EMERCE TECHNICAL SPECIFICATIONS ONLINE

BANNERS

Subject	Size / Specifications	File size
E-MAIL NEWSLETTER		
Advertorial	Title max 40, body max 320 characters (incl. spaces)	
Fullbanner	468 x 60 pixels	max 28 kb

EMERCE.NL		
GIF/JPEG creatives + URL		
Large rectangle*	336 x 280 pixels	max 50 kb
Leaderboard*	728 x 90 pixels	max 50 kb
Roadblock two sizes*	728 × 90 and 336 x 280 pixels	max 50 kb
Half page ad*	300 × 600 / 336 × 600 pixels	max 100 kb
Billboard*	970 x 250 pixels	max 100 kb

**HTML5 creatives		
Billboard	970 x 250 pixels	max 100 kb
Large rectangle	336 x 280 pixels	max 60 kb
Leaderboard	728 x 90 pixels	max 50 kb
Half page ad	300 × 600 / 336 × 600 pixels	max 95 kb
***Billboard Video	970 × 250 pixels	max 95 kb

Mobile (GIF/JPEG/PNG creatives + URL)		
Double size banner	320 x 100 pixels	max 40 kb
Halfpage banner	320 × 240 pixels	max 40 kb

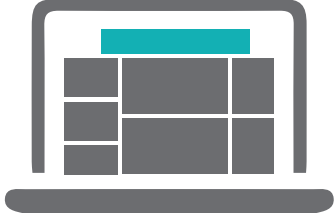| **Other**		
Job of the Week	Title max 40, body max 320 characters (incl. spaces). Logo max 175 x 150 pixels	
Homepage Advertorial or Case (eGuide)	Title max 40, body max 320 characters (incl. spaces). Logo max 175 x 150 pixels	
Advertorial tweet	Max. 110 characters + URL (incl. spaces), there will be specifically shown it contains a commercialised tweet, for example with [ad]. The content of the tweet needs to match to the content of Emerce activities.	
Sponsored content	Specifications on request from Traffic	
Homepage Takeover / Expandable	Upon request only	

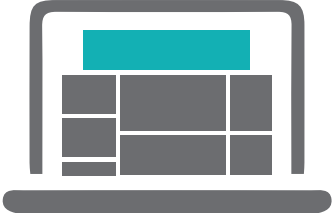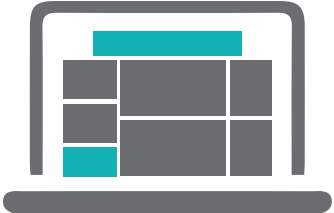## POSITION BANNERS ON WEBSITE AND IN NEWSLETTER

Large rectangle HP

Large rectangle ROS

Leaderboard HP/ROS

Billboard HP/ROS
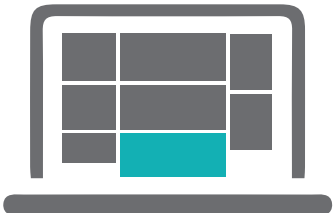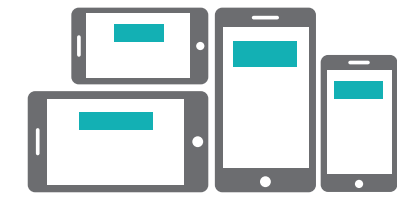
Roadblock HP

Roadblock ROS

Half page ad HP

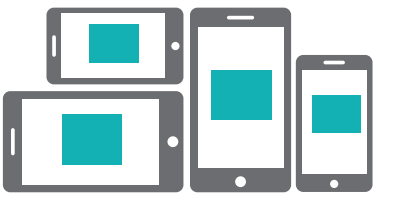Job of the week / Advertorial / Case HP

Sponsored content HP

1. Advertorial Newsletter
2. Fullbanner Newsletter

Double size banner Mobiel

Half page banner Mobiel

* Desktop banners will show on mobile, but have to be delivered in differtent sizes.

** The support of Flash is in different browsers reduced by recent changes. Therefore we discourage the use of Flash and we want to point out that the use of HTML5 offers more possibilities in creation, safety and usablility on variuos devices. Which results in a bigger reach of consumers.

HTML5 creations have to be delivered by the advertiser in ad serving code (javascript tag). Emerce has no possibilities for direct serving / hosting.

*** Billboard Video
- Can loop with a max of 3 times.
- Needs to have a clear Call to Action.
- Video length max 15 seconds.
- Video can be played automatically.
- Audio is user-initiated with click only.
- There needs to be a clear 'play', 'pauze' and / or 'stop' button.
- [CLOSE] button has to be placed on the top right corner of the ad position. Click here for example.