

Advertenting specifications



tweakers

General



At Tweakers we love advertising!

At least; when they fit within our advertising guidelines and as such add to the user experience and not harm the user experience.

In this document you will find all guidelines and specifications for all the different ad positions available on Tweakers.

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GUIDELINES

HTTPS

ATTENTION: per June 2016, Tweakers adopts HTTPS encryption. Therefore, all display banners should also comply with the HTTPS requirements and be SSL compatible. If a banner does not (fully) comply this will cause errors in displaying the actual banner.

If a banner does not meet the requirements, the advertiser has 48 hours to make the banner HTTPS compliant. If not, we retain the right to pause the banner.

How should an advertiser comply to HTTPS guidelines?

In the actual advertisement no reference to 'http:/' may exist whatsoever in references to (url) sources. All separate aspects of the banner should comply to the https requirements, only then the advertisement is compatible for the HTTPS Tweakers site.

Examples of aspects that could be included in the advertisement and should be HTTPS;

- Iframes
- Fonts
- Style sheet
- Flash files
- Images
- Videos

For questions please feel free to get in [touch](#).

SUBMITTING AD MATERIALS

Submitting

Submitting the actual advertising material can be done via adopsdigital@persgroep.nl.

You can also contact them by phone using the phonenumber +31 88 572 28 80.

Please mention the order number, client name and campaign name with the submission. HTML5 ads should be delivered via adservingcode (3rd party tag). If this option is not possible please contact our Adops team.

Submission deadline

3 working days: standard material

5 working days: Rich media, Homepage Takeover, Branded Content

ATTENTION: Material via Weborama should be submitted to Weborama 8 working days before campaign live date

PUBLISHER PAID

Publisher paid applies to the following ad positions:

- HPTO's
- Mobile HTML5 & Mobile richmedia

Publisher paid is not applicable to the following ad positions:

- IAB standard formats
- HTML5 desktop banners
- Videobanners
- Mobile standard banners (320x50 / 320x100 / 320x250)
- For all rich media formats it is mandatory to use a rich media partner. Our preferred supplier is Weborama; only for Weborama our publisher paid guidelines apply.
- These publisher paid guidelines apply to purchases via Direct Sales/Premium. For purchases via Programmatic Trading these guidelines do not apply.

GENERAL ADVERTISING GUIDELINES

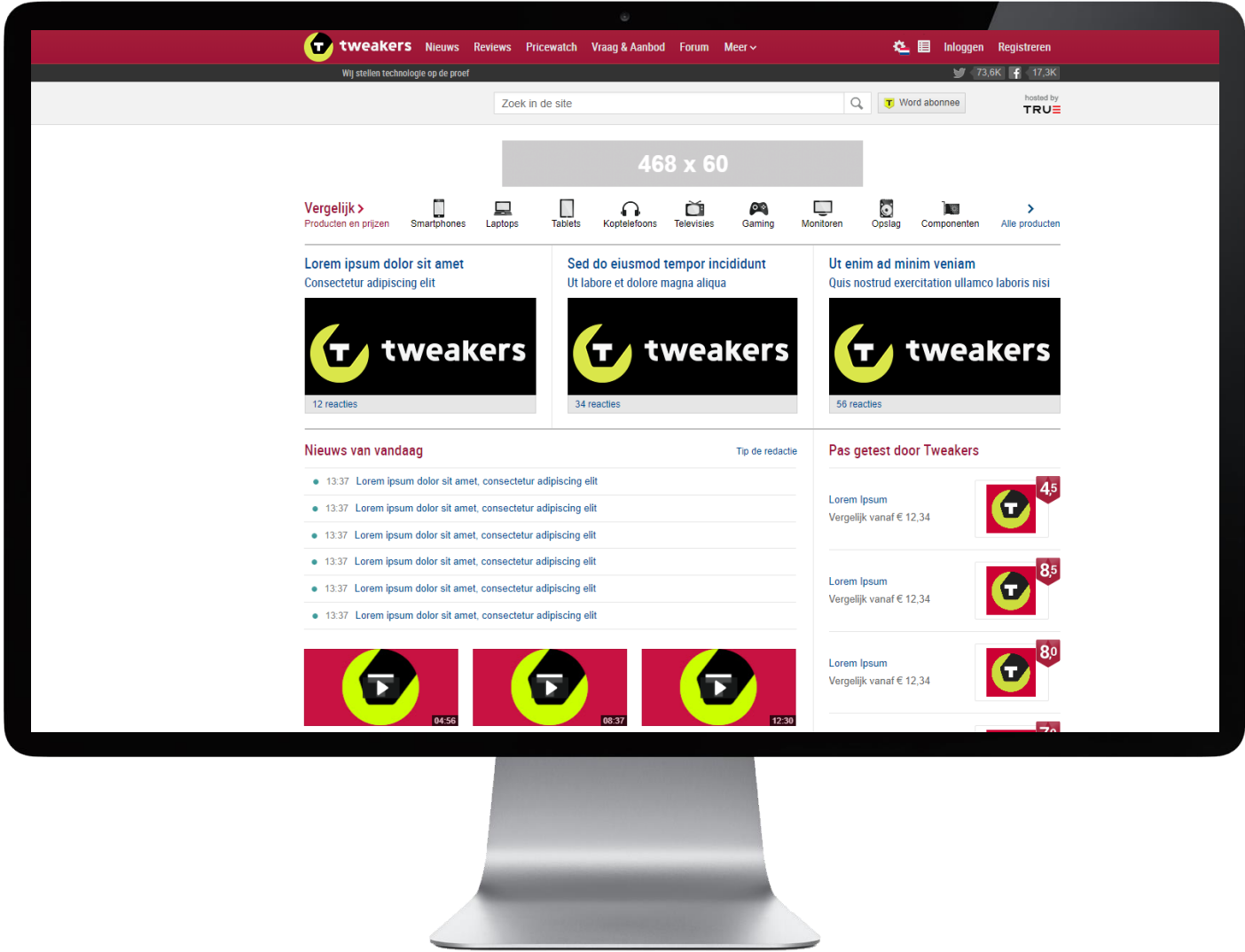
Type	Specification	
General	General terms	<i>Ads may never contain material that is in conflict with our general Terms and Conditions</i>
Tracking	First party cookies	<i>It is not allowed to place first party cookies on the Tweakers.net domain</i>
Tracking	Flash cookies	<i>It is not allowed to use Flash cookies (LSO's) or other similar technologies</i>
Tracking	Click tag	<i>In order to monitor clicks from a flash creative a button should be placed in the top layer of the creative. This action button should be linked to the variable getUrl with the following unreleased function: on (release_ {getUrl (_rootclickTag,"_blank:");}</i>
Policy	Retargeting	<i>The use of cookies or other technologies with the purpose of recognizing our visitors outside of Tweakers or recognizing visitors on Tweakers as visitors from other sites is not allowed</i>
Policy	User data	<i>Storing and processing data which is unique to the visitor/user, such as IP-addresses or 'fingerprints' is not allowed</i>
Ad-servers	Certified ad-servers	<i>DoubleClick, adprime, eyeblaster, noah-reddion, atlas, eyewonder, flashtalking, mediamind</i>
Positioning	Positioning	<i>In order to make sure all ads are correctly positioned, all visual elements in the markup of a banner should always be provided with a width and height directive, either via width and height attributes or via inline style. This enables the script to already request the intrinsic measures of the banner before the banner is actually loaded</i>
Positioning	iframe	<i>A banner should always remain within the iframe constraints and may never break out, e.g. by injecting itself in the parent page as in the case of an expandable</i>

GENERAL ADVERTISING GUIDELINES

Type	Specification	
Behavior	Click through	<i>All click through url's should open in a new browser. Clicks on user controls, e.g. play/stop, may never function as clickout</i>
Behavior	Landing page	<i>Landing pages behind a click through of an ad may not trigger a pop-up</i>
Design	Distinction	<i>Creatives should be distinctive from the actual content. The creative should be recognizable as an advertisement</i>
Design	Faux content	<i>Creatives may not look like a message from an operating system or be misleading or suggestive in any way</i>
Design	Effects	<i>Creatives may not contain elements which in general are considered annoying, such as objects with stroboscopic effects</i>
Design	Background	<i>Whenever a creative contains a white background the banner should be provided with a 1 pixel border in a dark color tone</i>
Technical	File types static	<i>.png, .jpeg, .gif (possibly animated)</i>
Technical	File types dynamic	<i>HTML5 (Javascript, CSS, HTML)</i>
Compatibility	OS compatibility	<i>Banners should always function equally across all operating systems, unless differently predefined and should then be targeted accordingly</i>
Compatibility	Rich Media fallback	<i>Creatives should always be provided with a static fallback in the shape of a clickable image (jpg, png or gif)</i>
Compatibility	Additional software	<i>Creatives are not allowed to ask users to download or install additional software or plugins</i>
Compatibility	Backwards compatibility	<i>Banners should not negatively influence the user experience in browsers or in versions which lay outside of the compatibility scope</i>
Compatibility	Code compatibility	<i>Banners may not cause any conflict with the Tweakers.net client side code. Javascript, HTML/CSS code should be valid and 'sandboxed'</i>
Compatibility	Browser compatibility	<i>Banners should at least be compatible with the two most recent major releases of Firefox, Chrome, Safari, Microsoft Edge and Internet Explorer</i>

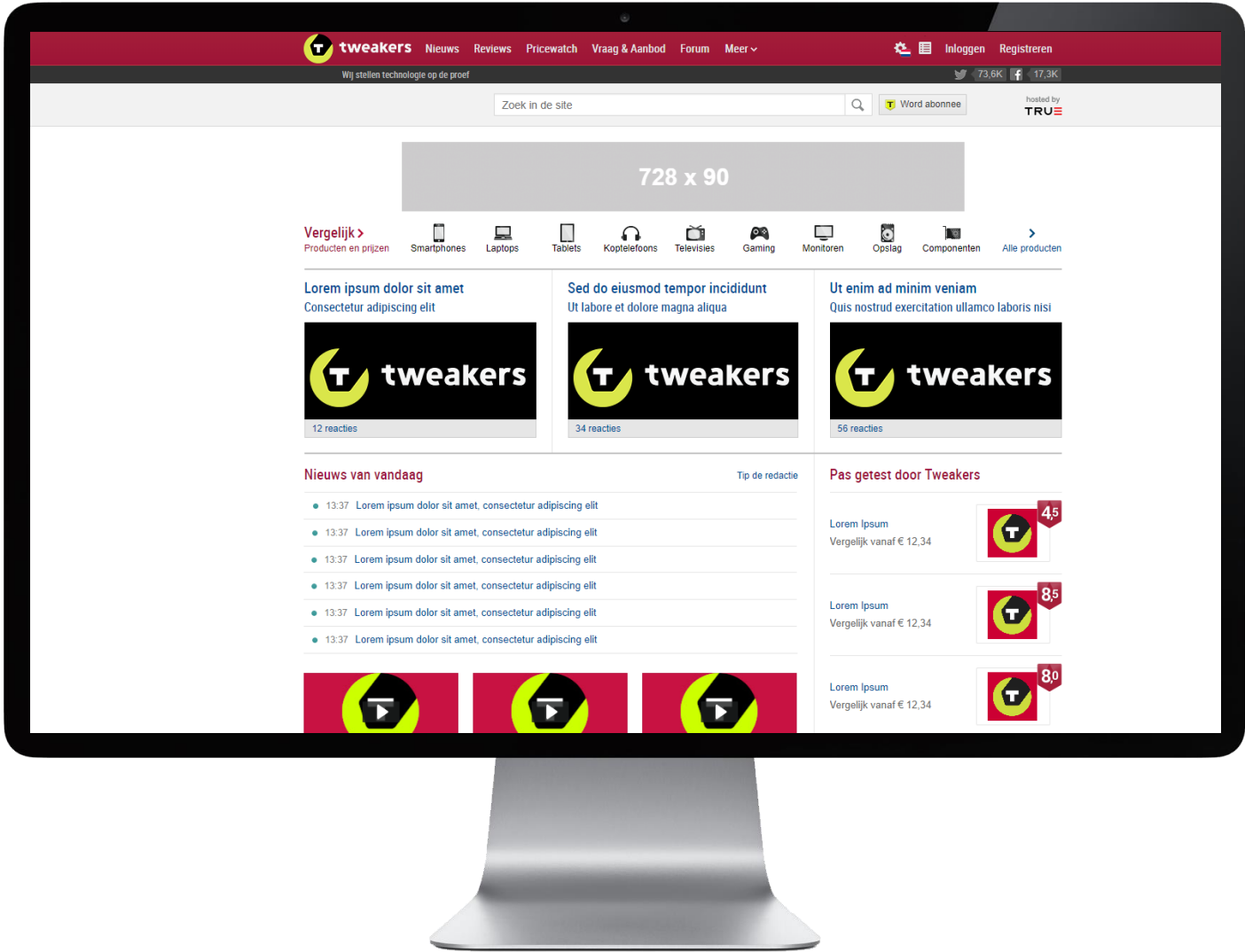
AD SIZES

FULL BANNER



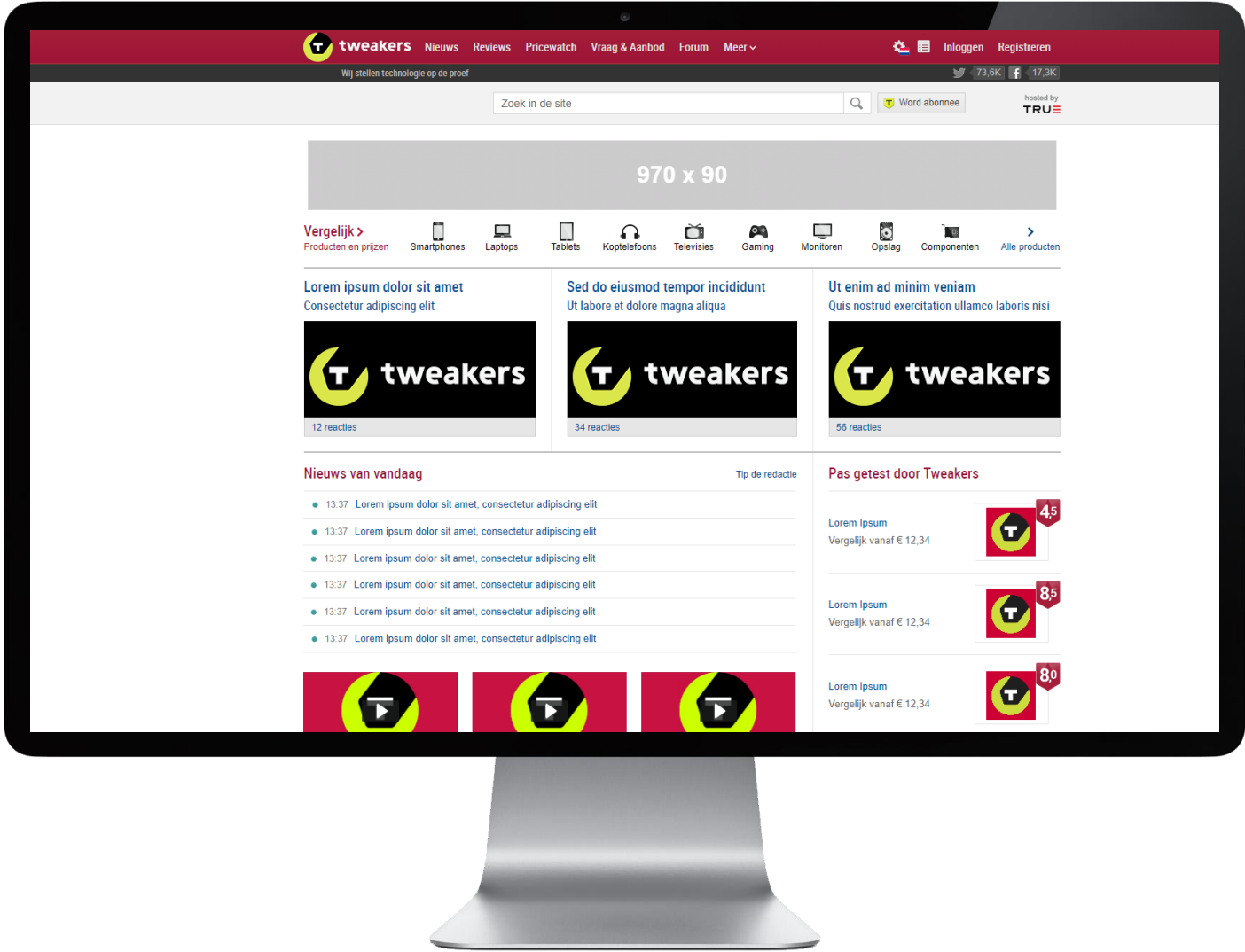
Width	468 PX
Height	60 PX
Max initial file load size	50 KB
Max Subsequent polite file load size	N/A
Maximum animation length (non-video)	15 sec
Looping	Allowed
Max percentage of CPU usage	30%

LEADERBOARD



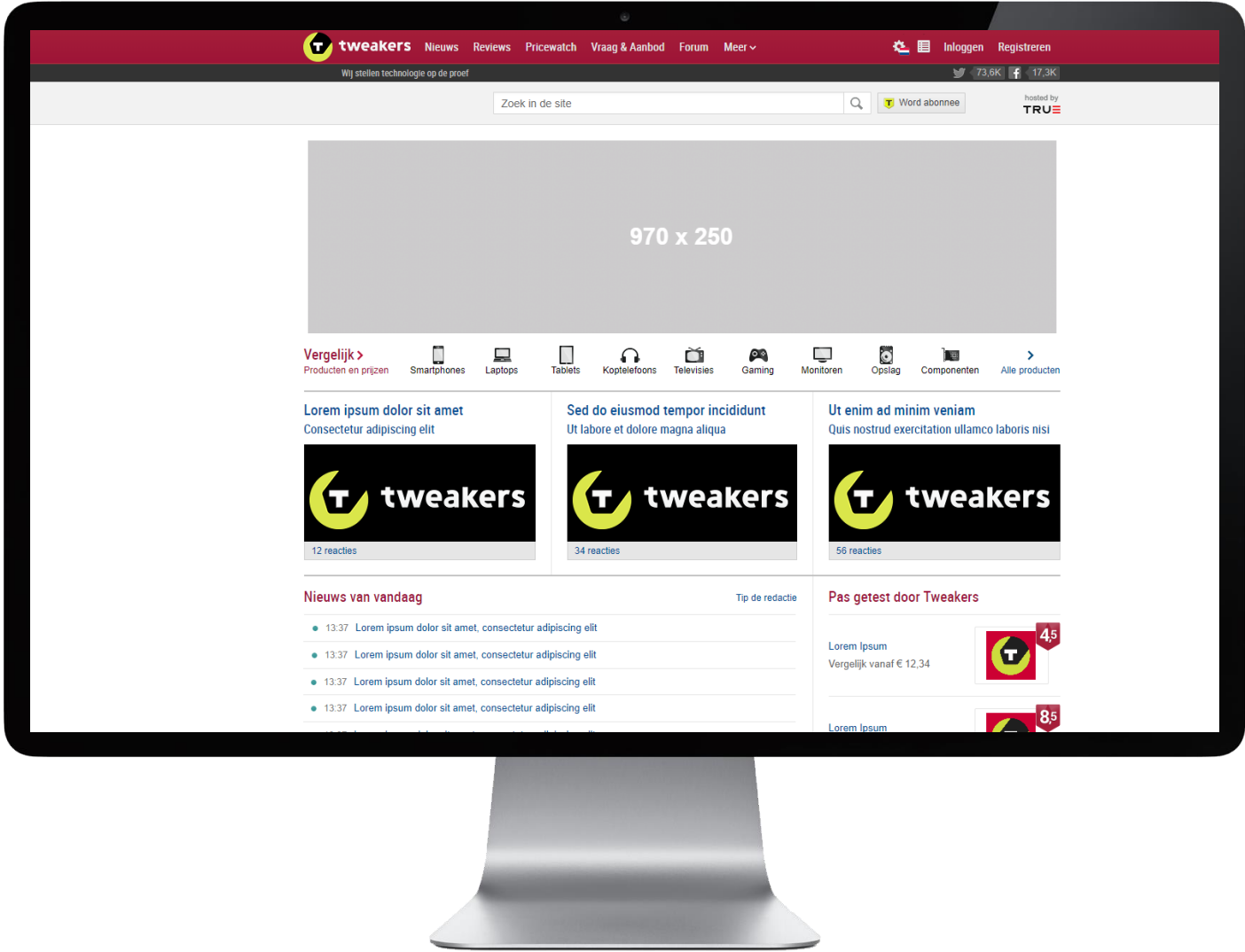
Width	728 PX
Height	90 PX
Max initial file load size	50 KB
Max Subsequent polite file load size	100 KB
Maximum animation length (non-video)	15 sec
Looping	Allowed
Max percentage of CPU usage	30%

LARGE LEADERBOARD



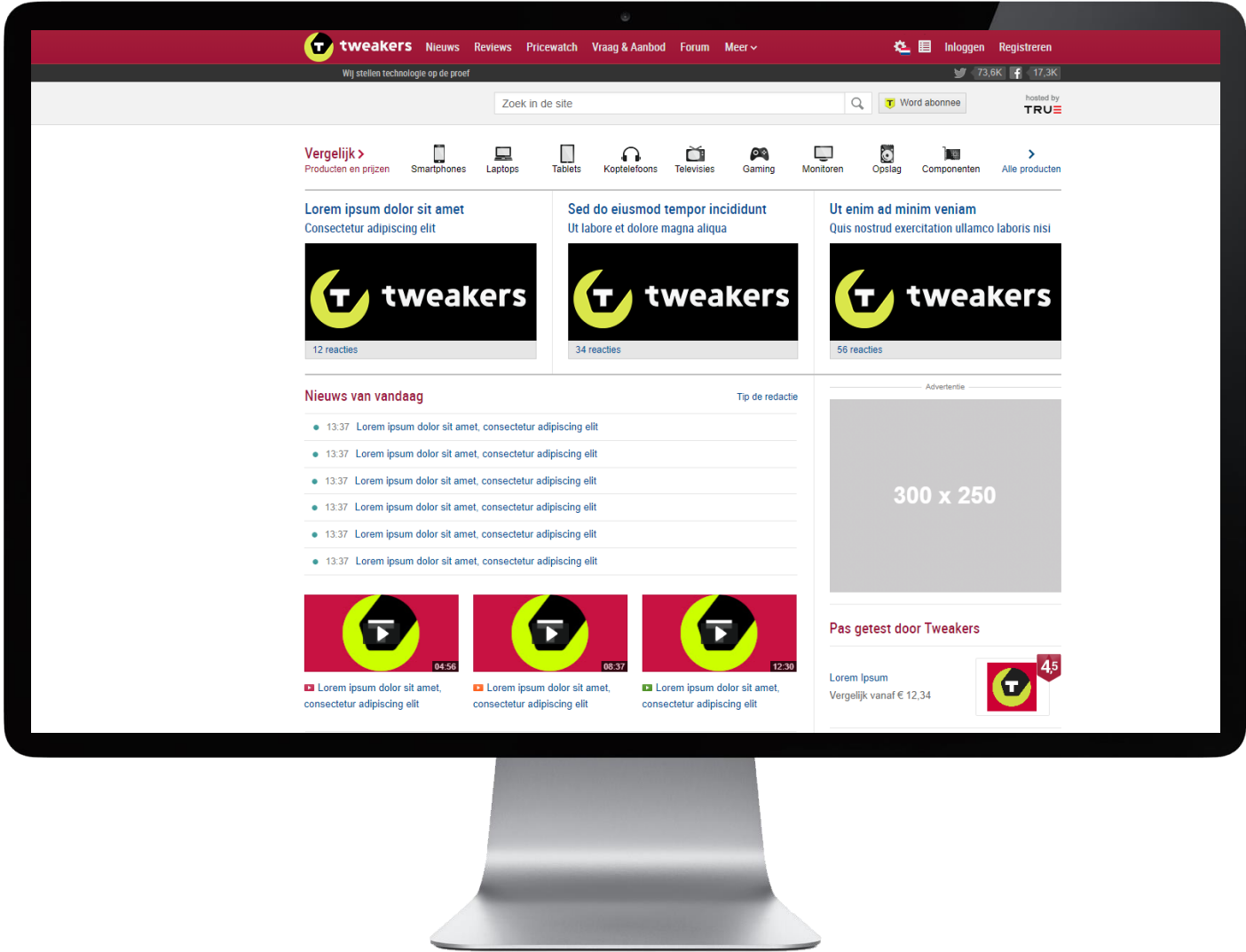
Width	970 PX
Height	90 PX
Max initial file load size	50 KB
Max Subsequent polite file load size	200 KB
Maximum animation length (non-video)	15 sec
Looping	Allowed
Max percentage of CPU usage	30%

BILLBOARD



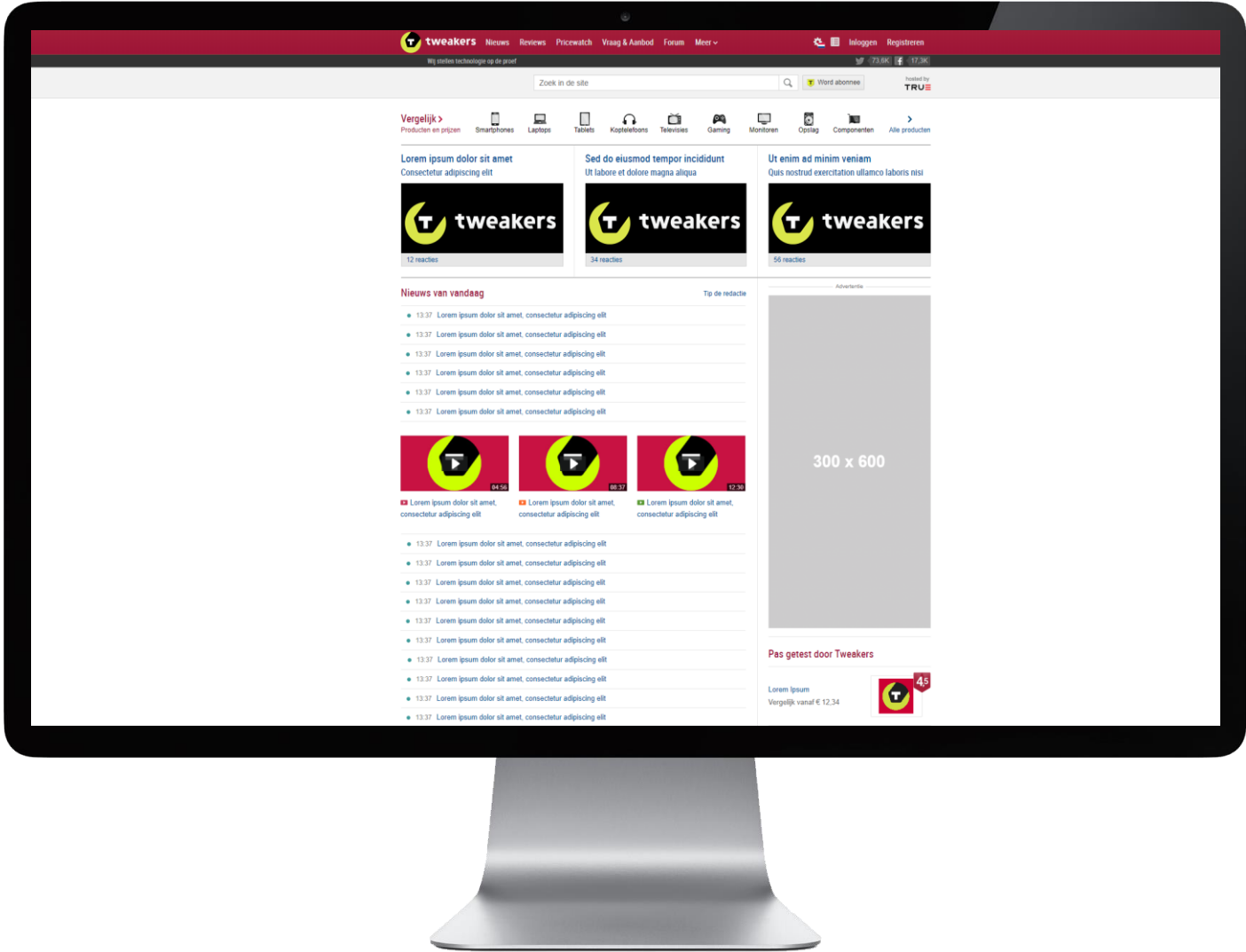
Width	970 PX
Height	250 PX
Max initial file load size	50 KB
Max Subsequent polite file load size	1 MB
Maximum animation length (non-video)	15 sec
Looping	Allowed
Max percentage of CPU usage	30%

MEDIUM RECTANGLE



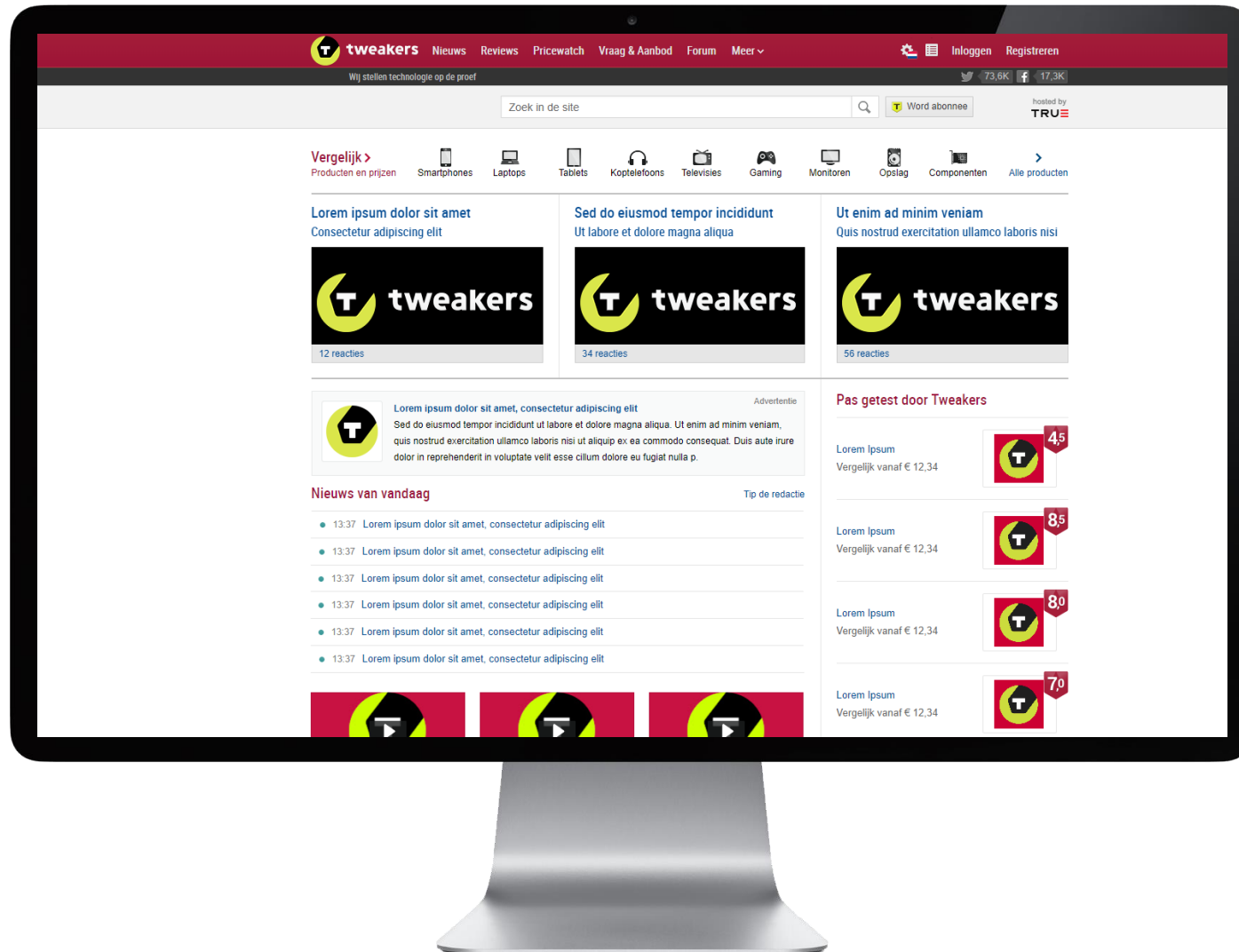
Width	300 PX
Height	250 PX
Max initial file load size	50 KB
Max Subsequent polite file load size	100 KB
Maximum animation length (non-video)	15 sec
Looping	Allowed
Max percentage of CPU usage	30%

HALFPAGE AD



Width	300 PX
Height	600 PX
Max initial file load size	50 KB
Max Subsequent polite file load size	100 KB
Maximum animation length (non-video)	15 sec
Looping	Allowed
Max percentage of CPU usage	30%

TEXTBOX WITH LOGO



Characters title (Frontpage)

Max 40 incl. spacing

Characters body (Frontpage)

Max 270 incl. spacing

Characters title (Newsletter)

Max 35 incl. spacing

Characters body (Newsletter)

Max 220 incl. spacing

Characters URL

Max 1024

Dimensions image

67 x 67 px

Filetype image

.jpg, .gif (non animated), .png

Filesize image

15 KB

TEXTLINK

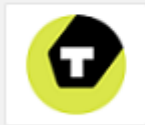
Acties op Tweakers



Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt.



Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
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eiusmod tempor incididunt.



Lorem ipsum dolor sit amet,
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eiusmod tempor incididunt.

→ Meer acties

Characters title

Max 90 incl. spacing

Characters body

N/A

Characters URL

Max 1024

Dimensions image

60 x 50 px

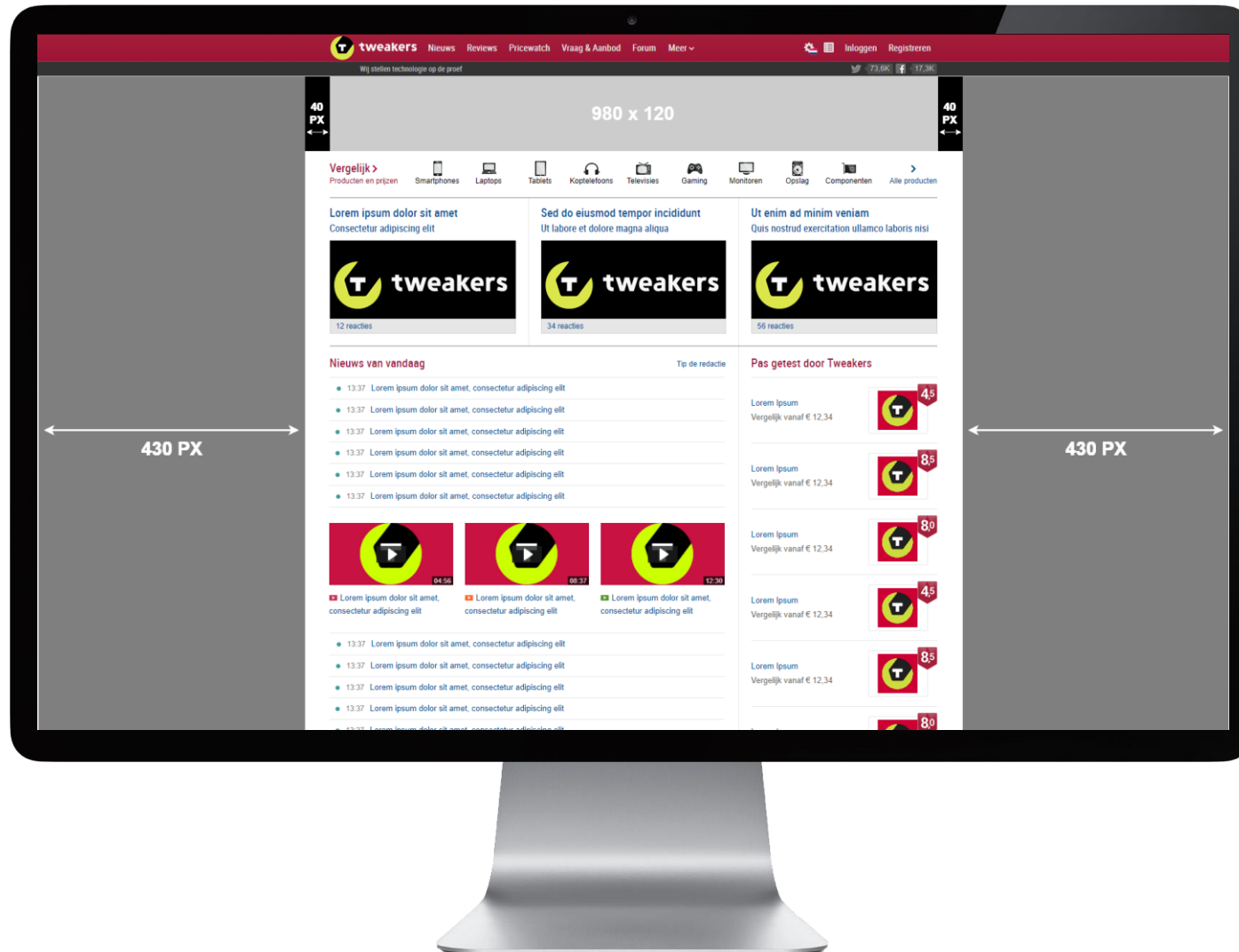
Filetype image

.jpg, .gif (non
animated), .png

Filesize image

15 KB

HOMEPAGE TAKEOVER



HEADER (Clickable)

Width 980 PX

Height 120 PX

WALLPAPER (Non Clickable)

Width 1920 PX

Height 1200 PX

Room for ad content

- *Left & right in the wallpaper* 430 PX

- *Left & right of the header* 40 PX

Max initial file load size 50 KB (Header)

Max Subsequent polite file load size 150 KB (Wallpaper)

Maximum animation length 15 sec

(non-video)

Looping Allowed

Max percentage of CPU usage 30%

MOBILE SINGLE BANNER



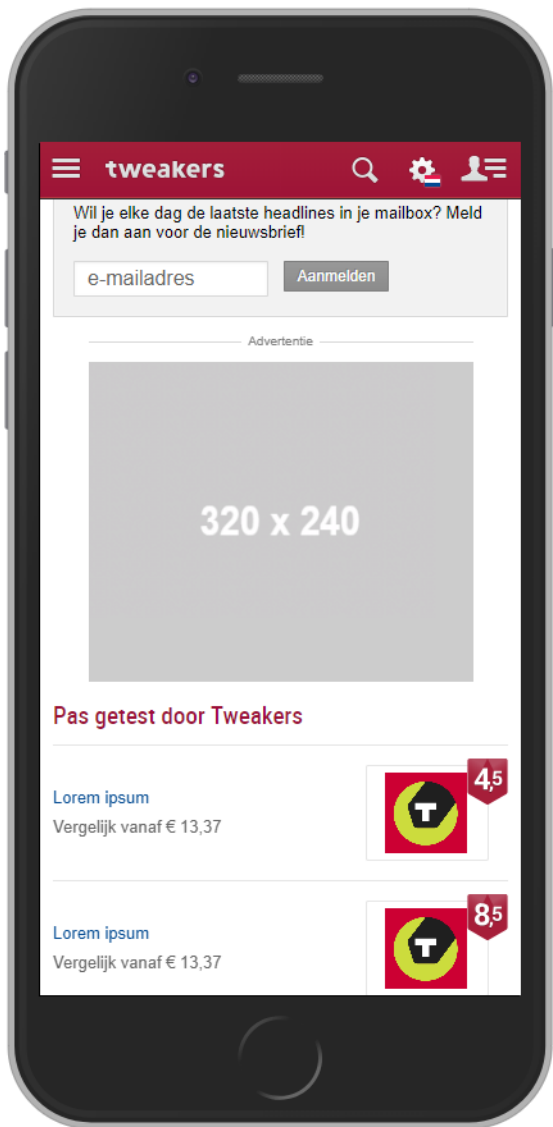
Width	320 PX
Height	50 PX
Max initial file load size	5 KB
Max Subsequent polite file load size	N/A
Maximum animation length (non-video)	15 sec
Looping	Allowed
Max percentage of CPU usage	30%

MOBILE DOUBLE BANNER



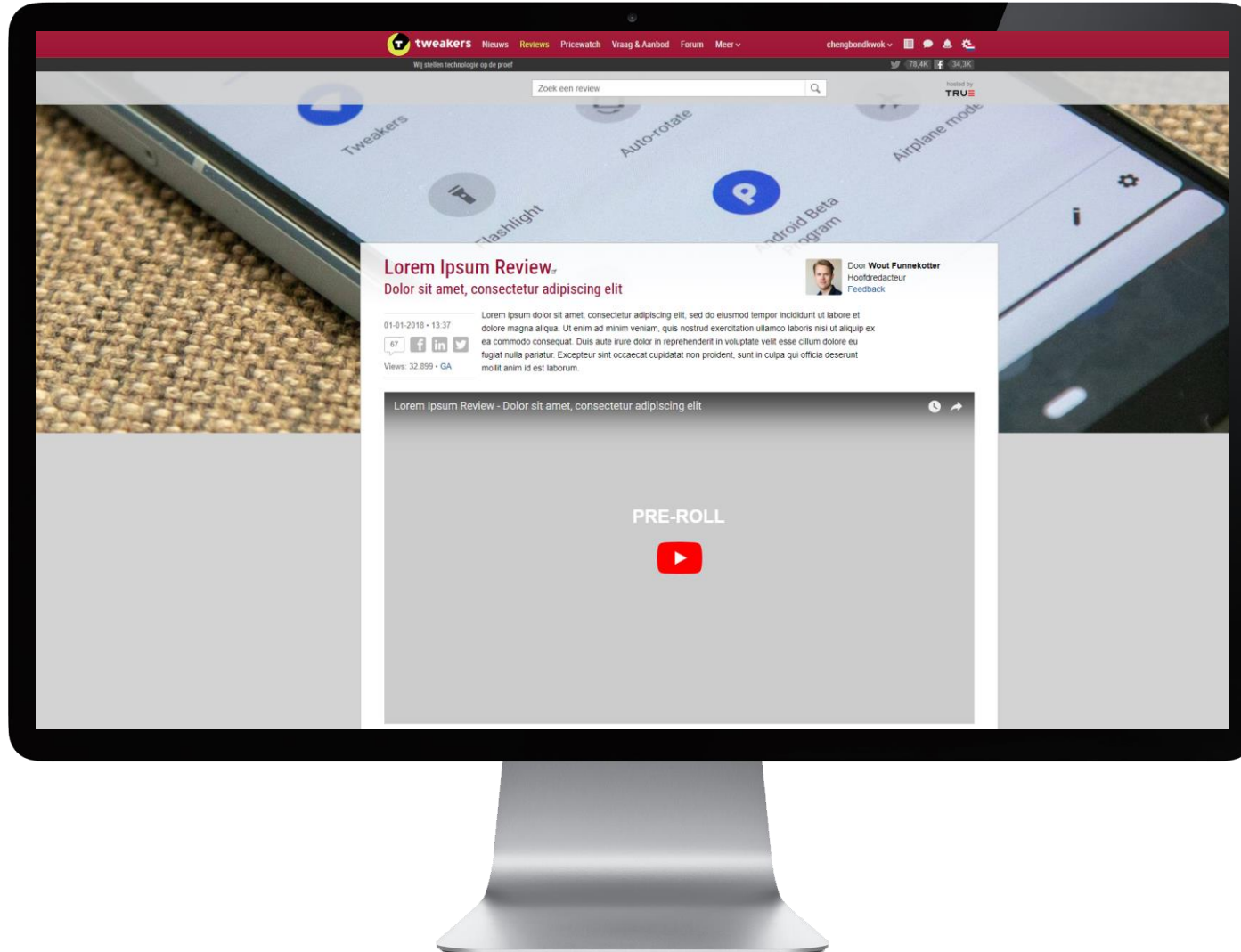
Width	320 PX
Height	100 PX
Max initial file load size	5 KB
Max Subsequent polite file load size	N/A
Maximum animation length (non-video)	15 sec
Looping	Allowed
Max percentage of CPU usage	30%

MOBILE HALFPAGE



Width	320 PX
Height	240 PX
Max initial file load size	5 KB
Max Subsequent polite file load size	N/A
Maximum animation length (non-video)	15 sec
Looping	Allowed
Max percentage of CPU usage	30%

PRE-ROLL [YouTube]



Length

Up to 6 minuten (skipable pre-rolls)

File format

H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used)

Framerate

Up to 30 FPS

Resolutions

720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854x480; 1280x720; 1920x1080 and 4:3 - 480x360; 720x540; 960x720)

Must contain at least one mediafile under 1000kbps

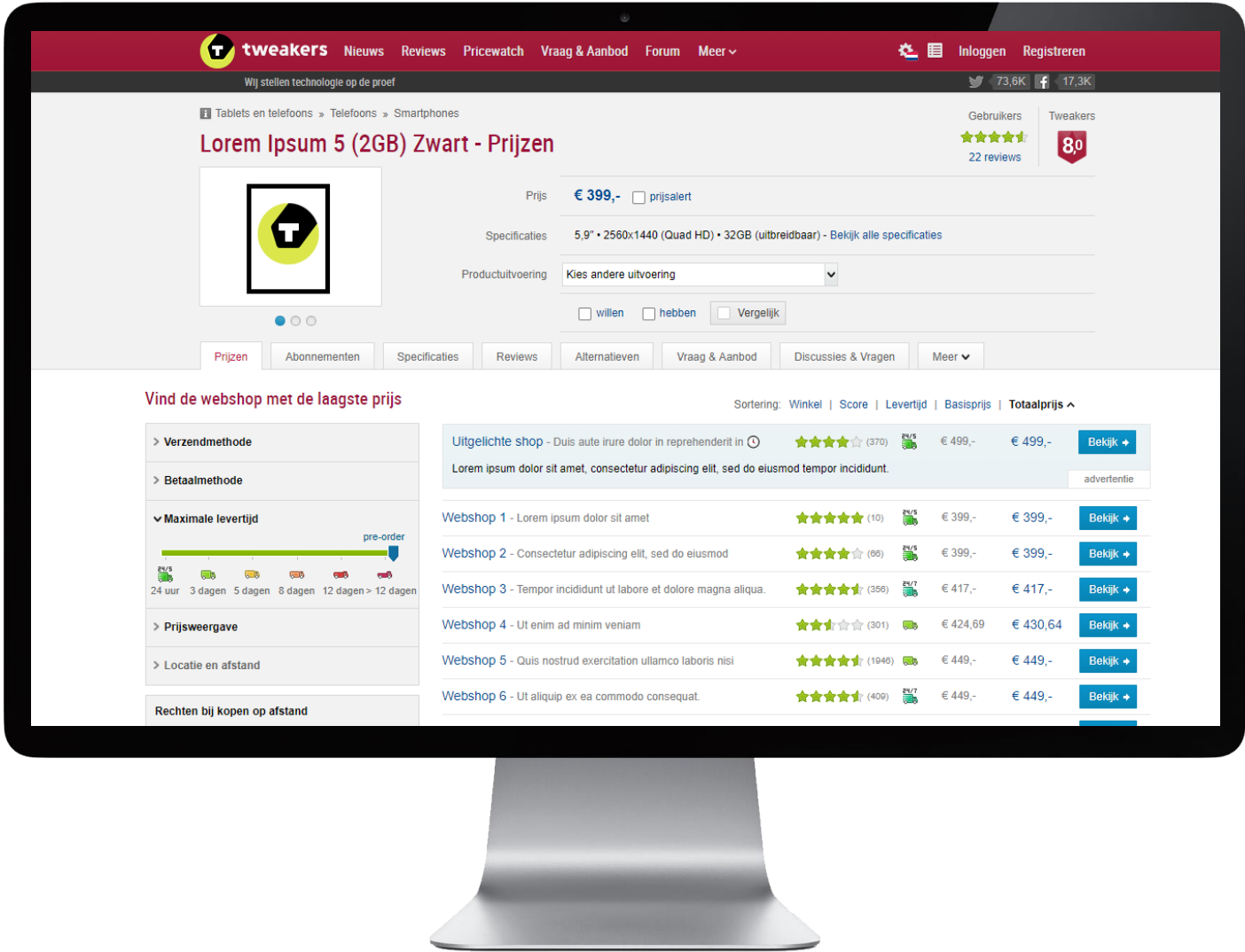
Audio

Audio may start as soon as the pre-roll starts

Audio codec

MP3 or AAC preferred

FEATURED SHOP



Characters title	N/A
Characters body	Max 90 incl. spacing
Characters URL	Max 1024
Dimensions image	N/A
Filetype image	N/A
Filesize image	N/A

CONTACT

CONTACT DETAILS

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