



Moment van livegang
30-03 : einde middag (post & story)
30-03: begin vd avond (post & story)
30-03: middag (story) / 01-04: middag (post)
31-03: middag (post & story)

31-03: einde middag (story) / 03-04: middag (post)
31-03: einde middag (story) / 01-04: middag (post)
31-03: middag (story) / 01-04: begin middag (post)
01-04: einde middag (post & story)
02-04: einde middag (post & story)
01-04: einde middag (post & story)



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[Redacted]

[Redacted]

IP
DIGIT

Media Agency:
 Campaign Manager:
 Advertiser:
 Campaign Name:
 Campaign Period:
 Delivery Address:
 Contact:
 Delivery SLA

Site information
Publisher
Online Video
Google
Talpa/RTL
Ster
Display
Adform
Adform
Adform
Adform

Adform
Mobile
Widespace
Online Audio
Spotify

Sizmek campaign:

18242_49816_vws corona virus campagne mrt-apr 2020 online_121261000053

Sizmek campaign ID:

Sizmek support:

5.1.2e @tech53.com

No rights can be derived from this adspecs template.

This adspecs sheet functions as a technical instruction and not as a creative instruction. F

Creative advice is featured only in case we received a proper creative instruction from th



DIGITAL SPECIFICATIONS

Initiative Media
5.1.2e
VWS
816_vws corona virus campagne mrt-apr 2020 online_1212610000053
25-3 t/m 26-4
5.1.2e @mbww.com
5.1.2e @mbww.com
5 business days before 12 AM

Site information	Data
Site / Channel	Deadline Delivery before 12 AM
YouTube	asap
s1/divimove-mcn/rtl-premium/nl-premium	asap
NPO start	asap
Adform	asap
Adform	asap
Adform	asap
Adform	asap

Adform	asap
In-app	asap
Spotify	asap

or questions concerning the actual content or message, please contact the advertiser/client or advertiser/client before production starts.

**Please deliver with a server-link. E-mail attachments will likely
Please deliver with a clear naming convention: *Publisher_Site_***

*creative asset deadline.
Only when delivered correctly and completely
conform these SLA's we can guarantee launch on*

ere to deliver your creative assets

Data	Creatives
START date	Creative type
25/Mar/20	InStream TrueView
25/Mar/20	InStream
25/Mar/20	InStream
30/Mar/20	MediumRectangle
30/Mar/20	Leaderboard
30/Mar/20	Billboard
30/Mar/20	HalfpageAd

30/Mar/20	MobileHalfpageAd
30/Mar/20	SwipeCube
30/Mar/20	Audio

t.

be removed by our spamfilter.

Creative type_Size_Version

*SLA's for creative asset deadline.
Please conform these SLA's we can guarantee launch on the*

Deliver your creative assets

Size	Version
1920x1080 please deliver a YouTube URL!	[version name]
1920x1080	[version name]
1920x1080	[version name]
300x250	[version name]
728x90	[version name]
970x250	[version name]
300x600	[version name]

320x240	[version name]
600x500	[version name]
<i>Audio: WAV or MP3</i>	
<i>Companion banners: 640x640 + 301x301 please deliver both!</i>	[version name]



Concept / Creative Advice	
	20/15s
	20/15s
	20/15s
Creative must live up to the specs of Sizmek MDX and are hosted in the Sizmek MDX plat	
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[Redacted]

Creatives	
Ad Weight	Ad Type
-	YouTube Video URL
max 10 MB	InStream Video
max 10 MB	InStream Video
max 200 kb	Standard banner
max 200 kb	Standard banner
max 200 kb	Standard banner
max 200 kb	Standard banner

max 200 kb	Mobile Asset
max 65 kb per swipe	Mobile Asset
audio: max 1 MB image: max 200 kb	Audio

Ad Technology	Video
URL to video	Required
MP4 lo-bitrate (< 1000 kbps)	Required
MP4 lo-bitrate (< 1000 kbps)	Required
HTML5	No video
HTML5	No video
HTML5	No video
HTML5	No video

Sound	Animation / looping restrictions	Video framerate
Autostart	advice: max. 30 sec.	24 to 30 fps
Autostart	max. 20 sec.	24 to 30 fps
Autostart	max. 20 sec.	24 to 30 fps
No sound	max 30 sec + max 3 x loop	-
No sound	max 30 sec + max 3 x loop	-
No sound	max 30 sec + max 3 x loop	-
No sound	max 30 sec + max 3 x loop	-

No sound	max 30 sec + max 3 x loop	-
No sound	-	-
Autostart	max. 30 sec.	-

Ad hosting location / ad server	clickTag insertion type
Site/Publisher	N/A
Site/Publisher	N/A
Site/Publisher	N/A
Sizmek MDX	Sizmek MDX
Sizmek MDX	Sizmek MDX
Sizmek MDX	Sizmek MDX
Sizmek MDX	Sizmek MDX

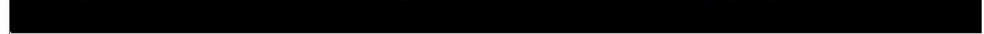
Sizmek MDX	Sizmek MDX
Site/Publisher	N/A
Site/Publisher	N/A

Details
Spec details & resources
https://support.google.com/displayspecs/answer/6055025?hl=nl
Zie tabblad 'Sizmek Specifications'
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Zie tabblad 'Sizmek Specifications'

[Zie tabblad 'Sizmek Specifications'](#)



<https://info.widespace.com/ad-formats/smartphones/medium-rectangle/swipe-mrec/>



Please deliver copy in a Word document or PDF

Please provide a campaign title and advertiser name to appear in place of a song's title and artist

Campaign Title: 35 characters maximum

Advertiser: 45 characters maximum

Further remarks / resources	
Further remarks / resources	
Please make sure the video is uploaded to the advertiser's YouTube channel. We can only p	
Make sure this video features a low bitrate (< 1000 kbps) since RTL MCN is running on YouTube inv	
For support, please contact 5.1.2e @tech53.com IPG Mediabrands does not provide tech suppo	
Please make sure that subtitles (if required) are built inside the video. We cannot upload SRT-files.	
Make sure this video features a low bitrate (< 1000 kbps) since RTL MCN is running on YouTube inv	
For support, please contact 5.1.2e @tech53.com IPG Mediabrands does not provide tech suppo	
Please make sure that subtitles (if required) are built inside the video. We cannot upload SRT-files.	
Please add border / 1 pixel For support, please contact Sizmek: 5.1.2e @tech53.com	
Please add border / 1 pixel For support, please contact Sizmek: 5.1.2e @tech53.com	
Please add border / 1 pixel For support, please contact Sizmek: 5.1.2e @tech53.com	
Please add border / 1 pixel For support, please contact Sizmek: 5.1.2e @tech53.com	

Use Retina high resolution / Please add border / 1 pixel | For support, please contact Sizmek: 5.1.2e

<https://spotifyforbrands.com/en-GB/ad-experiences/audio/>

roceed with a video link - not with MP4!