



Media Technical Specifications.



Marktplaats

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General guidelines & conditions

- It is preferred to deliver HTML5 zip files according to these [Google specifications](#) for small IAB formats. However, if it is needed, HTML5 banners can be delivered as 3rd party tags hosted through Weborama and are 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.
- We support third party impression and click tracker implementation. Please reach out to your contact for detailed information per ad format.

CPC policy

- All standard IAB banners + Native formats should be delivered (see native specs in this document).
- Minimum duration: 1 month.
- Banners must contain a clear call-to-action.
- If CTR is lower than 0.1% new banners will be requested.
- New material should be delivered after 30 days for each campaign running for more than 1 month.
- No guarantee of delivery and/or 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

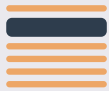


Demand & Ad Operations BNL

traffic@marktplaats.nl

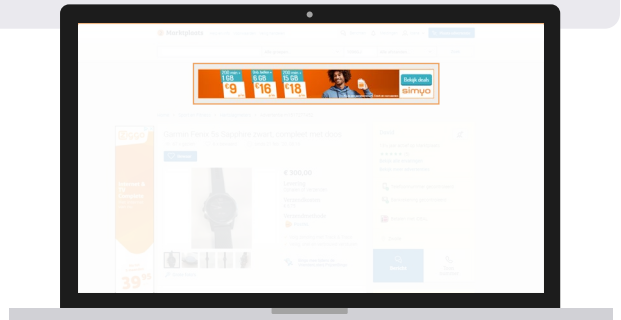


Standard IAB



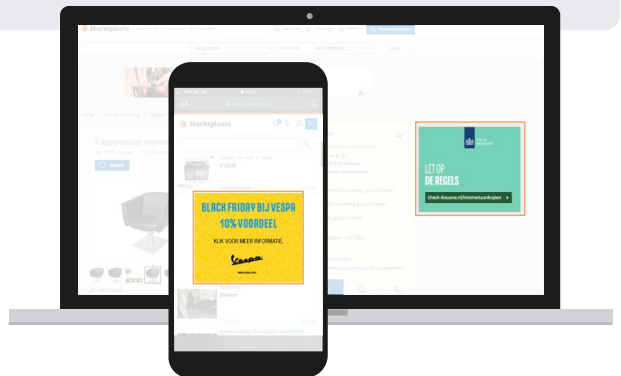
Leaderboard

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



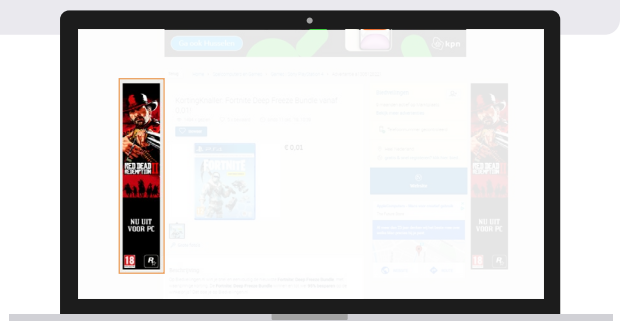
Medium Rectangle

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)



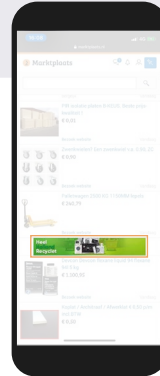
- Deadline for delivering material is 3 days before start date.
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Mobile Banner

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



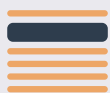
Double Banner

Dimensions	320x100 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Mobile (web/app)



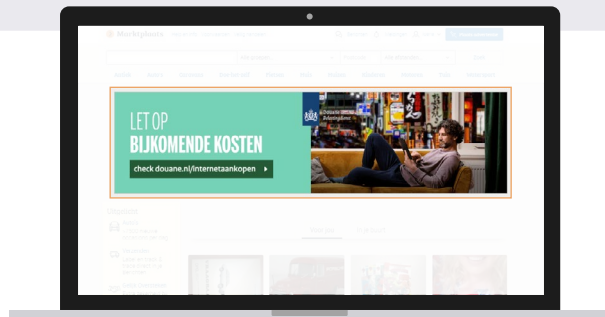
- Deadline for delivering material is 3 days before start date.
- Please deliver material to traffic@marktplaats.nl.

High Impact IAB



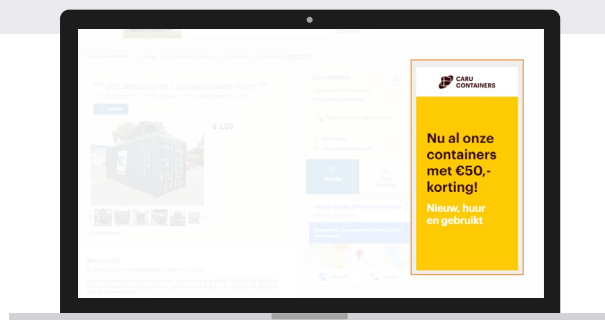
Billboard

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



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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

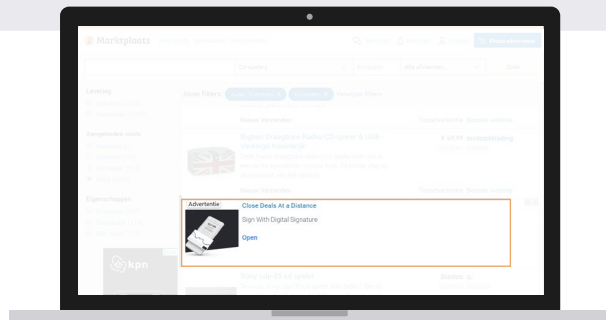
Max 25 characters

Text

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

Device

Desktop + Tablet (web)



In-app Lead Generator

Dimensions

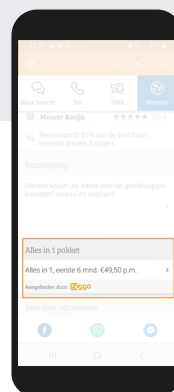
1 logo of max 90x40 px (width x height).
(.PNG/.JPEG)

Text

Max 40 characters

Device

Mobile (app)



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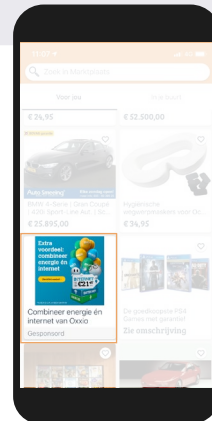
Native Brand Ad

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 (app)



Native Brand Tile

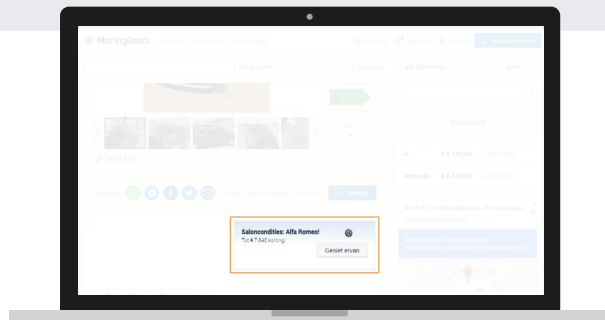
Images	.PNG/.JPG < 1000x750 px 4:3 ratio < 1 MB advice to embed advertiser logo in the visual
Text	Title text: max 30 characters
Device	Mobile (app)



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Item page button

Dimensions	80x20 px – Transparent background
Text	Title text: max 30 characters Body text: max. 2 lines, max. 31 characters per line Call-to-action text (CTA): max. 10 characters
Device	Desktop +Tablet (web)



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Branded Content - Content page

Title

Max. 2 lines, 48 characters

Header image

.JPEG/.PNG format

Supported ratio - 16:9

Intro to article

Section titles

Max. 2 lines, 64 characters

Body text

Keep content to the point and engaging

Body images

.JPEG/.PNG format

Supported ratios - 16:9



Basic article layout

- 1 header image
- Min. 2 body images
- Max. 600 words (recommended)
- 1 CTA at bottom of article (optional)

Not supported

- Links within the body text

N.B. in case of advertising on both 2dehands.be/2ememain.be please deliver multi-lingual body texts, CTA's and landing pages.



Branded Content - Optional components

"Ik kan geen kopje of schoteltje waar ik blij van word laten staan."

Nicolette

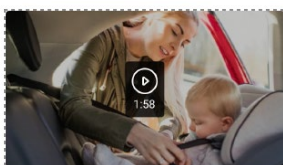
Quote/highlight

- Max. 40 characters
- Quote name (optional)



Image carousel

- Multiple images .PNG/.JPG
- Image ratio 16:9



Video

- .MP4
- Movie ratio 16:9

Branded Content - Image specifications

Header image (16:9) / Body images (16:9) - landscape

Image

W: 1920

H: 1080

.JPEG/.PNG

Max 250KB



Carousel images (16:9) - landscape

Image

W: 1920

H: 1080

.JPEG/.PNG

Max 250KB



Video component (16:9) - landscape

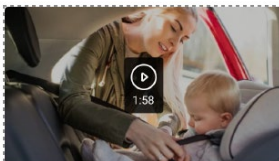
Video

W: 1920

H: 1080

MP4

Max 10MB



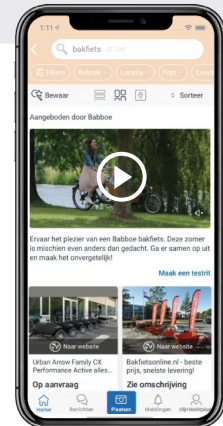
- **Provide first frame of video** (1920x1080 px) as separate .JPG/.PNG



Contextual Header - guidelines

Guidelines

- The key objective of the campaign is to drive brand awareness or consideration.
- The campaign/advertisement should have a clear contextual link to the category and/or keyword.
- The header can be a video or a still image but it is recommended to use a video for the best performance.
- Show your brand logo within the creative, but avoid the danger zone or it might not be visible.
- Video or image are required, whereas body text and CTA are optional.
- The video should be able to loop, with smooth transitions.
- Do not add margins to creatives.



- Danger zone
- Safe zone



Examples



All creatives are subject to approval of the Marktplaats/2dehands advertising team.

- Deadline for delivering material is 3 days before start date.
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Contextual Header - guidelines

Brand name (required)

- Provide the brand name to display with the advertisement

Body text (optional)

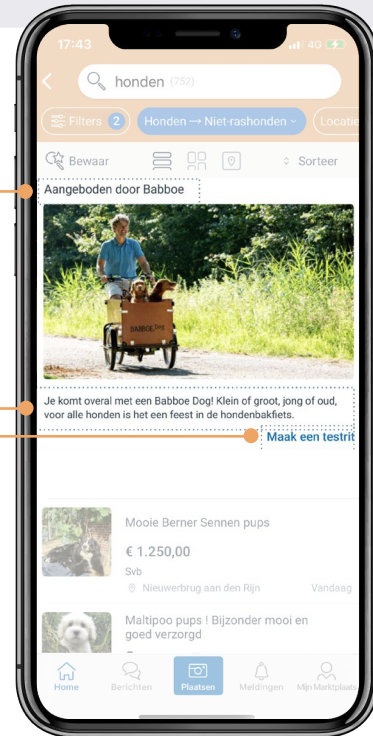
- Max. 90 characters

CTA

- Max. 24 characters
- Make the CTA copy short, directive and actionable

Landingpage (in case of CTA)

- Must follow logically from CTA
- Please provide url(s) with UTM included



N.B. in case of advertising on both 2dehands.be/2ememain.be please deliver multi-lingual body texts, CTA's and landing pages.

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Contextual Header - guidelines

Video Creative (16:9)

Video

W: 1920

H: 1080

MP4

Max 10MB

Considerations



Audio is muted by default, so focus on visual storytelling and optionally use the body text

- Preferred video length: between **5-8 seconds**
- **Provide first frame of video** (1920x1080) as separate .JPG/.PNG

Image Creative (16:9)

Image

W: 1920

H: 1080

.JPEG/.PNG

Max 250KB

For the Branded Content Article we use the following two formats as entry points:

- [In-app Lead Generator](#)
- [Native Brand Tile](#)

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Rich media

Interscroller

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



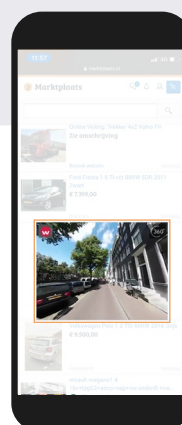
Swiper

Dimensions	320x240 px or 300x250 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Mobile (app/web)



360 Video

Dimensions	See template
Max. initial load	See template
Filetype	See template
Device	Mobile (web)



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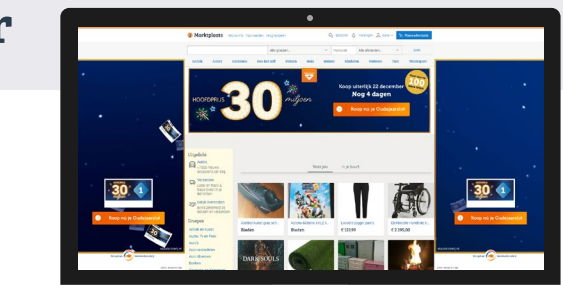
3D Cube

Dimensions	320x240 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop + Mobile (web/app)



Billboard Skin/Fullwidth Header

Dimensions	See template
Max. initial load	See template
Filetype	See template
Device	Desktop



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- Please deliver material to traffic@marktplaats.nl.



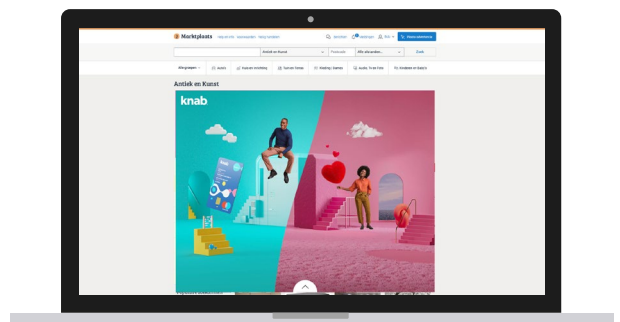
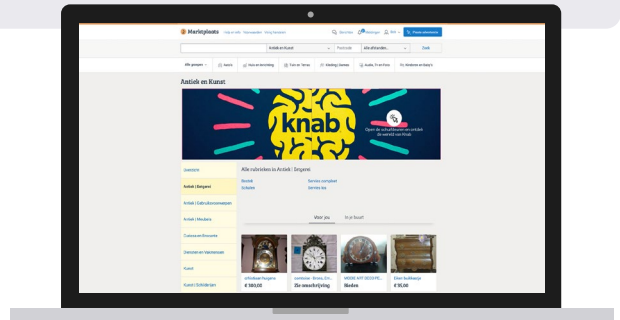
Billboard Launch

Dimensions See template

Max. initial load See template

Filetype See template

Device Desktop



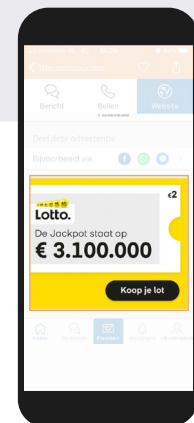
In-app Takeover

Dimensions 300x250 or 320x240

Max. initial load Max. 100kb

Filetype JPG, .GIF or HTML5 (Weborama tags not supported)

Device Tablet (app) + Mobile (app)

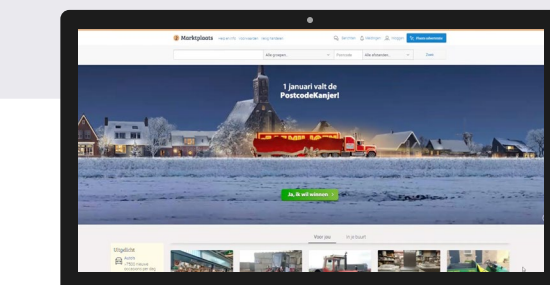


- Deadline for delivering material is 3 days before start date.
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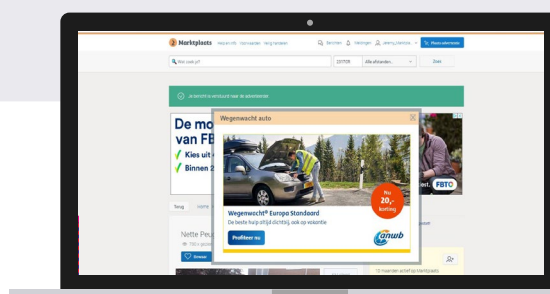
Homepage Takeover

Dimensions	See template
Max. initial load	See template
Filetype	See template
Device	Desktop



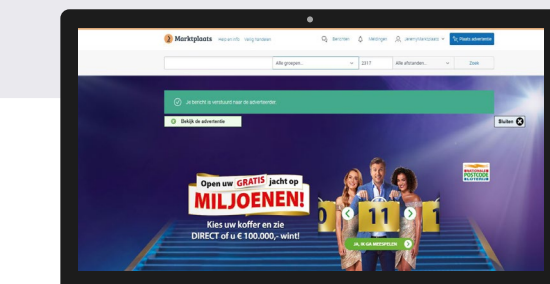
Intent Message

Dimensions	See template
Max. initial load	See template
Filetype	See template
Device	Desktop



Intent Takeover

Dimensions	See template
Max. initial load	See template
Filetype	See template
Device	Desktop



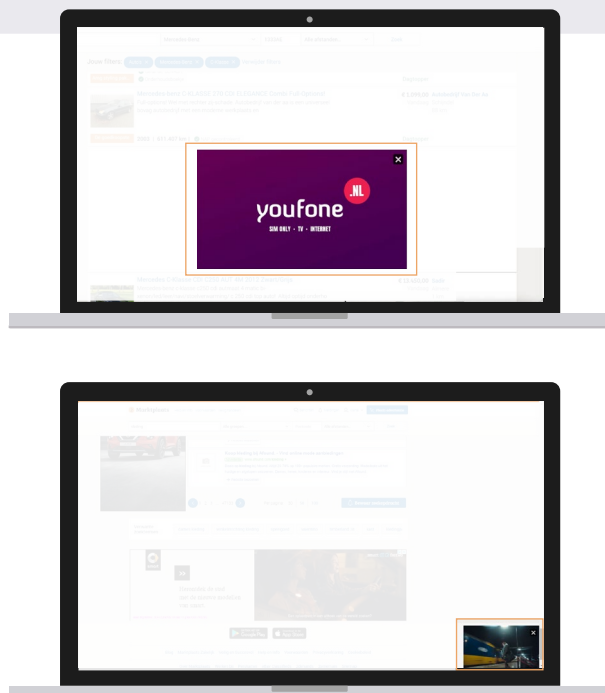
- Deadline for delivering material is 3 days before start date.
- Please deliver material to traffic@marktplaats.nl.



Video

Video

Dimensions	532x300 px, aspect ratio 16:9
Max. initial load	2MB
Length	Max 10 seconds
Filetype	MP4 - VAST 1/2/3 - VPAID 1/2 compliant
Device	Desktop, Mobile



- Deadline for delivering material is 3 days before start date.
- Please deliver material to traffic@marktplaats.nl.

