

euro
news.

africa
news.

2024 Digital Advertising Specifications



Display Formats

(1/3)

Format	Dimensions [w x h] in pixels	Delivery formats	euro news.				africa news.			Max auto animation length	Initial Load	Max load*	Creative Lead Times
			Desktop	Tablet	Mobile	App	Desktop	Tablet	Mobile				
MPU	300 x 250	.gif / .jpg / .png 3rd party tag HTML5	•	•	•	•	•	•	•	30 sec	150KB	2.2MB	3 working days
DMPU (half-page unit)	300 x 600		•				•			30 sec	150KB	2.2MB	3 working days
Billboard	970 x 250		•				•			30 sec	150KB	2.2MB	3 working days
Leaderboard	728 x 90		•	•			•	•		30 sec	150KB	2.2MB	3 working days
Mobile Sticky Floor Banner	320 x 50				•					30 sec	150KB	2.2MB	3 working days
Interscroller	custom	3rd party tag custom (built in-house)			•				•	30 sec	150KB	2.2MB	5 working days
Wallpaper (page skin)	1920 x 1665	.jpg / .png	•				•			N/A	250KB	N/A	3 working days
App Interstitials	320 x 480, 768 x 1024, 1024 x 768	.jpg				•				N/A	150KB	2.2MB	3 working days
Native (image)	custom	.gif / .jpg / .png	•	•	•					N/A	1MB	N/A	3 working days

Display Formats

(2/3)

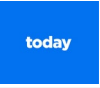



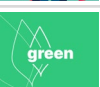
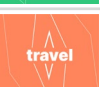


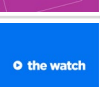


Format	Dimensions [w x h] in pixels	Delivery formats	euro news.				africa news.			Max auto animation length	Initial Load	Max load*	Min. Creative Lead Times	Notes / Useful Links
			Desktop	Tablet	Mobile	App	Desktop	Tablet	Mobile					
Seamless Skin (Image)	<ul style="list-style-type: none"> • Skin background: 2560 x 1440px • Skin overlay (for static branding & messaging): max 800 x 1440px 	Background: .jpg Overlay: .png	•	•	•		•	•	•	N/A	100-200 KB max	5 business days	Detailed specs can be found here	
Seamless Skin (Video)	<ul style="list-style-type: none"> • Skin background: 1920 x 1080px • Skin overlay (for static branding & messaging): max 800 x 1440px 	Background: MP4 (optimised for web)	•	•	•		•	•	•	30 sec	1MB	5 business days	Detailed specs can be found here	
Outstream Desktop Video	1280 x 720 (16:9) or VAST 4.0 compatible tag	If video, MP4 (optimised for web)	•	•	•	•	•	•	•	30 sec	1MB	5 business days	Detailed specs can be found here	
Outstream Mobile Video	1280 x 720 (16:9) or VAST 4.0 compatible tag	If video, MP4 (optimised for web)	•	•	•	•	•	•	•	30 sec	1MB	5 business days	Detailed specs can be found here	

Display Formats

(3/3)

Format	Dimensions [w x h] in pixels	Delivery formats	euro news.				africa news.			Max auto animation length	Initial Load	Max load*	Creative Lead Times	Notes / Useful Links
			Desktop	Tablet	Mobile	App	Desktop	Tablet	Mobile					
Midscroller Image	<ul style="list-style-type: none"> Desktop: 2560 x 1440px Mobile: 1080 x 1920px 	.jpg / .png / .gif	•		•		•		•	N/A	100KB	200KB	5 working days	Detailed specs can be found here
Midscroller Video	<ul style="list-style-type: none"> Desktop: 1920 x 1080px Mobile: 1080 x 1920px 	MP4, optimised for web	•		•		•		•	30 sec	1MB	3MB	5 working days	Detailed specs can be found here
Cube	300 x 250	600 x 500 for optimal appearance on high res screens, .jpg / webP	•	•	•	•	•	•	•	N/A	100KB	100KB	5 working days	Detailed specs can be found here
SeenThis Gamified	970 x 250 (16:9)	<ul style="list-style-type: none"> Videos: HD MP4 (1:1, 16:9, 9:16, 4:5 ratios) Images: jpg / png Logos: png / jpg / svg Fonts: TTF / OTF / WOFF Brand guidelines: HEX colours & style guides 	•		•		•		•	A creative kick-off call is strongly recommended in order to: Discuss creative formats Review deliverables and assets Map out timelines				Detailed specs can be found here
SeenThis 360 Hotspot	300 x 600 (9:16 / 4:5)		•		•		•		•					
SeenThis Rich Scroller	300 x 250 (16:9 / 1:1)		•		•		•		•					
SeenThis Slider	300 x 250 (16:9 / 1:1)		•		•		•		•					
Brand Stories	1080 x 1920 (9:16)	.jpg or MP4			•	•			•	15 sec	100KB	5MB	5 working days	Interactive examples can be found here

Newsletters

		Frequency	Banner specs	Logo specs	Native ad specs	Delivery Formats	Creative Lead Times
	Today	Daily	640 x 153 pixels [w x h] < 300 KB	130 x 43 pixels [w x h] < 300 KB	Thumbnail: 640 x 358 pixels [w x h] (image) Image: < 300 KB Title: 40 characters (incl. spaces & special characters) Description: 250 characters	.jpg / .png	3 working days
	The Briefing	Weekly					
	The Policy Briefing	Weekly					
	Special Coverage	Occasional					
	Green	Weekly					
	Travel	Weekly					
	Next	Weekly					
	Culture	Weekly					
	The Watch	Weekly					
	Health	Weekly					
	Business	Weekly					

Page Takeover

Format	Device	euro news.	africa news.	Creative Lead Times
Wallpaper	Desktop	•	•	5 working days
970 x 250	Desktop	•	•	
728 x 90	Tablet	•	•	
300 x 600	Desktop	•	•	
300 x 250	Cross Device	•	•	
Nativo	Desktop, Mobile, Tablet	•	•	
Outstream	Desktop, Mobile, Tablet	•	•	

Formats supported for full page sponsorship

Wallpaper

Wallpaper Dimensions	Delivery Formats	euro news.	africa news.	Creative Lead Times
Size [w x h] (pixels)	<ul style="list-style-type: none"> • .jpg • .png 	1920 x 1665		5 working days
Header height (pixel)		390 Keep 160 px at top clear for the Nav Menu	330 Keep 80 px at top clear for the Nav Menu	
Website body width (pixels)		1280	1600	
.psd file		download	download	

Video Formats

Format	Dimensions [w x h] in pixels	Delivery Formats	euro news.				africa news.			YouTube	Duration	File Size	Creative Lead Times
			Desktop	Tablet	Mobile	App	Desktop	Tablet	Mobile	Euronews Channel			
Non-skippable PreRoll**	Recommended video frame size: 640 × 360	.mp4 VAST VPAID***	•	•	•	•	•	•	•	•	Max 30 sec (Euronews) Max 15-20 sec (YouTube)	4 MB	3 working days
Skippable PreRoll			•	•	•	•	•	•	•	•	Max 1 min (Euronews) Max 6 min (YouTube)	4 MB	
Non-skippable YouTube Bumper Ad		.mp4 VAST								•	Max 6 sec (YouTube)	4 MB	
Outstream (InRead)		.mp4 VAST VPAID	•	•	•		•	•	•		Max 30 sec	3.5 MB	

CTV

GENERAL INFORMATION

The advertiser's video commercial submitted for appearance on CTV through Rakuten TV's standard content commercial breaks must follow the guidelines detailed:

DELIVERABLES TO RAKUTEN

- Video commercial in **.mp4 format**
- 3rd party tracking tags
- Vast 3.0/2.0 – aligned to IAB Vast 3.0 (https://iabtechlab.com/wp-content/uploads/2016/04/VASTv3_0.pdf)

Assets must be provided **5 days prior** to flight time. In any instance where booking is made within 5 days of the flight time, then the assets must be provided 48 hours before flight time.

COUNTRIES AVAILABLE TO TARGET

Europe and the Nordic Region, namely:

- UK
- Germany
- France
- Spain
- Italy
- Norway
- Sweden
- Denmark
- Switzerland

VIDEO REQUIREMENTS

Codec H.264 (AVC1)

- Optimised for streaming (MOOV atom before MDAT)
- Max Bitrate 4-5 Mbps for FHD, recommended 3.5 Mbps for HD, 1.5 Mbps for SD
- H.264 main profile, acceptable high profile
- Max resolution 1920x1080 (1080p) FHD
- H.264 level 3.2, acceptable <5
- 16:9 display aspect ratio, if not possible, >16:9 (as measured by ffmpeg DAR)
- Frame rate 25fps
- 1:1 source aspect ratio (as measured by ffmpeg SAR)
- Pixel format YUV 4:2:0

DESIGN AND OTHER

- Letterboxing or pillarboxing are not accepted
- Video must be submitted without leaders (i.e. slates countdowns)
- Written and spoken language relative to locale

Euronews Online

Advertising Specifications

General information

- All creatives are subject to Euronews approval.
- Click-through URL (Redirection link) must be provided for all creatives and must open a new browser tab/window when clicked.
- **Third Party Tags:**
 - Creative tags must be supplied in a secure format or they will not be accepted.
 - Third party (IAS, DV etc.) blocking tags are not supported.
 - Third party VAST/VPAID tag size (media file within the XML) must be less than 4 MB.
 - Third party tags should respect GDPR legislation within the European Union. Euronews can request GDPR compliancy declaration.
 - We accept third party click and impression trackers for all formats. Only 1 impression and 1 click tracker allowed per creative. Please note that if you have supplied third party trackers/third party tags, there may be a discrepancy between our stats and your data. IAB's discrepancy tolerance is +/-10%. Daily delivery reports from advertisers are required.
 - No third party imp/click trackers are supported for the newsletter. Display banner supports only a click through URL (UTM code can be added for tracking purposes). Client logo can be included but note that it is not clickable.
- We accept an impression tracker only in URL format (not scripts) for the image, html5 & video creatives.
- Accessing the user's microphone or web cam is not permitted.
- Any changes to the ads via creative tags from the advertiser's end should be approved by Euronews.
- Frequency capping, geo targeting or any other targeting of creative by 3rd Party ad servers is not permitted.
- In-banner video must start muted. Any sound element in the creative must be user initiated.
- **Interscrollers:** the advertiser can supply either:
 - An image (min. 1080x1920 , in jpeg / png),
 - A logo (svg, ai, hi-res png on transparency),
 - A video (1080x1920, in mp4) assets. Details and tagline, CTA or other text that must be included.
- Non-skippable 20 seconds PreRoll on YouTube are allowed only in EMEA, Mexico, India, Malaysia, and Singapore
- VPAID is not allowed on YouTube
- Expansion on any ad must be user initiated.
- An **expandable ad** must have a close button on top right and must automatically close on roll out.
- **Interstitial ads** should have a close button and also auto close after 5 seconds.
- All animation, including loops, must stop before/at 30 seconds