DE PERSGROEP
ADVERTISING
DIGITAL

HLN.be/7sur7.be
Android Application
General guidelines

→Submission

- Materials have to be sent to banner@persgroep.be.
- We will send feedback within 24 hours after material reception.
- All elements should work properly on sending.

→ Delivery delays

- 3 business days

→ File format & HTML-specs

- All material should be delivered in HTML5, PNG, JPEG or (animated) GIF.
- The HTML page can either be hosted at advertiser or at publisher side. It can use HTML5/CSS3/JavaScript (for video or interactivity), but should be tested thoroughly on Android.
- Browser plug-ins (Flash, Silverlight, Windows Media ...) are NOT supported.
- The HTML page should be tested on Android.
- All ads should point to the landing page. Links to other apps are not permitted.
- Advertiser should be clearly mentioned and the ad cannot look exactly like editorial content.

→ Landing page

The page which appears in a browser-view within the app, after clicking (tapping) the ads.

- URL from an Android compatibel HTML-page (see specs above).
- Page should be optimized to display in portrait view (landscape view is not supported in our app).
- Page should be tested on Android.
- Portrait: 320 px width (horizontal scrolling is not attractive), height is unlimited (vertical scrolling is possible).
- You can call an external app from the landing page.

Contact

dPA Adops Digital

Klaas Tegenbos
T 02 454 25 16

Dimitri Thibaut
T 02 454 23 86

banner@persgroep.be

DE PERSGROEP
ADVERTISING
DIGITAL

HLN.be/7sur7.be
Android Application

M-IMU

Items	Width	Height	Weight	File Types
M-IMU	320px	224px	15KB (as small as possible)	GIF/JPEG/HTML5

→ **Submission delay:** 3 business days

M-PAGE

Items	Width	Height	Weight	File Types
M-PAGE	320px	356px	25KB (as small as possible)	GIF/JPEG/HTML5

→ **Submission delay:** 3 business days

Contact

dPA Adops Digital

Klaas Tegenbos
T 02 454 25 16

Dimitri Thibaut
T 02 454 23 86

banner@persgroep.be

DE PERSGROEP
ADVERTISING
DIGITAL

HLN.be/7sur7.be
Android Application

ICON

Items	Width	Height	Weight	File Types
ICON	85px	66px	10KB (as small as possible)	EPS, vector-based

- **Ask us for our <u>Adobe Illustrator template</u>**

- **Text**: max. 12 characters per line, 4 lines max. (for readibility!)
- **Logo:** EPS, vector-based

- **The creative agency may set up a graphical mock-up (file type: AI, PSD, PNG,...). We will adapt the button to let it fit perfectly in our application.**

- **Submission delay:** 3 business days

Contact

dPA Adops Digital

Klaas Tegenbos
T 02 454 25 16

Dimitri Thibaut
T 02 454 23 86

banner@persgroep.be