


VIDEO ADVERTISING

AANLEVERSPECIFICATIES (IAB AANBEVELINGEN)

PREROLL AND POSTROLL	VIDEO	FLASH (VERSION 8,9)
Dimensions:	Minimal W640*H360 px. All (larger) dimensions allowed. W468*H352 px.	W468*H352 px.
File size:	no limit	max. 250 kb
Audio:	allowed	allowed
Frames per second:	all fps allowed (pre and post roll in same fps)	8, 10, 12, 14, 16, 18, 20, 22, 24, 25, 26, 28, 30, 32, 34 or 35
Duration:	max. 15 sec.	max. 15 sec.
File extension:	.flv, .mp4, .mpg or .mpeg	.swf
Overlay (InVideo/Interactive /Banner) Flash	Flash (version 8,9)	
Dimensions:	W468*H352 px. (Alternatively: W320*H240 px.)	
File size:	max. 500 kb	
Audio:	not allowed. Exception for overlay InVideo after 'call to action'	
Automatic start/Insertion point:	min. 10 seconds after start of the content video	
Display duration:	max. 30 seconds to 'call to action'. Only after viewers call/click to action duration extends	
Display covering video:	In centre not allowed. Max. 10% (logo or text): no hide/close button necessary. Max. 20% (banner) hide/close button demanded	
Display covering video InVideo only:	Max. 100% (InVideo) after call to action only: hide/close button demanded	
Click event/call to action:	Depends on creation. E.g. rollover or click. Content video must hold for pause	
Frames per second:	25 fps	
Color depth:	24 bit	
Key frames for overlay InVideo only:	every 1 second	
File extension:	.swf	
Overlay Txt only:	2 lines of max. 30 characters in .txt file	
Overlay Logo only:	W70*H70 px in .png file with transparency	
Companion Ad:	Banner	
Dimensions:	required: 320x60	
File size:	max. 250 kb	
Audio:	not allowed	
File extension:	.swf, .jpg or (animated).gif	
Hosting of videomaterial:	Videostrip server only. (Dart) tags to material served elsewhere are not usable	

CONTACTGEGEVENS

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 www.telegraafmedia.nl/landelijkemedia

AANLEVEREN MATERIAAL

Online advertentiemateriaal dient uiterlijk 3 werkdagen voor start van de campagne te worden aangeleverd via:
Afdeling Online Traffic

 onlinetraffic@telegraafmedia.nl

 020. 585 2090, F 020. 585 2435

De Telegraaf



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