

Media Technical Specifications.



Index Specifications

General guidelines	3
Standard IAB	4
High Impact IAB	6
Native	7
Rich media	10
Video	14

General guidelines & conditions

- HTML5 banners should be delivered via 3th party tags, required to be HTTPS compliant.
- For HTML5 campaigns (Rich Media formats), we use Weborama expertise. Please contact Weborama (traffic@weborama.nl) at least 1 week prior to the campaign start date.
- Deadline for delivering material is 3 days before start date.
- Please deliver material to traffic@marktplaats.nl.
- For creative delivery and all your related questions: traffic@marktplaats.nl with your sales contact in cc.
- Animation: max 15 sec (unlimited during user interaction) with max 3 repetitions.
- Audio: sound OFF by default, always user initiated on click action.
- All advertising formats that use sound must feature a sound on/off button.
- Style: do not use colors or style matching Marktplaats design.

CPC policy

- All standard IAB banners + Native should be delivered (see tech specs).
- Minimum duration: 1 month.
- Banners must contain a clear call to action.
- If CTR is lower than 0.1% new banners must be delivered.
- New material should be delivered after 30 days for each campaign running for more than 1 month.
- No guarantee of delivery and end date will be given.
- We strongly recommend to implement the conversion tracking pixel delivered by Marktplaats in order to optimize your click campaign.

Contact details



Sandra Nicolai

Head of Sales Advertising

snicolai@marktplaats.nl

+31 615 86 44 79



Demand & Ad Operations BNL

traffic@marktplaats.nl



Standard IAB



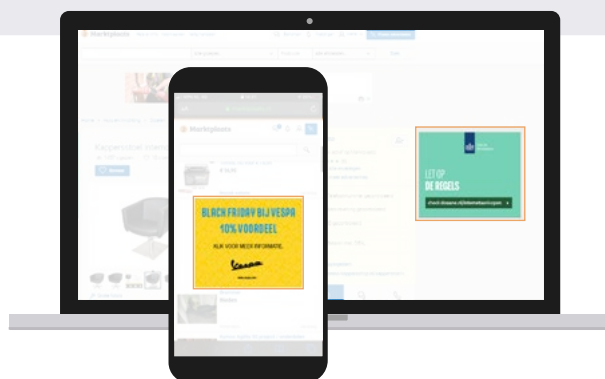
Leaderboard

Dimensions	728x90 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop + Tablet (web/app)



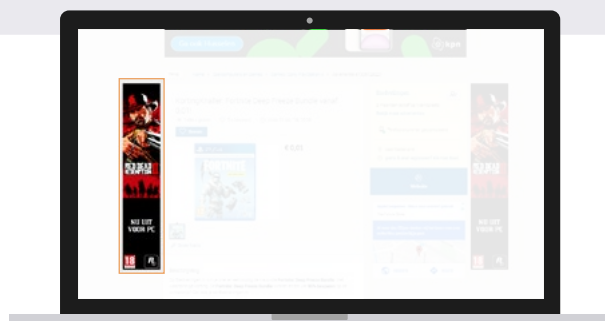
Medium Rectangle

Dimensions	300x250 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop + Tablet (web/app) + Mobile (web/app)



Skyscraper

Dimensions	120x600 px or 160x600 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop + Tablet (web)

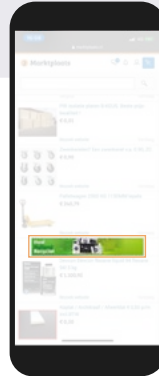


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Mobile Banner

Dimensions	320x50 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Mobile (web/app)



Double Banner

Dimensions	320x100 px
Weight	100kb
Filetype	.jpg, .gif or HTML5
Device	Mobile (web/app)



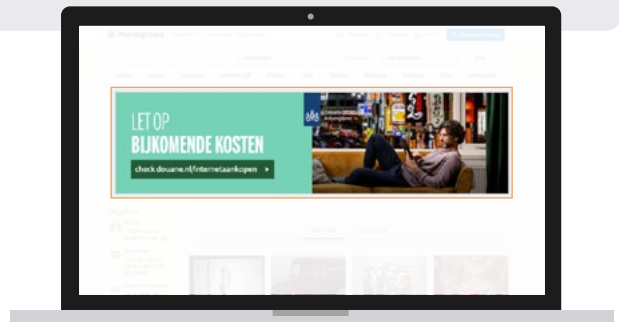
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High Impact IAB



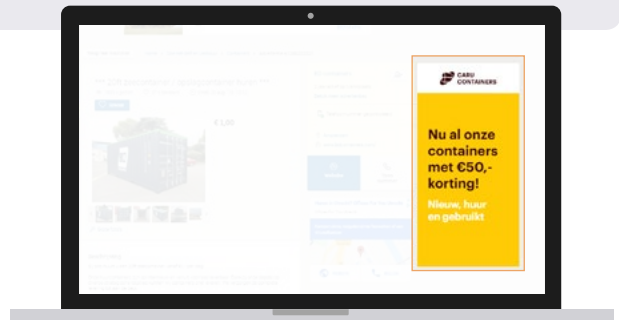
Billboard

Dimensions	970x250 px
Max. initial load	100kb
Filetype	.jpg, .gif or HTML5
Device	Desktop + Tablet (web)



Halfpage

Dimensions	300x600 px
Max. initial load	100kb
Filetype	.jpg, .gif or HTML5
Device	Desktop + Tablet (web)



Mobile Half Page

Dimensions	320x240 px
Weight	100kb
Filetype	.jpg, .gif or HTML5
Device	Mobile (web/app)



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Native

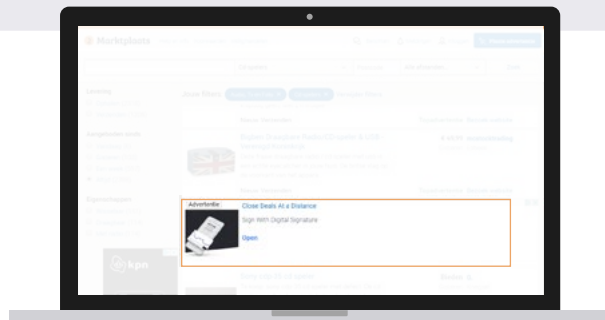
Native Content Ad

Images **Logo:** aspect ratio 1:1 - max 150KB, JPG/PNG
Large, primary image: aspect ratio 15:9, max 150KB, JPG/PNG

Title Max 25 characters

Text Max 90 characters + call-to-action of max 15 characters

Device Desktop + Tablet (web)

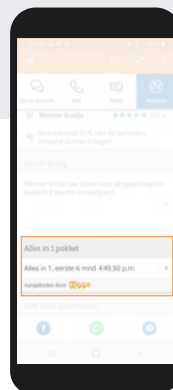


In-app Lead Generator

Dimensions 1 logo of max 40x90 px. (.PNG/.JPG)

Text Max 40 characters

Device Mobile (app)



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Native Brand Ad

Images **Logo:** 300x300 px (.PNG/.JPG)
Eye catcher: 1136x639 px
max 1MB. (.PNG/.JPG)

Text **Title text:** max 45 characters
Call to action text: max 30 characters
Ad text : max 500 characters

Device Mobile (web/app)

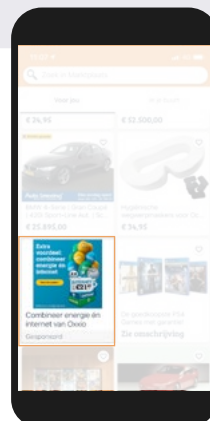


Native Brand Tile

Images .PNG/.JPG | < 1000x750px |
4:3 ratio | < 1 MB |
advice to embed advertiser
logo in the visual

Text **Title text:** max 30 characters

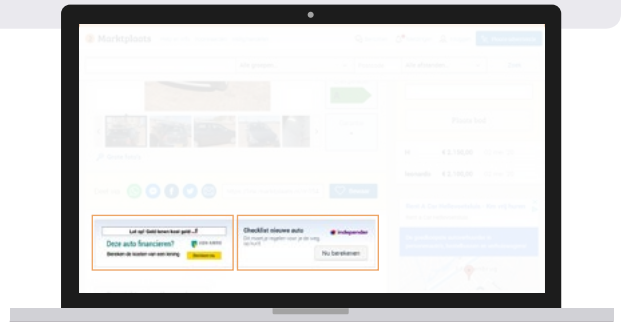
Device Mobile (app)



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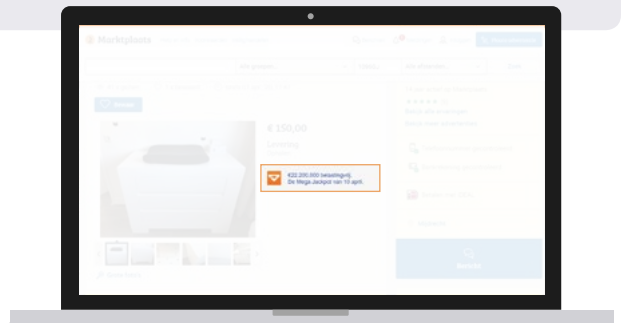
Item page button

Dimensions	80x20 px
Text	Title text: max 30 characters Title: max. 2 lines, max. 23 characters per line Body text: max. 2 lines, max. 31 characters per line Button text: max. 10 characters (to be defined together)
Device	Desktop +Tablet (web)



Textlink

Text	2 lines, max. 28 characters per line
Image	30x30 px
Filetype	.JPG or .GIF
Device	Desktop



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Rich media

Interscroller

Dimensions	See tech specs Weborama
Title	100kb
Filetype	HTML5
Device	Mobile (web)



2D Slider

Dimensions	320x240 px or 300x250 px
Weight	100kb
Filetype	.jpg, .gif or HTML5
Device	Mobile (app/web)



360 Video

Dimensions	See template
Weight	See template
Filetype	See template
Device	Mobile (web)



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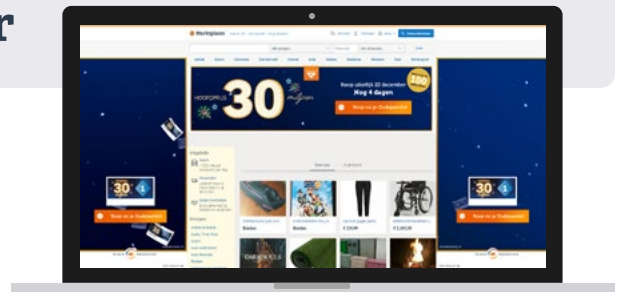
3D Cube

Dimensions	320x240 px
Weight	100kb
Filetype	.jpg, .gif or HTML5
Device	Desktop + Mobile (web/app)



Billboard Skin/Fullwidth Header

Dimensions	See template
Weight	See template
Filetype	See template
Device	Desktop



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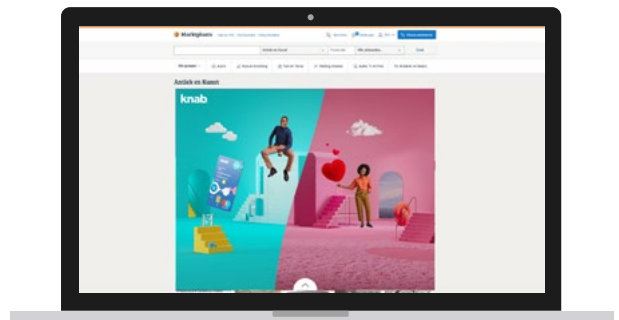
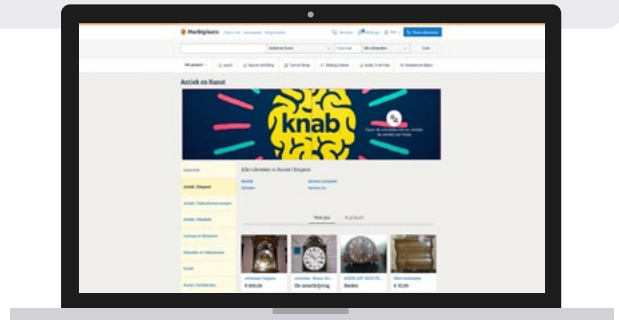
Billboard Launch

Dimensions See template

Weight See template

Filetype See template

Device Desktop



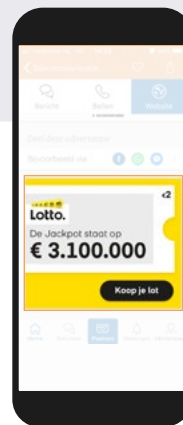
In-app Takeover

Dimensions 300x250 or 320x240

Weight Max. 100kb

Filetype jpg, .gif or HTML5

Device Tablet (app) + Mobile (app)



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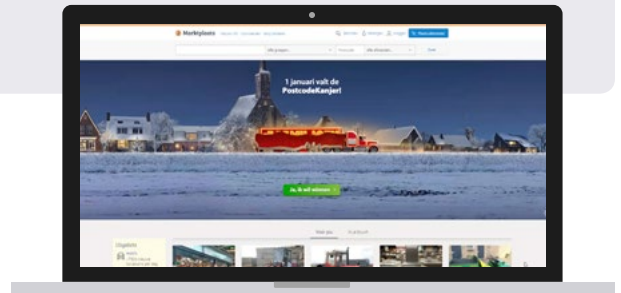
Homepage Takeover

Dimensions See template

Weight See template

Filetype See template

Device Desktop



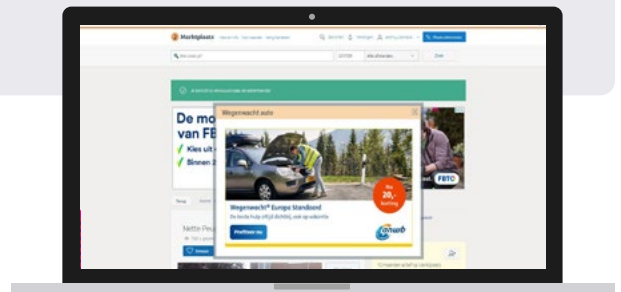
Intent Message

Dimensions See template

Weight See template

Filetype See template

Device Desktop



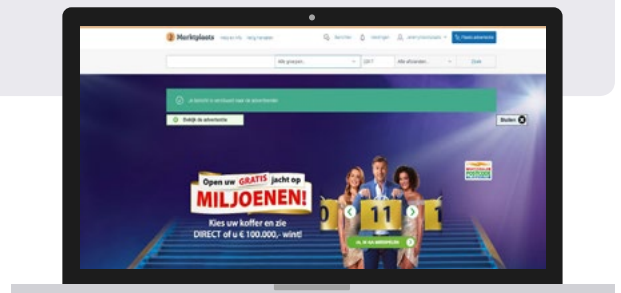
Intent Takeover

Dimensions See template

Weight See template

Filetype See template

Device Desktop

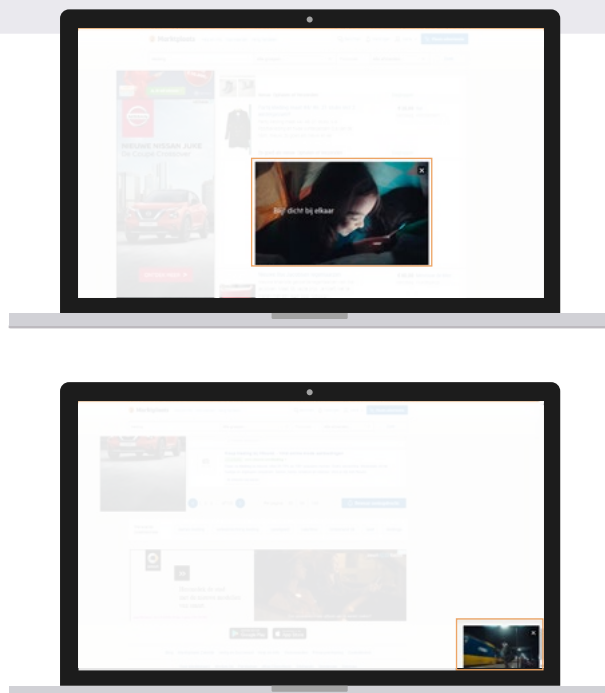


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Video

Video

Dimensions	532x300 px, aspect ratio 16:9
Max. initial load	2MB
Lenght	Max 20 seconds for sticky, max 10 seconds for non-sticky
Filetype	MP4 - VAST 1/2/3 - VPAID 1/2 compliant
Device	Desktop



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