEMENTS :

- A JPG, PNG or not animated GIF image conforming to IAB standards : **820 x 1242**
- Clickable ad with redirect URL (Landing Page URL/Webview Advertiser)

##### TECHNICAL CONSTRAINTS :

- The weight of each creative must not exceed **50 KB**.
- The Google Ad Manager closing cross is everytime at the top left corner of the screen, don't place the logo on this side
- The opening of the redirect URL have to be inApp.
- **No iTunes URL encapsulated in a tracking URL**

##### LOCATION, INTERACTION AND DURATION :

- In application input, after loading Full screen
- 5 seconds by default (configurable duration if necessary)
- Clickable

## Technical specifications for HTML5

*RECOMMENDATIONS (for the development of HTML5 code) :*

- *Ensure resizing data is inserted into <head> element*
- *Do not use canvas in HTML file*
- *Include 'overflow : hidden' tag in CSS*
- *Create animations in CSS, avoiding javascript if possible*
- *Be careful of creations' sizes and weight*

**FOR MORE ADVISES, FOLLOW THESE GUIDES :**

[http://media.admob.com/mobile\\_ad\\_guide/](http://media.admob.com/mobile_ad_guide/)  
<https://support.google.com/richmedia/topic/3143167>

## → HTML5 Banner :

### REQUIRED ELEMENTS :

- A JPG, PNG or not animated GIF image conforming to IAB standards : **320 x 50 px**
- Clickable ad with redirect URL (Landing Page URL/Webview Advertiser)

### TECHNICAL CONSTRAINTS :

- The weight of each creative must not exceed **50 KB**.
- A security zone of 20 pixels inside the creation is recommended for the sensitive elements (logos, texts ...)
- **No iTunes URL encapsulated in a tracking URL**

## → HTML5 Overlay :

### REQUIRED ELEMENTS :

- A JPG, PNG or not animated GIF image conforming to IAB standards : **320 x 480**
- Click URL (Landing Page URL of the Appstore, Android market or external site for a video)

### TECHNICAL CONSTRAINTS :

- The weight of each creative must not exceed **100 KB**

### LOCATION, INTERACTION AND DURATION :

- In application input, after loading Full screen
- 5 seconds by default (configurable duration if necessary)
- Clickable

## Video ad formats

## → Video Overlay :

### REQUIRED ELEMENTS :

- An **.mp4** or **.mpeg** video : **640 px L x 480 px H**
- Video Codex h.264, Video bitrate 300 kbps (1000kbps if only on Wifi), profile baseline, frame rate 30 fps

### TECHNICAL CONSTRAINTS :

- Keyframe frequency Every 1 second
- Pixel aspect ratio Square
- Audio codec AAC LC
- Audio bit rate 64 kbps (128kbps if only on Wifi)
- Audio sample rate 22.05 kHz (44,1kHz if only on Wifi)

## LOCATION, INTERACTION AND DURATION :

- In application input, after loading Full screen
- 5 seconds by default (configurable duration if necessary)
- Clickable

## → Landing page :

### REQUIRED ELEMENTS :

- Smartphone-optimized HTML pages
- Presence of a bar at the top of the page and a back button (480x44)

## LOCATION, INTERACTION AND DURATION :

- After clicking on banner or overlay
- Clic to :
  - Android market / Apple store
  - Out call
  - Email
  - HTML etc.

## EXPECTED DELIVERY TIME :

- All design elements must be delivered at least **3 business days** before online publication.

Further information: If these deadlines are not respected, CMI Media may decide not to broadcast the campaign on the scheduled date.

## ANY PROBLEM ?

For any and all questions or concerns, please contact [traffic@lagardere-pub.com](mailto:traffic@lagardere-pub.com) or your sales contact at **CMI Media** !