

# Technical Specifications

RICH MEDIA

## Sound & video

- **Sound**
  - Only user initiated.
  - Clear button sound ON/OFF.
  - Start sound on mouse over = stop sound on mouse out.
- **Video**
  - Video length: max. 30'' (seconds).
  - Weight: max. 5MB through Media Mind (Eyeblander).
  - Can either be hosted at client side or served through Media Mind (Eyeblander).
  - Sound should always be user initiated (see specs above).
  - Use video player buttons (play, stop, pause) for a better user experience.

## Media Mind (former Eyeblander)

- The use of Media Mind (Eyeblander) is free of charge (except for Promobox, Traffic Booster, 2nd and 3rd Half Page and Run-of-Network campaigns).
- We apply and support the IAB Media Mind (Eyeblander) process:
  - NL: <http://www.iab-belgium.be/toolbox/nl/eyeblander.aspx>
  - FR: <http://www.iab-belgium.be/toolbox/fr/eyeblander.aspx>
- It's very important to launch the Media Mind (Eyeblander) process at least 8 business days before the start of the campaign to ensure a timely start of the campaign. **So please notify us when you plan to use Media Mind (Eyeblander).**
  - **Media Agency:** sends media plan to Media Mind: 8 business days.
  - **Direct Advertisers:** publisher sends media plan: 8 business days.
- Contact [mediamind@easyconcepts.com](mailto:mediamind@easyconcepts.com) if you need a login or help for first time use.



## Contact

dPA Adops Digital

Klaas Tegenbos

T 02 454 25 16

Dimitri Thibaut

T 02 454 23 86

[banner@persgroep.be](mailto:banner@persgroep.be)