

# De Morgen iPad Application

## General guidelines

### → Submission

- Materials have to be sent to [banner@persgroep.be](mailto: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 PNG or JPEG.
- 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 in Mobile Safari on iPad.
- Browser plug-ins (Flash, Silverlight, Windows Media ...) are NOT supported on iPad.
- The HTML page should be tested in Mobile Safari on iPad in portrait and landscape mode.
- All ads should point to the landingpage. Links to other apps are not permitted.

### → Landing page

The page which appears in a browser-view within the app (Mobile Safari based), after clicking (tapping) the interstitial ads (no click-through on Splash or Post-Splash possible).

- URL from an iPad compatibele HTML-page (see specs above).
- Same URL for portrait and landscape use.
- Page should be optimized to display correctly in both views.
- Page should be tested in Mobile Safari on iPad.
- Portrait: 768 px width x 959 px height (vertical scrolling is possible, but not attractive).
- Landscape: 1024 px width x 703 px height (vertical scrolling is possible, but not attractive).
- You can call an external app from the landingpage.



## Contact

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## Splash Logo

Items	Width	Height	Weight	File Types
Splash - logo	350px	125px	25KB	PNG (with transparent background)

- 1 version will be used for portrait & landscape.
- The logo is displayed on the default background in the app (black shades for De Morgen), below the logo and baseline of De Morgen
- The logo can be smaller or can use a different aspect ratio, as long as it fits within the maximum dimensions. We will center the smaller logo within the holder.



## Post Splash - display ad

Items	Width	Height	Weight	File Types
Post Splash portrait	768px	1004px	100KB	PNG/JPG
Post Splash landscape	1024px	748px	100KB	PNG/JPG

- 2 versions to be delivered: one for portrait and one for landscape.
- Important note: the ad will not be completely full screen, because of the status bar (displaying signal strength, battery level ...) which takes 20px at the top of the screen.



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## Interstitial - display ad between newspaper pages (PDF-view)

Items	Width	Height	Weight	File Types
Interstitial: display ad between newspaper pages - portrait	611px	911px	100KB	PNG/JPG
Interstitial: display ad between newspaper pages - landscape	878px	655px	100KB	PNG/JPG

→ 2 versions to be delivered: one for portrait and one for landscape.



## Interstitial – display ad between articles (text-view)

Items	Width	Height	Weight	File Types
Interstitial: display ad between articles - portrait	768px	911px	100KB	PNG/JPG
Interstitial: display ad between articles - landscape	726px	655px	100KB	PNG/JPG

- 2 versions to be delivered: one for portrait and one for landscape
- Important: do not use borders for landscape, they are visually not attractive because the ad is embedded in the rest of the interface.



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