OATS

Online Advertising Technical Specifications





Banner (mobile/ desktop)

- Desktop sizes: **728x90, 980x90, 990x90, 970x90**
- Mobile size: **320x50**
- Tablet size: **728x90**
- Creatives:
  - gif/jpg + url or trackings (50/60 kb)
  - Redirect (iframe/javascript/internal redirect CM).
  - HTML5 (.zip containing .js, images and html). Detail

(Url with secure protocol SSL (https)**)**

*For any format that goes out of the usual, please ask. Thank you.
Creatives must be delivered 48 hours before the campaign start date



Dropdown Banner (desktop)

- Sizes fold/unfold: **728x90/728x300, 980x90/980x300, 990x90/990x300, 970x90/970x300**
- **Video in banner with mute sound set as default**
- Creatives:
  - gif/jpg + url or trackings (50/60 kb).
  - Redirect (iframe/javascript/internal redirect CM).

(Url with secure protocol SSL (https)**)**

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Halfpage MPU (mobile/desktop)

- Size: **300x250 pixels**
- **Video in banner with mute sound set as default**
- Creatives:
  - gif/jpg + url or trackings (50/60 kb)
  - Redirect (iframe/javascript/internal redirect CM)
  - HTML5 (.zip containing .js, images and html – third party video housing). Detail

(Url with secure protocol SSL (https)**)**

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Dropdown Double MPU (desktop)

- Size: **300x250 pixels** expandible to **800x600 pixels** (expands right and up with rollover/rollout)
- **Video in banner with mute sound set as default**
- Creatives:
  - Two creatives gif/jpg (300x250 y 800x600) **+ url or trackings (50/60 kb each creative)**
  - Redirect (iframe/javascript/internal redirect DCM)

(Url with secure protocol SSL (https)**)**

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Double MPU (mobile/ desktop)

- Size: **300x600 pixels**
- **Video in banner with mute sound set as default**
- Creatives:
  - gif/jpg + url or trackings (50/60 kb)
  - Redirect (iframe/javascript/internal redirect CM).
  - HTML5 (.zip containing .js, images and html – third party video housing). Detail

(Url with secure protocol SSL (https)**)**

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Double dropdown MPU (desktop)

- Size: **300x600 pixels** expands to **800x600 pixels** (expands right with rollover/rollout)
- **Video in banner with mute sound set as default**
- Creatives:
  - Two creatives gif/jpg (300x600 and 800x600) **+ url or trackings (50/60 kb)**
  - Redirect (iframe/javascript/internal redirect DCM).

(Url with secure protocol SSL (https)**)**

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Billboard (desktop/mobile)

- Sizes: **980x250 pixels (desktop) / 320x100 pixels (mobile) / 728x250 pixels (tablet)**
- Creatives:
  - gif/jpg + url or trackings (50/60 kb).
  - Redirect (iframe/javascript/internal redirect CM).
  - HTML5 (.zip containing .js, images and html – third party video housing). Detail

(Url with secure protocol SSL (https)**)**

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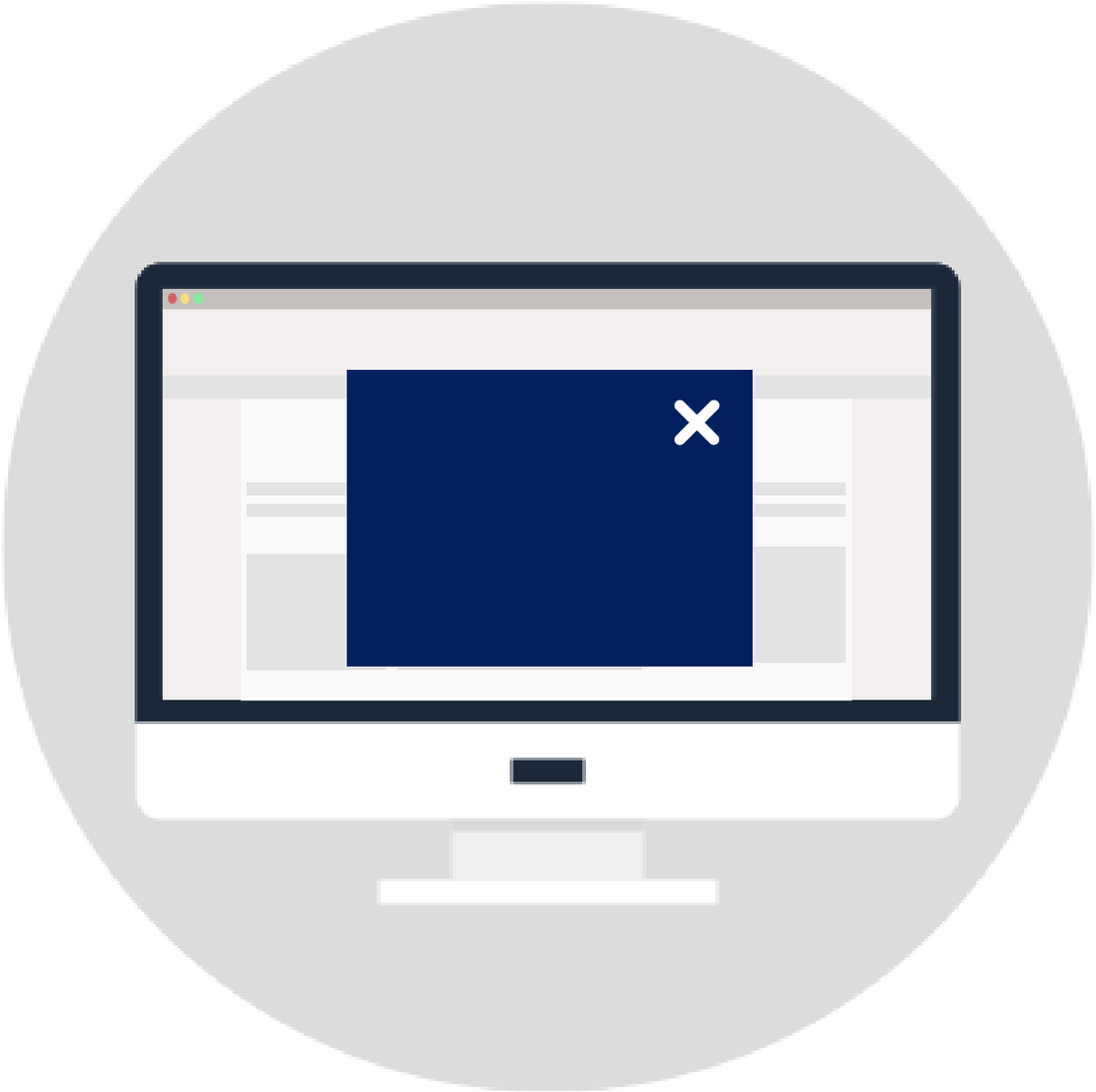
Skys (desktop)

- Skys:
  - 120x600/160x600 pixels
- Creatives:
  - gif/jpg + url or trackings (50/60 kb)
  - Redirect (iframe/javascript/internal redirect CM)
  - HTML5 (zip containing images, js and html) Detail

(Url with secure protocol SSL (https)**)**

► Skys scroll down with user navigation (except in El Desmarque).

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Interstitial (desktop)

- Size: **800x600 pixels**
- Creatives:
  - gif/jpg + url or trackings (50/60 kb)
  - Redirect (iframe/javascript/internal redirect CM)
  (visible close button and 12 seconds autoclose function). Z-index= 999999999

(Url with secure protocol SSL (https)**)**

*For any format that goes out of the usual, please ask. Thank you.
Creatives must be delivered 48 hours before the campaign start date



Mask (desktop)

- Size: **800x600 pixels**
- Creatives:
  - gif/jpg + url or trackings (50/60 kb).
  - Redirect (iframe/javascript/internal redirect CM)
  (visible close button and 12 seconds autoclose function). Z-index= 999999999

(Url with secure protocol SSL (https)**)**

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Creatives must be delivered 48 hours before the campaign start date



Skin BrandDay (desktop)

- Skin: **1634x965 pixels**
- Creatives: **PSD y JPG (150/200 kb) + url or trackings**
  (Url with secure protocol SSL (https)**)**
- Observations: Leave inside space of 1030x965 blank pixels for the content of the site. From this area respect the margin of up to 140 pixels per side to locate images and texts of importance.
- Combine it with billboard or MPU (see specific slides).

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Creatives must be delivered 48 hours before the campaign start date



Skin BrandDay Boing

- Skin: **2000x1207 pixels**
- Creatives: **PSD y JPG (150/200 kb) + url or trackings**
  (Url with secure protocol SSL (https)**)**
- Observations: Leave internal space of 1240x1207 pixels for the content of the site, this space must be in blank (white). From this area respect the margin of up to 120 pixels per side and 200 pixels below to locate images and texts of importance.
- Combine it with billboard or MPU (see specific slides).

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Skys BrandDay (desktop)

- Size:
  - **120x1000/160x1000/430x1000 pixels**
    *430x1000 skys must integrate important text and images inside a margin up to 200 pixels of the total width of the creative. This will allow to visualize properly in small screen resolutions.
- Creatives:
  - **gif/jpg + url or trackings (50/60 kb)**
  - **Redirect (iframe/javascript/internal redirect CM)**
  - **HTML5 (zip containing images, js and html)** **Detail**

  (Url with secure protocol SSL (https)**)**
- Combine it with billboard or MPU (see specific slides).
- Skys scroll down with user navigation.

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Creatives must be delivered 48 hours before the campaign start date



Video standard

► **Video + url** (desktop, mobile web and app's):
MP4 16:9 + url or trackings.

Url with secure protocol SSL (https).
Maximum weight: 5/10 mb.
Maximum duration: 20 seconds (ask for another duration).

► **Redirect VAST** (desktop, mobile web and app's):
16:9

Url with secure protocol SSL (https).
Maximum duration: 20 seconds (ask for another duration).
Close button integrated at 16 seconds. Lower right corner.
The skip or closing button must be maintained for the entire campaign.

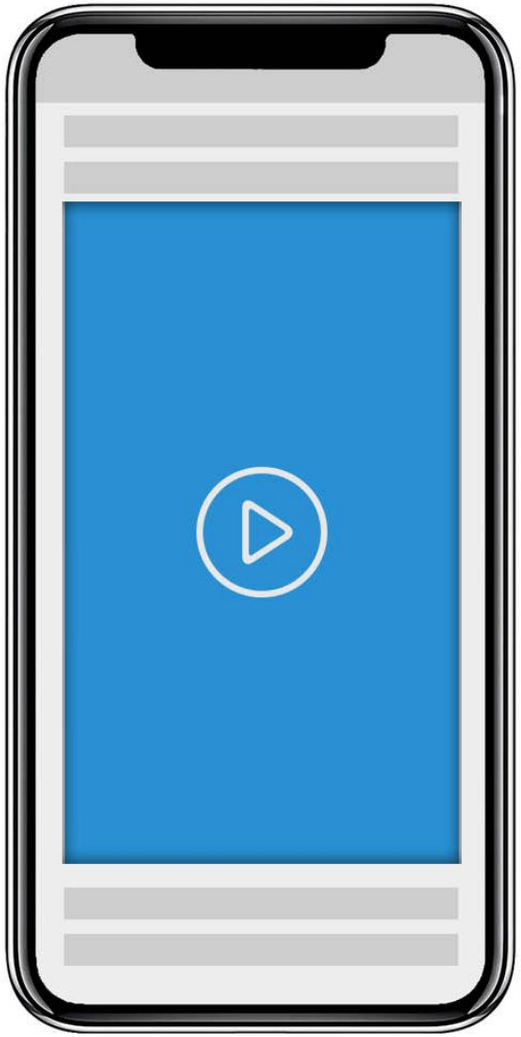
► **Redirect VPAID 2.0** (desktop and mobile web):
16:9

Url with secure protocol SSL (https).
Maximum duration: 20 seconds (ask for another duration).
Close button integrated at 16 seconds. Right upper corner.(example)
The skip or closing button must be maintained for the entire campaign.

► **Redirect Open Measurement** (desktop, mobile web and app's):

Compatible redirects with Open Measurements: Integral Ad Science, DoubleVerify and MOAT. Please ask.

*For any format that goes out of the usual, please ask. Thank you.
Creatives must be delivered 48 hours before the campaign start date



Vídeo vertical

► **Video + url** (desktop, mobile web and app's):
MP4 formato 9:16 (**1.080x1.920 pixels**) + url o trackings

Url with secure protocol SSL (https)
Maximum weight: 15 mb
Duration: 6 seconds (ask for other durations)

► **Redirect VAST** (desktop, mobile web and app's):
Format 9:16 (**1.080x1.920 píxeles**)

Url with secure protocol SSL (https)
Duration 6 seconds (ask for other duration)
No skip button.

► **Redirect Open Measurement** (desktop, mobile web and app's):
Format 9:16 (**1.080x1.920 píxels**)

Redirects compatible with Open Measurements: Integral Ad Science, DoubleVerify y MOAT.
No skip button.

*For any format that goes out of the usual, please ask. Thank you.
Creatives must be delivered 48 hours before the campaign start date



Video crossmedia

►**Video + url** (desktop, mobile web and app's):
MP4 16:9 + url or trackings.

Url with secure protocol SSL (https).
Maximum weight: 5/10 mb.
Maximum duration: 20 seconds (ask for another duration).

►**Redirect VAST** (desktop, mobile web and app's):
16:9

Url with secure protocol SSL (https).
Maximum duration: 20 seconds (ask for another duration).
Close button integrated at 16 seconds. Lower right corner.
The skip or closing button must be maintained for the entire campaign.

►**VPAID is not accepted.**

*For any format that goes out of the usual, please ask. Thank you.
Creatives must be delivered 48 hours before the campaign start date



Video Mediaset Infinity CTV

- Format: **MP4 16:9 Full HD (1920x1080p)**
- Maximum weight: **80 Mb.**
- Maximum duration: **20 segundos** (Ask for another duration)
- Creatives:
  - Vídeo trackings.
  - Redirect Vast (No VPAID, no javascript, no verificators).

(Url with secure protocol SSL (https)**)**

- **Is mandatory to include the text "PUBLICIDAD DIGITAL" impressed on the top left corner with Arial 16 font.**

Non clickable ads.

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Creatives must be delivered 48 hours before the campaign start date



Vídeo HbbTV ADR

- Format: **MP4 16:9 Full HD (1920x1080p)**
- Maximum weight: **80 Mb.**
- Maximum duration: **20 segundos** (Ask for another duration)
- **Is mandatory to include the text "PUBLICIDAD DIGITAL" impressed on the top left corner with Arial 16 font.**

Not clickable format

*Para cualquier formato que se salga de lo habitual, consultar. Gracias.
Las piezas deben entregarse con 48 h de antelación al inicio de campaña.



Audio Ivoox

- Audio ad in format MP3
- Max duration 20-30 seconds.
- Max size: 500 KB – 1000 KB
- Optional synch banner available, in format 300x250px. JPG, PNG, GIF. Max Size 250 KB

*Para cualquier formato que se salga de lo habitual, consultar. Gracias.
Las piezas deben entregarse con 48 h de antelación al inicio de campaña.

DISPLAY MEDIASET NETWORK

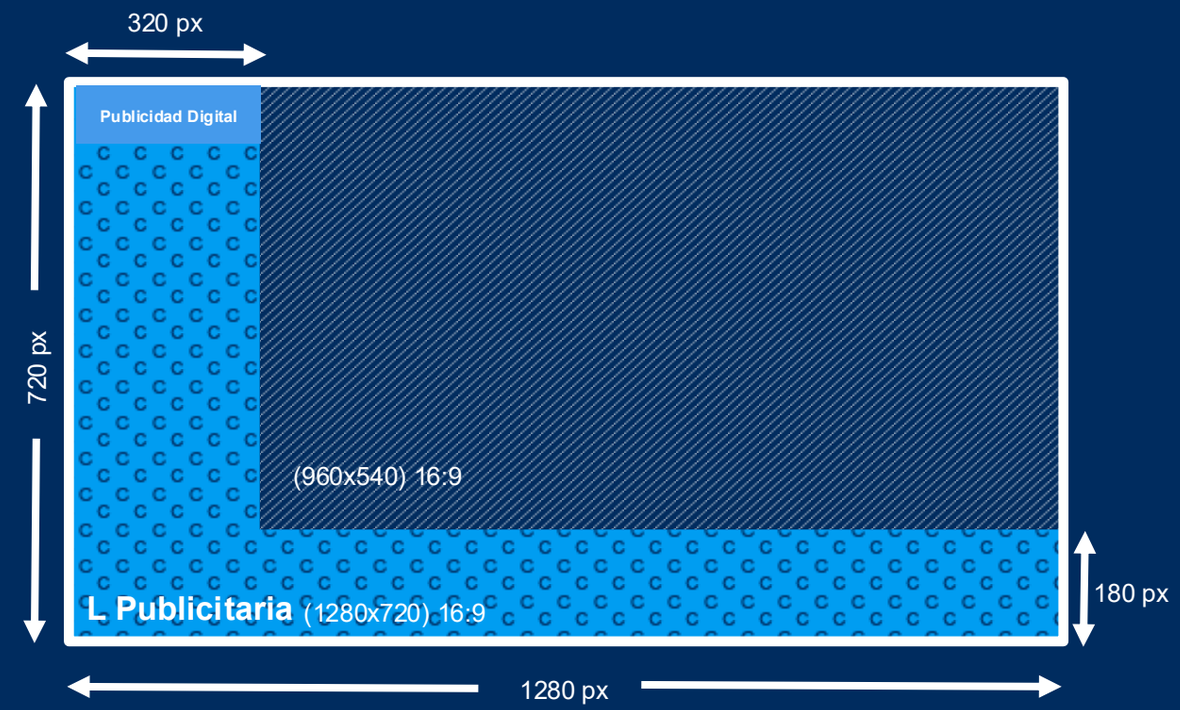
FORMATO	WEB	TABLET	MÓVIL
Megabanner	728x90; 980x90; 970x90; 990x90	728x90	320x50
Billboard	970x250; 980x250; 990x250	728x250	320x100
Robapáginas	300x250	300x250	300x250
Robapáginas doble	300x600	300x600	300x600
Interstitial	800x600	NO	NO
Skys Mediaset	120x600; 120x1000; 160x600; 160x1000 430x1000	NO	NO
Skys Desmarque	120x600; 120x1000 (Brand Day) 160x600; 160x1000 (Brand Day)	NO	NO



Technical specifications for new products display in-vídeo

MEDIASETespaña.

L shape

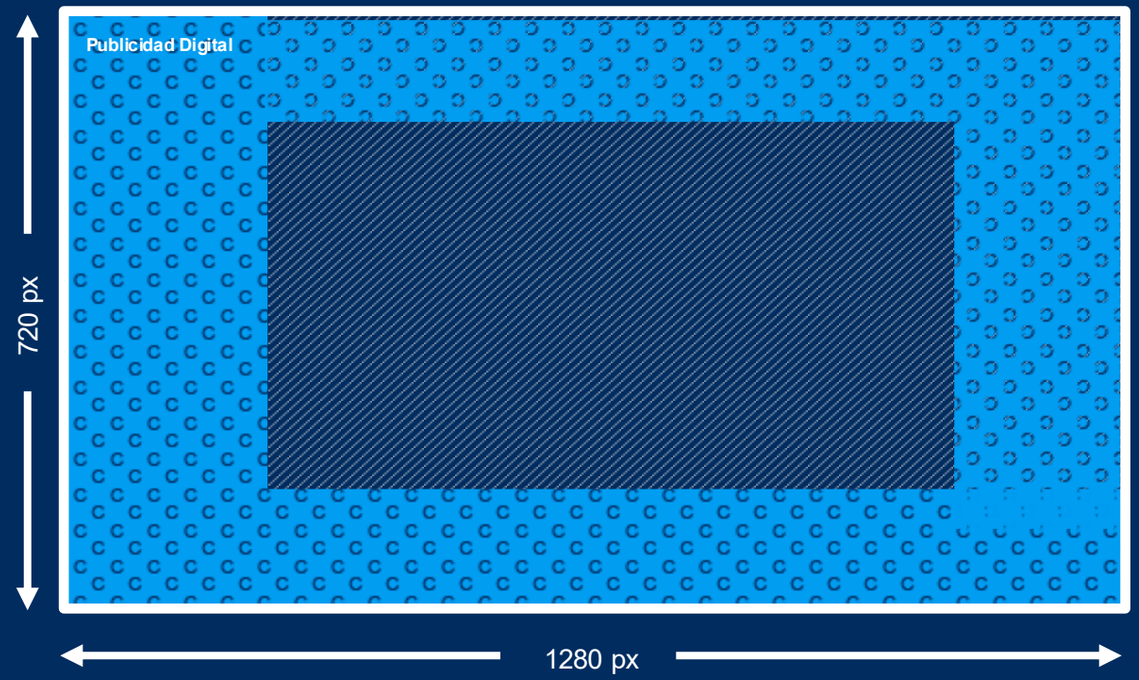


- **Format PNG (with transparent area)**
- Complete format **PSD (with layers)**
- Typography used in the creative
- Size in pixels **1280 x 720**
- Max weight: **900 Kb**
- IMPORTANT: **“Publicidad Digital” should be placed clearly on the top.**

<u>* No redirects allowed.</u>

<u>* Tracking impresion pixels permitted.</u>

Ad in-content

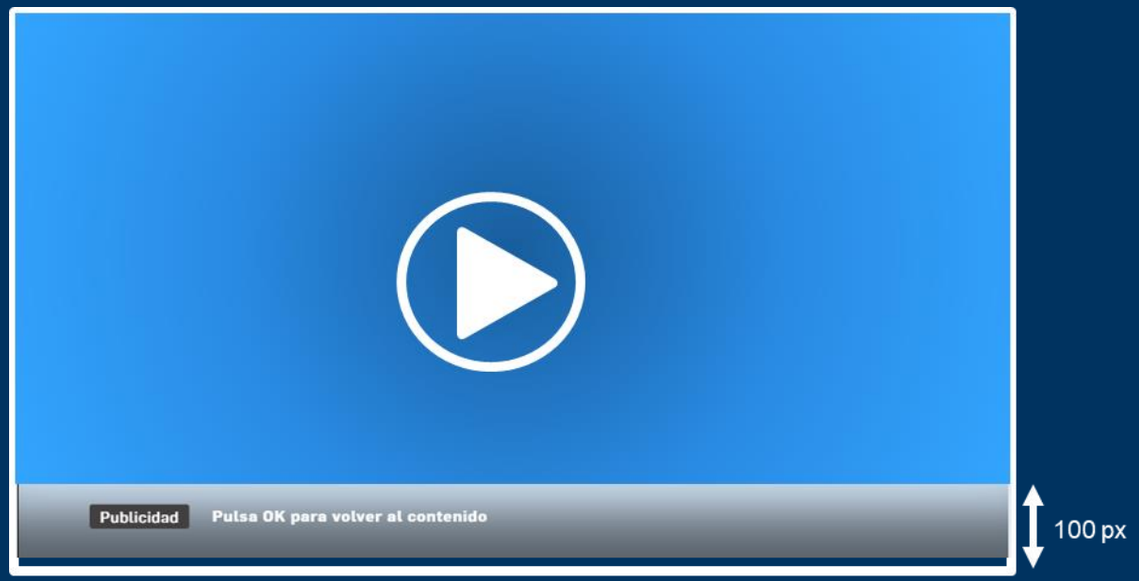


- Format **PNG (with transparent area)**
- Complete format **PSD (with layers)**
- Typography used in the creative
- Size in pixels **1280 x 720**
- Size of the transparent area in píixels **800 x 450**
- Max weight: **900 Kb**
- IMPORTANT: **“Publicidad Digital” should be placed clearly on the top.**
- **The transparent area should be centered.**

<u>* No redirects allowed.</u>

<u>* Tracking impresion pixels permitted.</u>

Ad pause fullscreen 1st Screen



- Format **PNG, GIF o JPG**
- Size in píxeles **1280 x 720**
- Max weight: **900 Kb**
- Leave a bottom 100 pixels space without logos, text or important images.
- Available in CTV.

*** No redirects allowed.**

*** Tracking impresion pixels permitted.**

MEDIASETespaña.