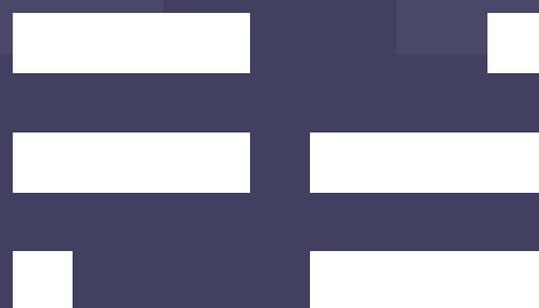


TECHNICAL SPECIFICATIONS 2021

# ONLINE



FD MEDIAGROEP



# PREMIUM DISPLAY FORMATS



The delivery address for all Premium Display material is: [adoperations@fdmediagroep.nl](mailto:adoperations@fdmediagroep.nl). (Three business days before the campaign starts at the latest). Do not forget to include the clickout URL. To be able to measure it at your end, use a click tracker or UTM code. Traffic is not measurable in the analytics system when using regular URLs. Advertisers are not allowed to post cookies without prior permission in writing from FD Mediagroep.

Premium Display	Specifications
Rectangle (cross device)	300x250
Half page	300x600
Billboard	970x250
Roadblock	Billboard + half page
Mobile half page	320x240
Mobile header	300x100 of 300x50

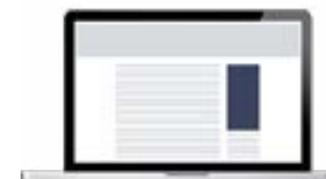
IAB banner pack	Specifications*
Desktop/tablet	970x250, 300x600
Cross device	300x250
Mobile only	320x240, 300x100

\*Minimum of 3 formats.

**RECTANGLE**  
300x250pixels



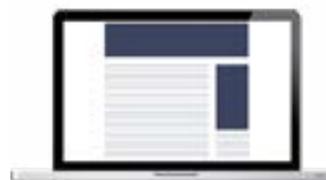
**HALF PAGE**  
300x600 pixels



**BILLBOARD**  
970x250 pixels



**ROADBLOCK**  
Billboard & half page



**MOBILE HALF PAGE**  
320x240 pixels



**MOBILE HEADER**  
-300x100 pixels  
-300x50 pixels





#### Technical specifications for Premium Display

#### Specifications

File type	JPEG, PNG, animated GIF, 3rd party code, or HTML5* - please note: no flash.
Size	Maximum 100 kB.
Animations	Non-animated ads score higher on our network than animated ads so we recommend non-animated ads. Should you wish to use animated ads, we recommend running them in a constant loop.
Audio	Audio is not allowed in display ads without a user click.
GDPR	With all 3rd party tags, impression tracker or clicktrackers that are used please supply us a list of all ad technology providers that are used with these trackers so we can declare them.
<b>*Please note when using HTML5</b>	HTML5 must be delivered as a ZIP file.
	Submission exclusively via Wettransfer to adoperations@fdmediagroep.nl because HTML5 attachments with javascript are blocked in e-mail traffic.
	All codes must be SSL-compliant (use https, not http).
	Implement the clickout URL in the HTML file before delivery.
	Implement the Google ad guidelines meticulously; HTML5 ads will not work without these implementations. You can find them at: <a href="https://support.google.com/dfp_premium/answer/7046799?hl=en">https://support.google.com/dfp_premium/answer/7046799?hl=en</a> and <a href="https://support.google.com/admanager/answer/2376981?hl=en">https://support.google.com/admanager/answer/2376981?hl=en</a>

#### Programmatic advertising

FD Mediagroep offers programmatic buying via Google Ad Manager. Programmatic buying means buying digital advertising space in an automated fashion. FD.nl and BNR.nl are offered via the open exchange, but for specific audience, channel targeting or special formats, it is possible to set up a preferred or guaranteed deal. For more information, please contact your account manager or [adoperations@fdmediagroep.nl](mailto:adoperations@fdmediagroep.nl).

#### Cancellation and other terms and conditions for advertising

Please visit [www.fdmg.nl](http://www.fdmg.nl) for a comprehensive overview of FD Mediagroep's terms and conditions for advertising.

#### Submission of material

Submission of material no later than 3 business days before the start of the campaign

# RICH MEDIA FORMATS



Download a template from your Rich Media vendor for all Rich Media formats (except in-article video and pre-roll). After approval of the Rich Media, your vendor will then send the tag/script to [adoperations@fdmediagroep.nl](mailto:adoperations@fdmediagroep.nl). Make sure to use the right template for every format and re-download the template for every new campaign to make sure template changes are incorporated. Advertisers are not allowed to post cookies without prior permission in writing from FD Mediagroep.

#### Cancellation and other terms and conditions for advertising

Please visit [www.fdmg.nl](http://www.fdmg.nl) for a comprehensive overview of FD Mediagroep's terms and conditions for advertising.

#### Submission of material

Submission of material no later than 5 business days before the start of the campaign

#### Rich Media

#### Specifications

Super header plus (cross device)	100%x250 en 100%x140 (mobile) or <a href="#">click here</a> .
Mobile portrait video	320x400
Mobile interscroller	
Billboard video	970x250
In-article video	Resolution: max. 1920x1080 - min. 640x360. Video formats: MOV, FLV, MPEG4, AVI. Length: max. 30 seconds. Please note: try to keep the file size as small as possible. Submit material to <a href="mailto:adoperations@fdmediagroep.nl">adoperations@fdmediagroep.nl</a> .
Pre-roll	See specifications for 'In-article video', with a maximum length of 15 seconds.

IN-ARTICLE VIDEO  
max. 30 seconds



PRE-ROLL 16:9  
max. 15 seconds



BILLBOARD VIDEO  
970 x 250 pixels



SUPER HEADER PLUS  
100% x 250 pixels  
100% x 140 pixels (mobile)



MOBILE PORTRAIT VIDEO  
320 x 400 pixels



MOBILE INTERSCROLLER



# CONTENT FORMATS

The delivery address for all Content material is: [adoperations@fdmediagroep.nl](mailto:adoperations@fdmediagroep.nl). Do not forget to include the clickout URL. Use a click tracker or UTM code to make it measurable at your end. When using regular URLs, traffic cannot be measured correctly in the analytics system.

## Content

- Homepage advertorial (cross device)
- Advertorial [fd.nl/Beurs](http://fd.nl/Beurs) (cross device)
- Newsletter advertorial
- FD E-paper interstitial
- FD Brandstory

## Homepage, beurs page and newsletter advertorials

We support advertorial display in multiple places, but the material only have to be submitted once. The advertorial adapts to its surroundings thanks to the use of smart templates.

### DESKTOP

In the desktop view, four advertorials are displayed side by side in a showreel. In the desktop beurs, the advertorial is set between feature highlights:

### TABLET

On a tablet screen, there are two separate blocks with two advertorials each side by side on the page:

### MOBILE

On a mobile screen of the homepage, there are two positions that may feature an advertorial. This version is set between the article highlights:

HOMEPAGE



HOMEPAGE



HOMEPAGE



BEURS



BEURS



BEURS



## NEWSLETTER ADVERTORIAL

In the desktop view of the newsletter advertorial, the advertorial is set between the news articles.



The following material must be submitted for a Homepage, beurs page or newsletter advertorial:

Material	Specifications
Titel	A catching title consisting of a maximum of 42 characters incl. spaces and punctuation.
Body text	A brief text that encourages clicking, consisting of a maximum of 148 characters incl. spaces and punctuation.
Company	The advertiser's (brand) name.
Link	A link to the landing page, including click tracker or UTM parameters.
Image	An attractive image without text, aspect ratio 3:2, a maximum of 100 kB and a minimum of 600x400 pixels. Format JPEG or PNG. Please note! On some screens, the image is displayed with an aspect ratio 1:1. It is possible to supply an (optional) extra image with this aspect ratio (a minimum of 400x400 pixels). If this is not available, the original image will be centred in an aspect ratio 1:1.

## Editorial guidelines for advertorials

The submitted material must be approved by the FD's editors before publication. Content that is not in line with the FD website will be rejected. Please respect the following guidelines:

- Do not use or refer to names of existing rubrics used by the FD;
- do not use typical visual expressions of the FD, such as a red background or illustrations that are also used for editorial messages;
- do not use terms like 'read more', 'by [name of author/editor]', or 'subscribe here';
- text may not be obscene, contain untruths, be inflammatory or misleading, or make statements about people or companies that might be justified in objecting to these.

### Submission of material

Submission of material no later than 5 business days before the start of the campaign.



## E-paper interstitial

E-PAPER INTERSTITIAL  
768x960 pixels



### Specifications

JPEG 768x960 pixels.

Make sure the text is legible on tablet screens as well as smartphone screens.

Maximum file size 199 kB.

## FD Brandstory

### Options for on-page content

### Specifications

Billboard

Cf. specifications on page 3.

Rectangle

Cf. specifications on page 3.

Logo

Logo file in PNG with transparent background + clickout URL.

Content: advertorial

Cf. specifications for Homepage advertorial on page 6.

Content: video

YouTube link of the video, which we will embed.

Content: extra banners, rectangle or half page

Cf. specifications on page 3.

### Delivery

### Specifications

Brand or campaign name

E.g. company name, product name, campaign name, or a combination thereof.

Logo

Logo file in PNG with transparent background + clickout URL.

Article(s)

Per article: TXT file with title, introduction and bodytext.

Images(s) or other content

Per article: image(s), infographics, or Youtube movies we can include in the article.

Optional: advertorial in right-hand column

Cf. specifications for Homepage advertorial on page 6.

Optional: video in right-hand column

YouTube link of the video, which we will embed.

Optional: rectangle or half page banner

Cf. specifications on page 3.

### Delivery

Delivery address

adoperations@fdmediagroep.nl

### Cancellation and other terms and conditions for advertising

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### Submission of material

Submission of material no later than 5 business days before the start of the campaign



### Contact:

[salesupport@fdmediagroep.nl](mailto:salesupport@fdmediagroep.nl)

+31 20 592 8585

[www.fdmmediagroep.nl/en](http://www.fdmmediagroep.nl/en)

