

EMERCE TECHNICAL SPECIFICATIONS ONLINE

BANNERS

E-MAIL NEWSLETTER

SUBJECT	SIZE / SPECIFICATIONS
Advertorial	Title max 45, body max 185 characters (incl. spaces) Image 170 x 170 pixels

EMERCE.NL

GIF/JPEG CREATIVES + URL	SIZE / SPECIFICATIONS	FILE SIZE
Large rectangle ¹	336 x 280 pixels	max 150 kb
Leaderboard ¹	728 x 90 pixels	max 150 kb
Roadblock two sizes ¹	728 x 90 and 336 x 280 pixels	max 150 kb
Half page ad ¹	300 x 600 / 336 x 600 pixels	max 150 kb
Billboard ¹	970 x 250 pixels	max 150 kb

HTML5 (javascript tag) ²	SIZE / SPECIFICATIONS	FILE SIZE
Billboard	970 x 250 pixels	max 150 kb
Large rectangle	336 x 280 pixels	max 150 kb
Leaderboard	728 x 90 pixels	max 150 kb
Half page ad	300 x 600 / 336 x 600 pixels	max 150 kb
Billboard Video ³	970 x 250 pixels	max 150 kb

MOBILE GIF/JPEG/PNG CREATIVES + URL or HTML5 (javascript tag)	SIZE / SPECIFICATIONS	FILE SIZE
Mobile billboard / leaderboard	320 x 100 pixels	max 150 kb
Mobile rectangle	320 x 240 pixels	max 150 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



Mobile billboard / leaderboard



Mobile rectangle



1. Advertorial Newsletter
2. Fullbanner Newsletter

¹ Desktop banners will show on mobile, but have to be delivered in different sizes.

² 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 usability on various 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.

³ 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', 'pause' and / or 'stop' button.
- [CLOSE] button has to be placed on the top right corner of the ad position. Click here for example.