

euronews.

africanews.



2022

DIGITAL ADVERTISING SPECIFICATIONS

Main








DISPLAY FORMATS

Format	Dimensions [w x h] in pixels	Delivery formats	euronews.				africanews.			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
Universal Banner	full width x 250	Custom (built in-house)	•	•	•				•	30 sec	150kb	2.2mb	5 working days
Miniscroller (parallax)	full width x 250		•	•	•				•	30 sec	150kb	2.2mb	5 working days
Mobile Interscroller	custom	3rd party tag custom (built in-house)			•				•	30 sec	150kb	2.2mb	5 working days
Wallpaper (page skin)	1920 x 1200	.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
Native (video)	custom	.mov / .MP4 YouTube link	•	•	•					30 sec	Max file size: 3mb		3 working days

PRE-ROLL FORMATS

Format	Dimensions [w x h] in pixels	Delivery Formats	euronews.				africanews.			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	<ul style="list-style-type: none"> .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	3 working days
Non-skippable YouTube Bumper Ad		<ul style="list-style-type: none"> .mp4 VAST 								•	Max 6 sec (YouTube)	4 mb	3 working days
Outstream (InRead)		<ul style="list-style-type: none"> .mp4 VAST VPAID 	•	•	•		•	•	•		Max 30 sec	4 mb	3 working days

NEWSLETTER BANNERS

	Format	Frequency	Dimensions [w x h] in pixels	Delivery Formats	Creative Lead Times
 Today	Billboard	Daily	640 x 164	.jpg / .png	3 working days
 The Briefing	Leaderboard	Weekly	728 x 90		3 working days
 Green	Leaderboard	Weekly	728 x 90		3 working days
 Special Coverage	Leaderboard	Occasional	728 x 90		3 working days
 Travel	Leaderboard	Weekly	728 x 90		3 working days
 Next	Leaderboard	Weekly	728 x 90		3 working days
 Culture	Leaderboard	Weekly	728 x 90		3 working days

WALLPAPER

Wallpaper Dimensions	Delivery Formats	euronews.	africanews.	Creative Lead Times
Size [w x h] (pixels)	<ul style="list-style-type: none"> .jpg .png 	1920 x 1200		5 working days
Header height (pixel)		406 <i>Keep 156 px at top clear for the Nav Menu</i>	330 <i>Keep 80 px at top clear for the Nav Menu</i>	5 working days
Website Body width (pixels)		1280	1600	5 working days
.psd file		download	download	5 working days

PAGE TAKEOVER

Format	Device	euronews.	africanews.	Creative Lead Times
Wallpaper	Desktop	•	•	5 working days
970 x 250	Desktop	•	•	5 working days
728 x 90	Tablet	•	•	5 working days
300 x 600	Desktop	•	•	5 working days
300 x 250	Cross Device	•	•	5 working days

Formats supported for full page sponsorship

EURONEWS ONLINE ADVERTISING SPECIFICATIONS

GENERAL INFORMATION

- All creatives are subject to Euronews approval.
- All creatives must open a new browser tab/window when clicked.
- All 3rd party creative tags must be supplied in a secure format or they will not be accepted.
- 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.
- 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.
- Third Party (IAS, DV etc.) blocking tags are not supported.
- 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.
- The 3rd party VAST/VPAID tag size (media file within the XML) must be less than 4 MB.
- 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
- Third Party Tags should respect GDPR legislation within the European Union. Euronews can request GDPR compliancy declaration.
- 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.