

COSAS A TENER EN CUENTA

Since September 2015, Google has adjusted its Chrome browser to enhance page load and reduce energy consumption, causing Flash to be stopped by default and forcing the user to activate it.

Our Adserver is adapted to still publish those flash banner ads, transforming them into HTML5 automatically. To proceed this way you should send also a GIF fallback version of the ad, and the .swf Flash file should have a version lower than 11 and use no higher than ActionScript 2.

To further help you migrate to HTML5, Google has made some tools for agencies:

- Google Swiffy – Transforms Flash ads into HTML 5.
<https://developers.google.com/swiffy>
- Google Web Designer – Helps you develop HTML 5 ads.
<https://www.google.com/webdesigner/>

THINGS REQUIRED BY THE PUBLISHER

- Banner ads and such should be delivered 48 hours before campaign start for them to be tested.
- All ads not complying to the specs will be returned for the agency or advertiser to make the required changes.
- All ads should have a GIF or JPG fallback version. This rule will be applied to all the redirects coming from different platforms (Sizmek, Weborama, DFA, etc.).
- No ad should charge the CPU more than 30%.
- Ads may contain an infinite loop, but it is desirable not to surpass 20 seconds.
- Redirect tags can be a script or a iframe. We recommend sending both.

FORMATS PER DEVICE (WEB)

NAME	SIZES	FORMAT	WEIGHT
Medium rectangle/Half page ad	300x250	.swf/.gif/.jpg	50Kb
	300x600		
Leaderboard	728x90	.swf/.gif/.jpg	50Kb
	990x90		
Billboard	990x200	.swf/.gif/.jpg	50Kb
	990x250		
	990x360		
Leaderboard Home Position 2	990x90	.swf/.gif/.jpg	50Kb
SKIN	1920x1080	JPG	200kb

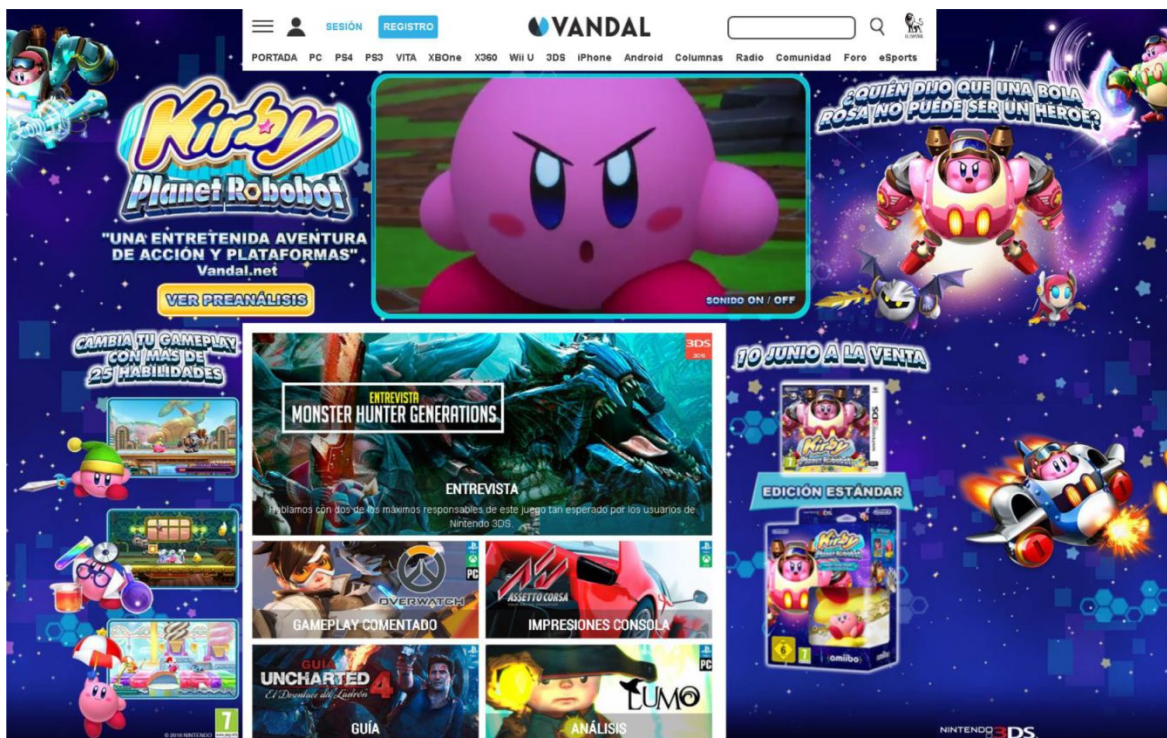
FORMATS PER DEVICE (TABLET)

NAME	SIZES	FORMAT	WEIGHT
Medium rectangle/Half page ad	300x250	.gif/.jpg	50Kb
	300x600		
Megabanner	728x90	.gif/.jpg	50Kb

FORMATS PER DEVICE (MOBILE)

NAME	SIZES	FORMAT	WEIGHT
Medium rectangle/Half page ad	300x250	.gif/.jpg	40Kb
	300x600		
Banner	320x50	.gif/.jpg	40Kb
	320x100		

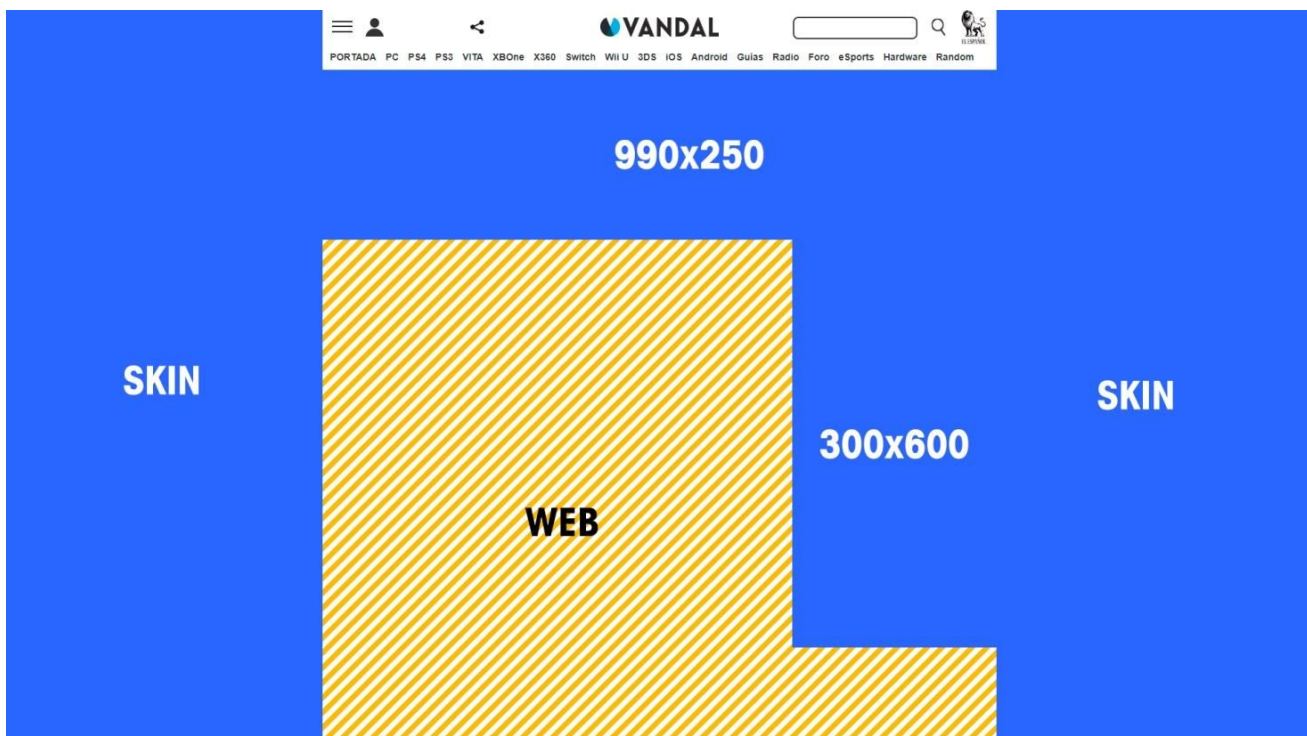
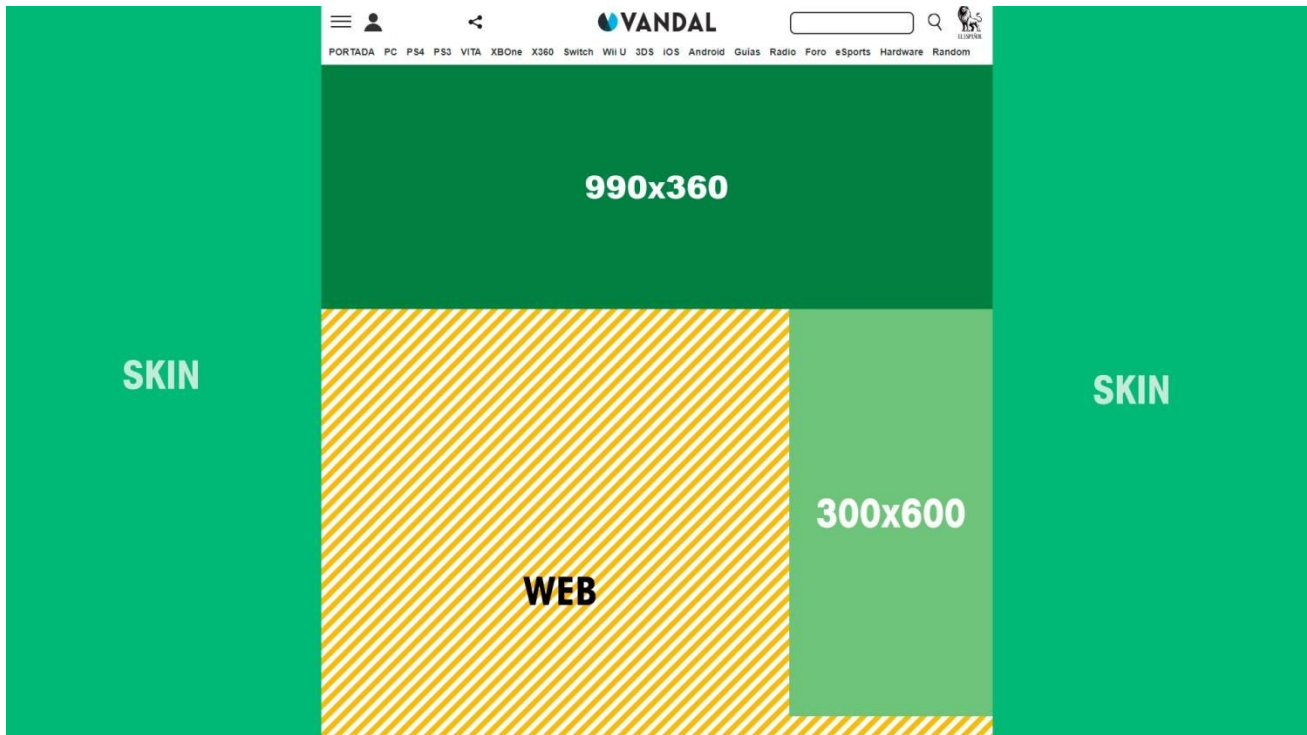
BRAND DAY /TAKE OVER



VANDAL

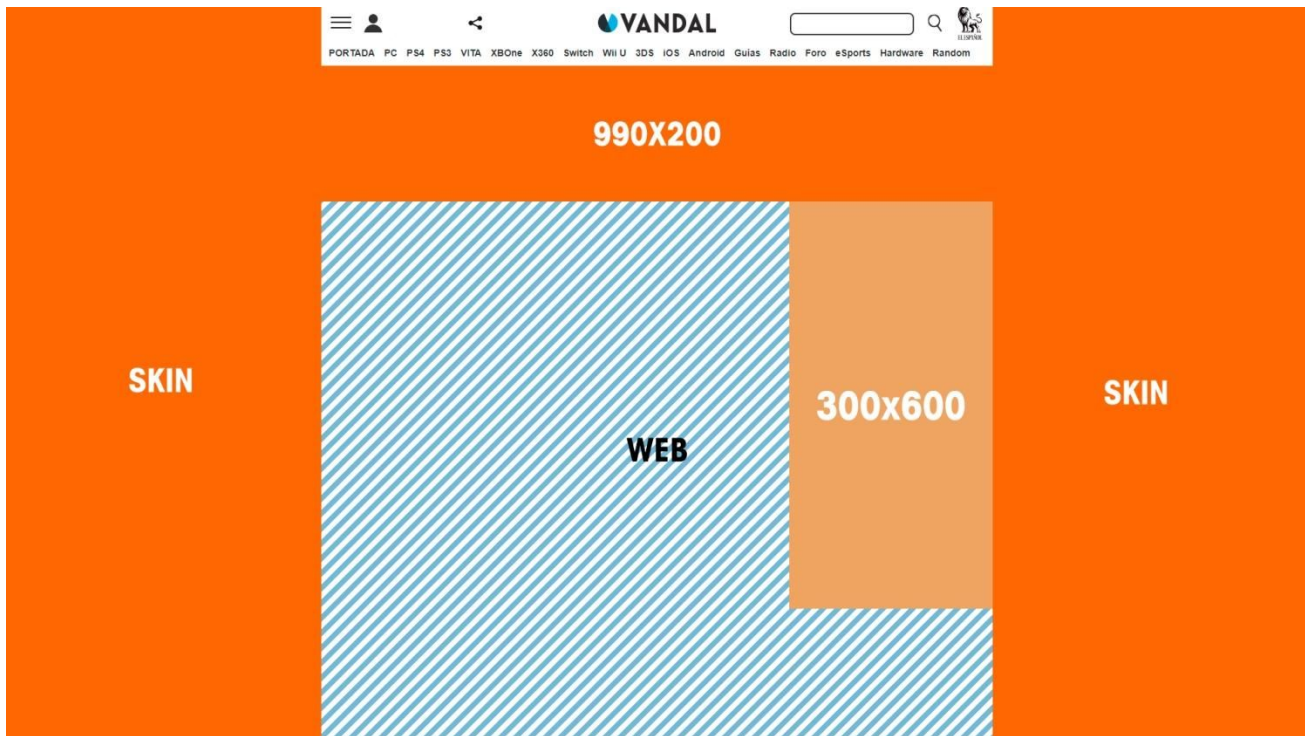
TECHNICAL SPECS

We have three different options for the site Take Over: All three of them use a 1920x1080 skin and a 300x600 Half-Page Ad, but the Billboard size can be chosen between 990x360, 990x250 and 990x200. It makes no difference for us.



VANDAL

TECHNICAL SPECS



REDIRECTS BEST PRACTICES

- In case of using redirect, you should consider the following:
 - That tag delivered should be Script / Iframe, but we recommend sending both, or the Script by default.
 - You should take into account the sizes of the planned formats. The 3rd party should be the one delivering specs, clicks and the other details of the platform.
 - The tag being sent to Vandal / El Español should have the CLICK macro enabled for us to track the clicks.
 - If the ad contains video, you should take into account:
 - All videos should have buttons of Play, Pause and Mute.
 - All videos should be muted by default and the user should activate the sound using the mute button.

ADS Requirement by technology (SWF, GIF, JPG Y HTML5)

Flash extensions

.swf

Backup extensions

.gif, .jpg

Click button placement (clickTag)

Depending of the way the ad has been developed:

- **Flash ActionScript2:**
`on(release){getURL(_root.clickTag, "_blank");}`

- **Flash ActionScript2: import**

```
flash.events.MouseEvent; import
```

```
flash.net.URLRequest;
```

```
myButton.addEventListener(MouseEvent.CLICK, function(event: MouseEvent) : void {
```

```
flash.net.navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag), "_blank");
```

```
 }
```

```
);
```

HTML5 extensions

.html, .css, .js should be contained in a file (.zip)

Especificaciones HTML5

HTML shouldn't have their sizes undefined. The meta tag is an optional parameter but it is the best way to make sure it has the correct sizes.

Set sizes for formats in their HTML with the meta tag: `<meta name="ad.size" content="width=[x],height=[y]">`

Colocación botón de click en HTML5

Clicktag should be placed in the HTML file. Ads should use the clickTag variable as the target of the click event at the anchor tags (`<a>`), `window.location`, `window.open`, or any other method.

Implementation should be done this way:

```
Javascript – var clickTag = "http://example.com";
```

```
<a href="javascript:window.open(window.clickTag)">
```

```

```

```
</a>
```