

euro
news.

africa
news.

2023 Digital Advertising Specifications



Display Formats

Format	Dimensions [w x h] in pixels	Delivery formats	euro news.				africa news.			Max auto animation length	Initial Load	Max load*	Creative Lead Times
			Desktop	Tablet	Mobile	App	Desktop	Tablet	Mobile				
MPU	300 x 250	.gif / .jpg / .png 3rd party tag HTML5	•	•	•	•	•	•	•	30 sec	150kb	2.2mb	3 working days
DMPU (half-page unit)	300 x 600		•				•			30 sec	150kb	2.2mb	3 working days
Billboard	970 x 250		•				•			30 sec	150kb	2.2mb	3 working days
Leaderboard	728 x 90		•	•			•	•		30 sec	150kb	2.2mb	3 working days
Mobile Sticky Floor Banner	320 x 50				•					30 sec	150kb	2.2mb	3 working days
Universal Banner	full width x 250	Custom (built in-house)	•	•	•				•	30 sec	150kb	2.2mb	5 working days
Miniscroller (parallax)	full width x 250		•	•	•				•	30 sec	150kb	2.2mb	5 working days
Mobile Interscroller	custom	3rd party tag Custom (built in-house)			•				•	30 sec	150kb	2.2mb	5 working days
Wallpaper (page skin)	1920 x 1200	.jpg / .png	•				•			N/A	250kb	N/A	3 working days
App Interstitials	320 x 480, 768 x 1024, 1024 x 768	.jpg				•				N/A	150kb	2.2mb	3 working days
Native (image)	custom	.gif / .jpg / .png	•	•	•					N/A	1mb	N/A	3 working days
Native (video)	custom	.mov / .MP4 YouTube link	•	•	•					30 sec	Max file size: 3mb		3 working days

*Max load specifications are only applicable to rich media ads. For the standard images max limit is the same as the initial load.

CTV

GENERAL INFORMATION

The advertiser's video commercial submitted for appearance on CTV through Rakuten TV's standard content commercial breaks must follow the guidelines detailed:

DELIVERABLES TO RAKUTEN

- Video Commercial in **.mp4 format**
- 3rd Party Tracking Tags
- Vast 3.0/2.0 – aligned to IAB Vast 3.0 (https://iabtechlab.com/wp-content/uploads/2016/04/VASTv3_0.pdf)

Assets must be provided **5 days prior** to flight time. In any instance where booking is made within 5 days of the flight time, then the assets must be provided 48 hours before flight time.

COUNTRIES AVAILABLE TO TARGET

- **EU 5** – UK, France, Germany, Spain, Italy
- **EU 12** – Austria, Switzerland, Liechtenstein, Belgium, Netherlands, Luxembourg, Ireland, Portugal, Poland, Sweden, Denmark, Greenland, Faroe Islands, Norway, Finland.
- **EU 19** – Romania, Bulgaria, Serbia, Albania, Bosnia & Herzegovina, Croatia, Montenegro, Slovenia, Czech Republic, Slovakia, Hungary, Macedonia, Malta, Greece, Cyprus, Iceland, Estonia, Latvia, Lithuania.

VIDEO REQUIREMENTS









Codec H.264 (AVC1)

- Optimised for streaming (MOOV atom before MDAT)
- Max Bitrate 4-5 Mbps for FHD, recommended 3.5 Mbps for HD, 1.5 Mbps for SD
- H.264 Main profile, acceptable High profile
- Max resolution 1920x1080 (1080p) FHD
- H.264 level 3.2, acceptable <5
- 16:9 display aspect ratio, if not possible, >16:9 (as measured by ffmpeg DAR)
- Frame rate 25fps
- 1:1 source aspect ratio (as measured by ffmpeg SAR)
- Pixel format YUV 4:2:0

DESIGN AND OTHER

- Letterboxing or pillarboxing are not accepted
- Video must be submitted without leaders (i.e. slates countdowns)
- Written and spoken language relative to locale

Newsletters

	Frequency	Banner specs	Logo specs	Native ad specs (desktop)	Delivery Formats	Creative Lead Times
 Today	Daily	600 x 150 pixels [w x h] < 300 kb	120 x 70 pixels [w x h] < 300 kb	620x150 pixels [w x h] = Thumbnail image, Title and Description < 300 kb Title: 300 characters (incl. spaces & special characters) Description: 1,000 characters	.jpg / .png	3 working days
 The Briefing	Weekly					
 Green	Weekly					
 Special Coverage	Occasional					
 Travel	Weekly					
 Next	Weekly					
 Culture	Weekly					
 thewatch	Weekly					

Wallpaper

Wallpaper Dimensions	Delivery Formats	euro news.	africa news.	Creative Lead Times
Size [w x h] (pixels)	• .jpg • .png	1920 x 1200		5 working days
Header height (pixel)		390 Keep 160 px at top clear for the Nav Menu	330 Keep 80 px at top clear for the Nav Menu	
Website Body width (pixels)		1280	1600	
.psd file		download	download	

Page Takeover

Format	Device	euro news.	africa news.	Creative Lead Times
Wallpaper	Desktop	•	•	5 working days
970 x 250	Desktop	•	•	
728 x 90	Tablet	•	•	
300 x 600	Desktop	•	•	
300 x 250	Cross Device	•	•	

Formats supported for full page sponsorship

Euronews Online Advertising Specifications

General information

- All creatives are subject to Euronews approval.
- Click-through URL (Redirection link) must be provided for all creatives and must open a new browser tab/window when clicked.
- **Third Party Tags:**
 - Creative tags must be supplied in a secure format or they will not be accepted.
 - Third party (IAS, DV etc.) blocking tags are not supported.
 - Third party VAST/VPAID tag size (media file within the XML) must be less than 4 MB.
 - Third party tags should respect GDPR legislation within the European Union. Euronews can request GDPR compliancy declaration.
 - We accept third party click and impression trackers for all formats. Only 1 impression and 1 click tracker allowed per creative. Please note that if you have supplied third party trackers/third party tags, there may be a discrepancy between our stats and your data. IAB's discrepancy tolerance is +/-10%. Daily delivery reports from advertisers are required.
 - No third party imp/click trackers are supported for the newsletter. Display banner supports only a click through URL (UTM code can be added for tracking purposes). Client logo can be included but note that it is not clickable.
- We accept an impression tracker only in URL format (not scripts) for the image, html5 & video creatives.
- Accessing the user's microphone or web cam is not permitted.
- Any changes to the ads via creative tags from the advertiser's end should be approved by Euronews.
- Frequency capping, geo targeting or any other targeting of creative by 3rd Party ad servers is not permitted.
- In-banner video must start muted. Any sound element in the creative must be user initiated.
- **Mobile interscrollers:** the advertiser is can supply either:
 - an image (min. 1920 x 1080, in jpeg / png),
 - a logo (svg, ai, hi-res png on transparency)
 - A video (1920x1080, in mp4 / mov / h264) assets. Details of and tagline, CTA or other text that must be included.
- Non-skippable 20 seconds PreRoll on YouTube are allowed only in EMEA, Mexico, India, Malaysia, and Singapore
- VPAID is not allowed on YouTube
- Expansion on any ad must be user initiated.
- An **expandable ad** must have a close button on top right and must automatically close on roll out.
- **Interstitial ads** should have a close button and also auto close after 5 seconds.
- All animation, including loops, must stop before/at 30 seconds