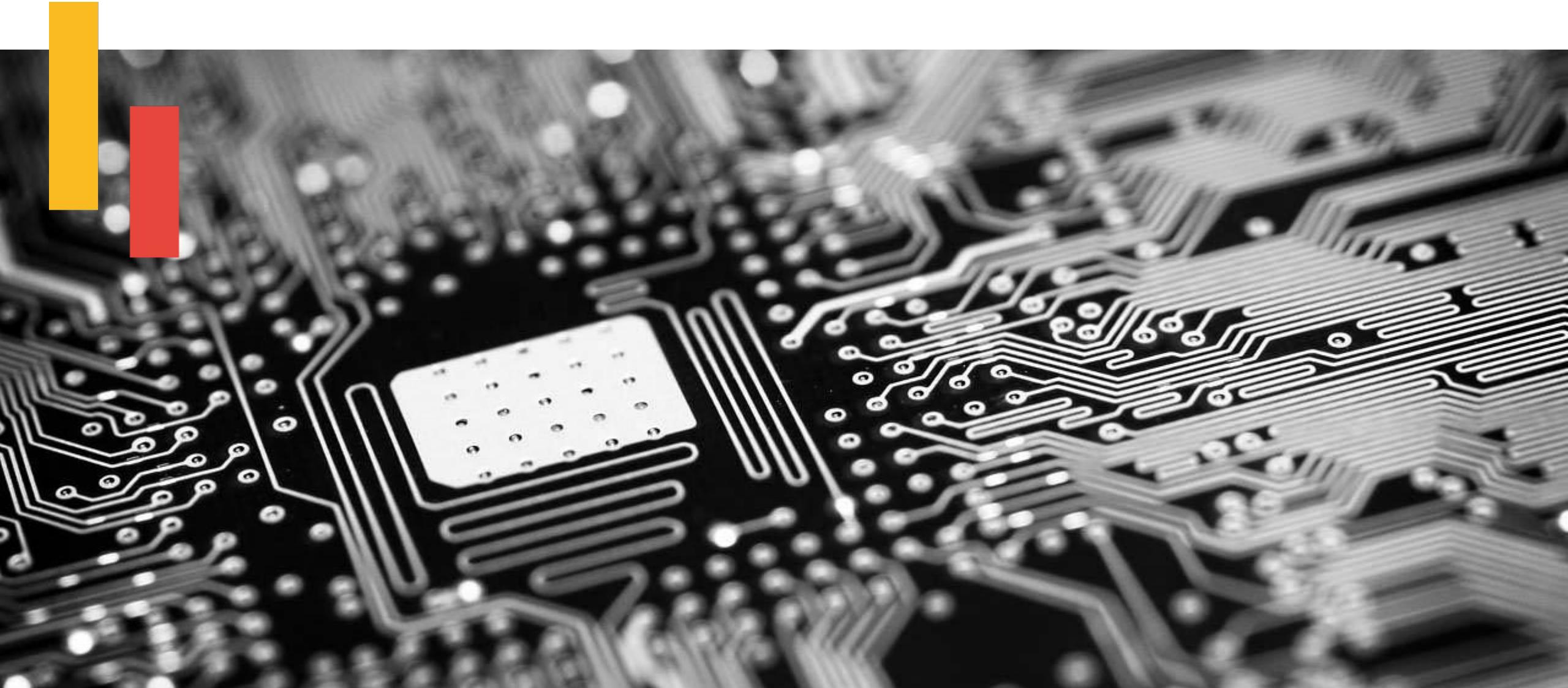




# Advertising

## Specifications



# General



At Tweakers and Hardware Info we love advertising!

At least; when they fit within our advertising guidelines and as such add to the user experience and not harm the user experience.

In this document you will find all guidelines and specifications for all the different ad positions available.



# Contents



- Guidelines
- Ad Sizes
  - Display
  - Mobile only
  - High impact
  - Native
  - Video & audio
- Contact



# Guidelines



# HTTPS



**ATTENTION:** *Tweakers and Hardware Info adopted HTTPS encryption. Therefore, all display banners should also comply with the HTTPS requirements and be SSL compatible. If a banner does not (fully) comply this will cause errors in displaying the actual banner.*

*If a banner does not meet the requirements, the advertiser has 48 hours to make the banner HTTPS compliant. If not, we retain the right to pause the banner.*

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## **How should an advertiser comply to HTTPS guidelines?**

In the actual advertisement no reference to 'http://' may exist whatsoever in references to (url) sources ('https://'). All separate aspects of the banner should comply to the https requirements, only then the advertisement is compatible for the HTTPS Tweakers and Hardware Info site.

Examples of aspects that could be included in the advertisement and should be HTTPS;

- Iframes
- Fonts
- Style sheet
- Flash files
- Images
- Videos

For questions please feel free to [get in touch.](#)

# Submitting Ad Materials



## Submitting

Submitting the actual advertising material can be done via [adopsdigital@dpmedia.nl](mailto:adopsdigital@dpmedia.nl). You can also contact them by phone +31 88 572 28 80.

Please mention the order number, client name and campaign name with the submission. HTML5 ads should be delivered via adservingcode (3rd party tag). If this option is not possible please contact our [Adops team](#).

## Submission deadline

- 3 working days: standard material
- 5 working days: Rich Media, Branded Content

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**Attention:** Material via Weborama should be submitted to Weborama *8 working days* before campaign live date

# Publisher Paid



**Publisher paid applies to the following ad position:**

- Mobile HTML5 & Mobile Rich Media

**Publisher paid is not applicable to the following ad positions:**

- IAB standard formats
- HTML5 desktop banners
- Videobanners
- Mobile standard banners (320x50 / 320x100 / 320x250)

For all Rich Media formats it is mandatory to use a rich media partner. Our preferred supplier is Weborama; only for Weborama our publisher paid guidelines apply. These publisher paid guidelines apply to purchases via Direct Sales/Premium. For purchases via Programmatic Trading these guidelines do not apply.

# General Advertising Guidelines



| Type        | Specification               |   |
|-------------|-----------------------------|---|
| General     | <b>General terms</b>        | <i>Ads may never contain material that is in conflict with our general Terms and Conditions.</i>  |
| Tracking    | <b>First party cookies</b>  | <i>It is not allowed to place first party cookies on the Tweakers.net domain.</i>   |
| Tracking    | <b>Flash cookies</b>        | <i>It is not allowed to use Flash cookies (LSO's) or other similar technologies.</i>  |
| Tracking    | <b>Click tag</b>            | <i>In order to monitor clicks from a flash creative a button should be placed in the top layer of the creative. This action button should be linked to the variable getURL with the following unreleased function: on (release_ {getURL (_rootclickTag,"_blank: );} .</i>   |
| Policy      | <b>Retargeting</b>          | <i>The use of cookies or other technologies with the purpose of recognizing our visitors outside of Tweakers and Hardware Info or recognizing visitors on Tweakers and Hardware Info as visitors from other sites is not allowed.</i>   |
| Policy      | <b>Userdata</b>             | <i>Storing and processing data which is unique to the visitor/user, such as IP-addresses or 'fingerprints' is not allowed.</i>  |
| Ad-servers  | <b>Certified ad-servers</b> | <i>Doubleclick, adrime, eyeblaster, noah-reddion, atlas, eyewonder, flashtalking, mediамind.</i>  |
| Positioning | <b>Positioning</b>          | <i>In order to make sure all ads are correctly positioned, all visual elements in the markup of a banner should always be provided with a width and height directive, either via width and height attributes or via inline style. This enables the script to already request the intrinsic measures of the banner before the banner is actually loaded.</i> |
| Positioning | <b>iframe</b>               | <i>A banner should always remain within the iframe constraints and may never break out, e.g. by injecting itself in the parent page as in the case of an expandable</i>   |
| Behaviour   | <b>Click through</b>        | <i>All click through url's should open in a new browser. Clicks on user controls, e.g. play/stop, may never function as clickout.</i>   |
| Behaviour   | <b>Landingspage</b>         | <i>Landing pages behind a click through of an ad may not trigger a pop-up.</i>  |

# General Advertising Guidelines



| Type          | Specificities                  |  |
|---------------|--------------------------------|--|
| Design        | <b>Distinction</b>             | <i>Creatives should be distinctive from the actual content. The creative should be recognizable as an advertisement.</i>                                       |
| Design        | <b>Faux content</b>            | <i>Creatives may not look like a message from an operating system or be misleading or suggestive in any way.</i>   |
| Design        | <b>Effects</b>                 | <i>Creatives may not contain elements which in general are considered annoying, such as objects with stroboscopic effects.</i>                                 |
| Design        | <b>Background</b>              | <i>Whenever a creative contains a white background the banner should be provided with a 1 pixel border in a dark color tone.</i>                               |
| Technical     | <b>File types static</b>       | <i>.png, .jpeg, .gif (possibly animated).</i>  |
| Technical     | <b>File types dynamic</b>      | <i>HTML5 (Javascript, CSS, HTML).</i>  |
| Compatibility | <b>OS compatibility</b>        | <i>Banners should always function equally across all operating systems, unless differently predefined and should then be targeted accordingly.</i>             |
| Compatibility | <b>Rich Media fallback</b>     | <i>Creatives should always be provided with a static fallback in the shape of a clickable image (jpg, png or gif).</i>   |
| Compatibility | <b>Additional software</b>     | <i>Creatives are not allowed to ask users to download or install additional software or plugins.</i>   |
| Compatibility | <b>Backwards compatibility</b> | <i>Banners should not negatively influence the user experience in browsers or in versions which lay outside of the compatibility scope.</i>                    |
| Compatibility | <b>Code compatibility</b>      | <i>Banners may not cause any conflict with the Tweakers.net and Hardware.info client side code. Javascript, HTML/CSS code should be valid and 'sandboxed'.</i> |
| Compatibility | <b>Browser compatibility</b>   | <i>Banners should at least be compatible with the two most recent major releases of Firefox, Chrome, Safari, Microsoft Edge and Internet Explorer.</i>         |

# Ad Sizes



# Ad Sizes



## Display

- Full Banner
- Leaderboard
- Large Leaderboard
- Billboard
- Medium Rectangle
- Halfpage ad

## High impact

- Wallpaper

## Native

- Textbox with logo
- Textlink

## Video & audio

- Pre-roll
- Inread video

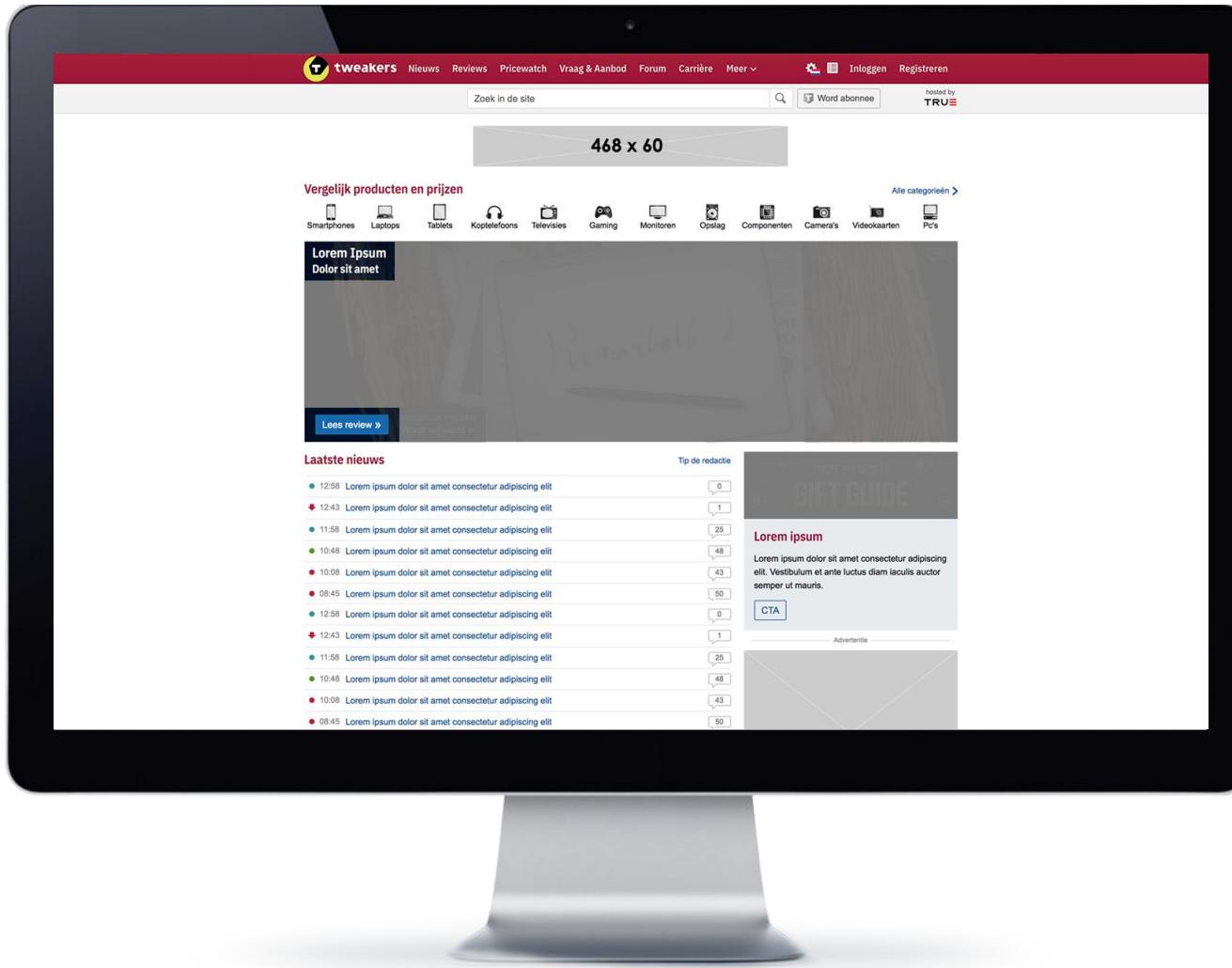
## Mobile only

- Mobile Single Banner
- Mobile Double Banner
- Mobile Halfpage

# Display

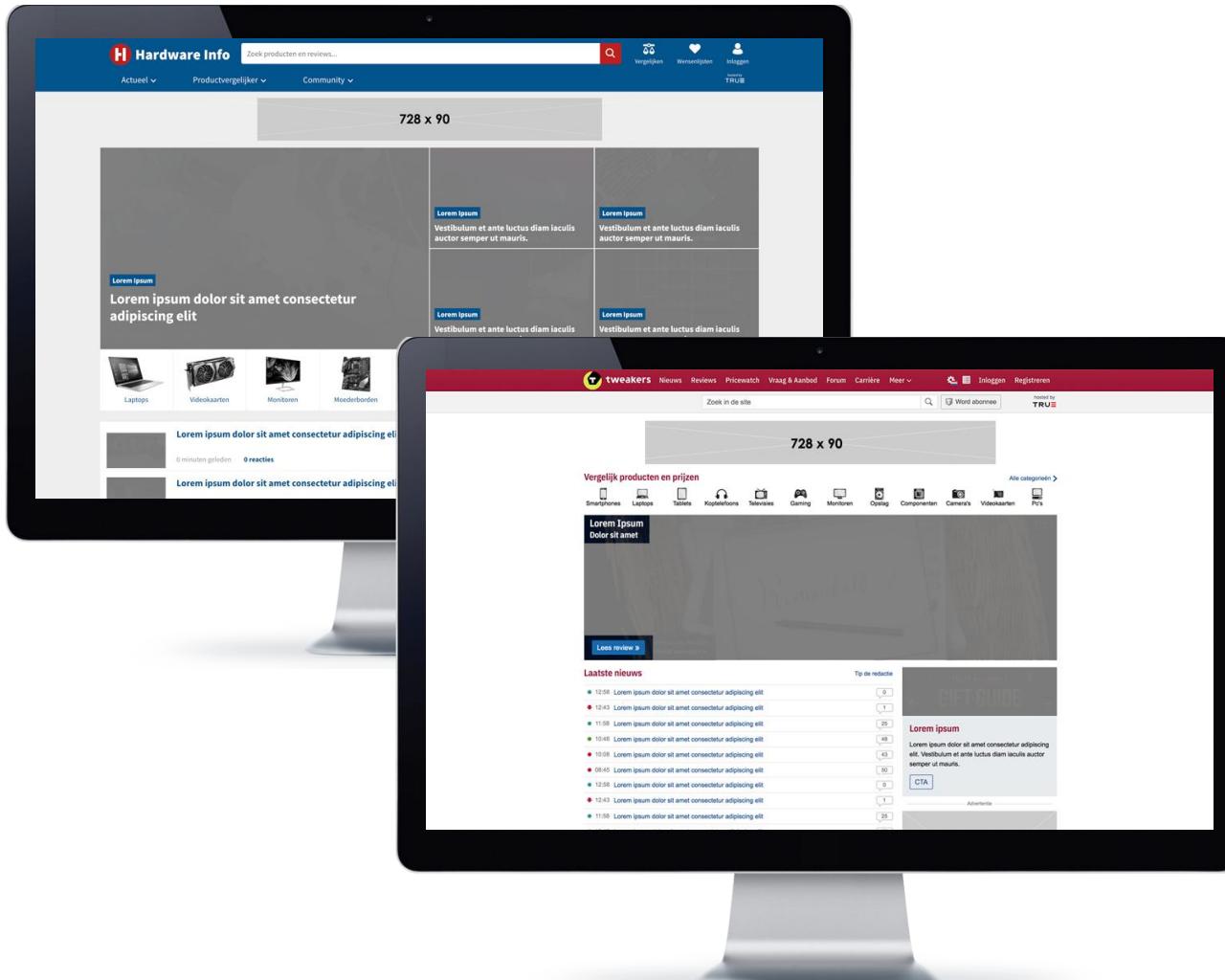


# Full Banner



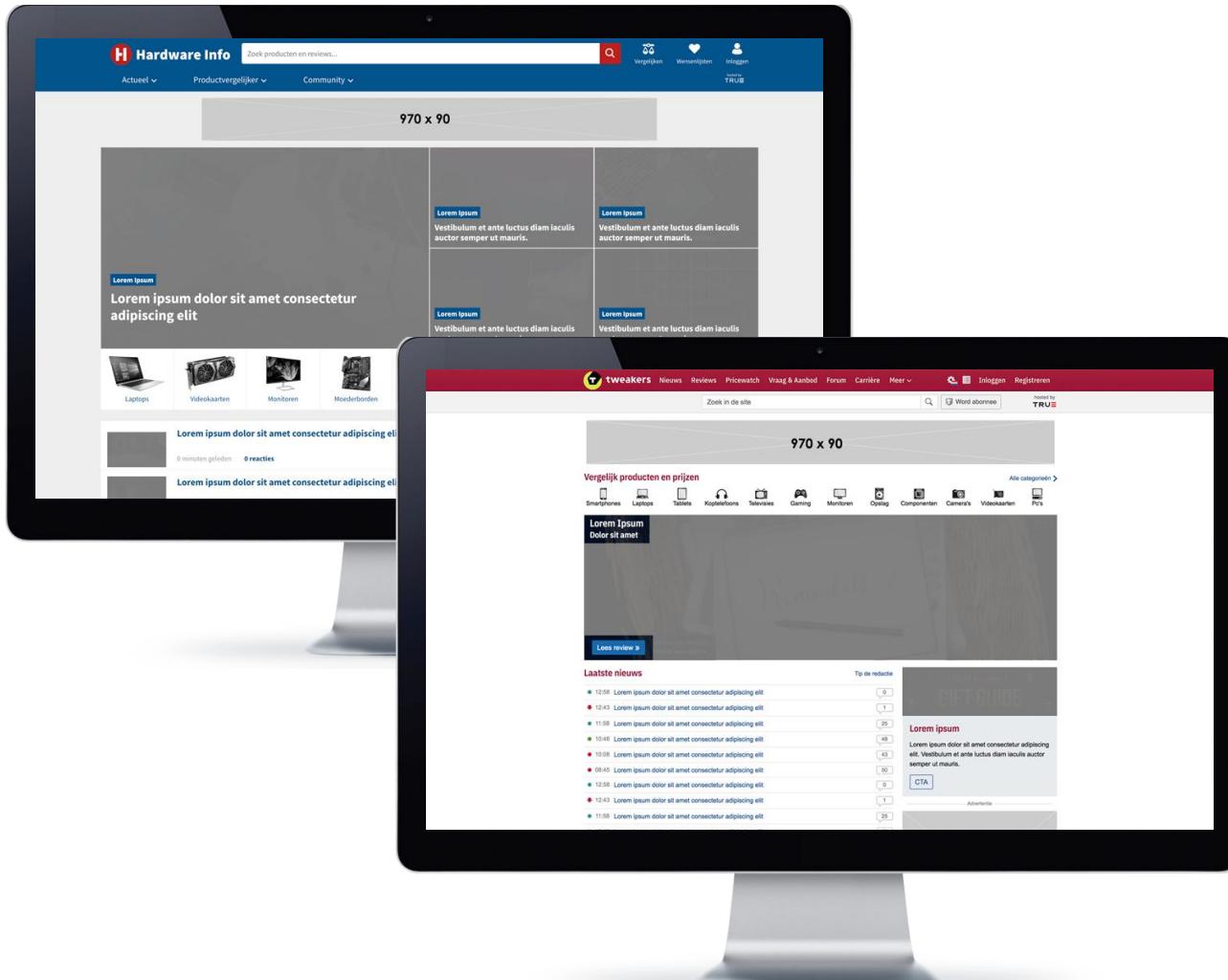
|   |         |
|---|---------|
| <b>Width</b>                                | 468 PX  |
| <b>Height</b>                               | 60 PX   |
| <b>Max initial file load size</b>           | 50 KB   |
| <b>Max subsequent polite file load size</b> | N/A     |
| <b>Maximum animation length (non-video)</b> | 15 sec  |
| <b>Looping</b>                              | Allowed |
| <b>Max percentage of CPU usage</b>          | 30%     |

# Leaderboard



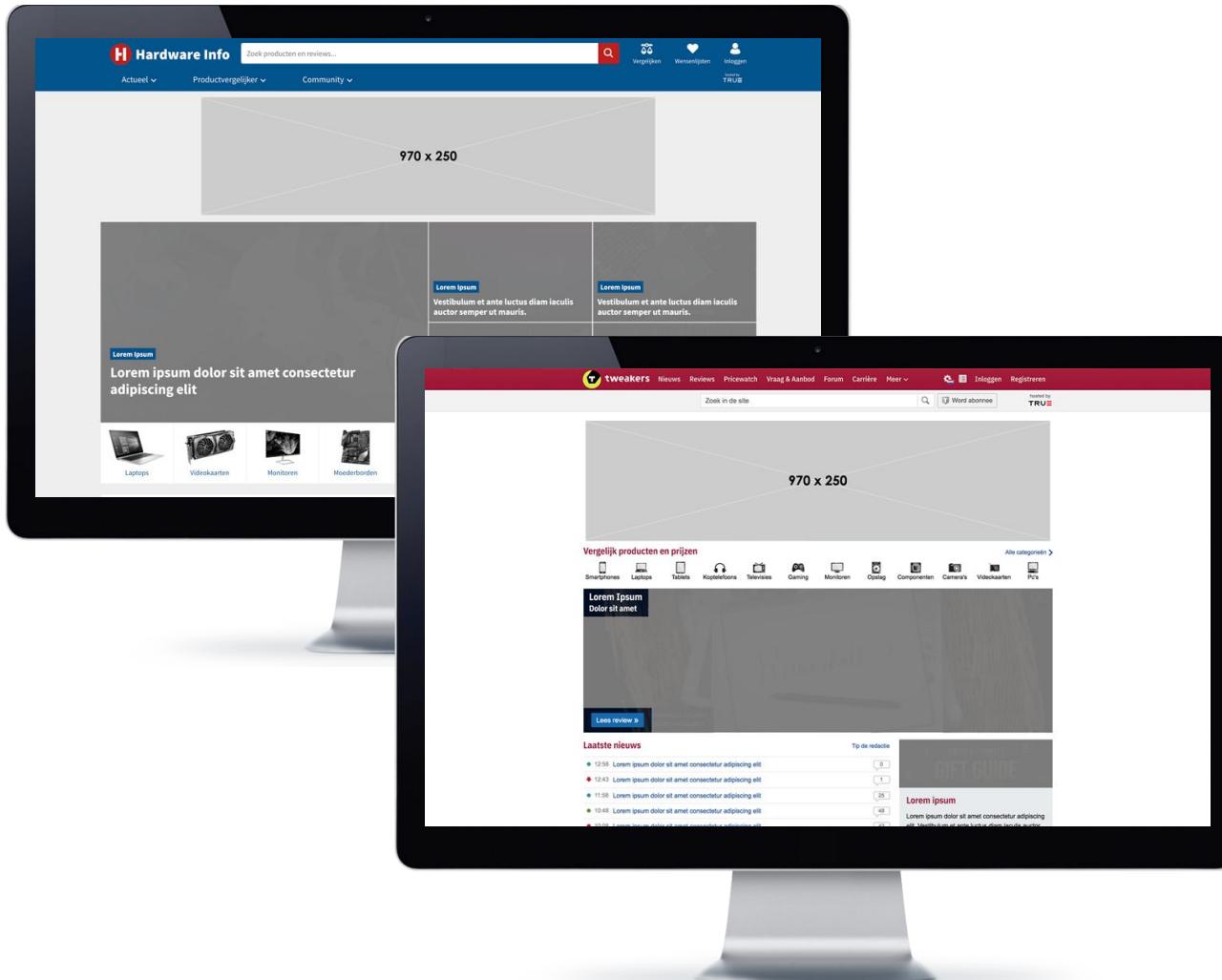
|   |         |
|---|---------|
| <b>Width</b>                                | 728 PX  |
| <b>Height</b>                               | 90 PX   |
| <b>Max initial file load size</b>           | 50 KB   |
| <b>Max subsequent polite file load size</b> | 100 KB  |
| <b>Maximum animation length (non-video)</b> | 15 sec  |
| <b>Looping</b>                              | Allowed |
| <b>Max percentage of CPU usage</b>          | 30%     |

# Large Leaderboard



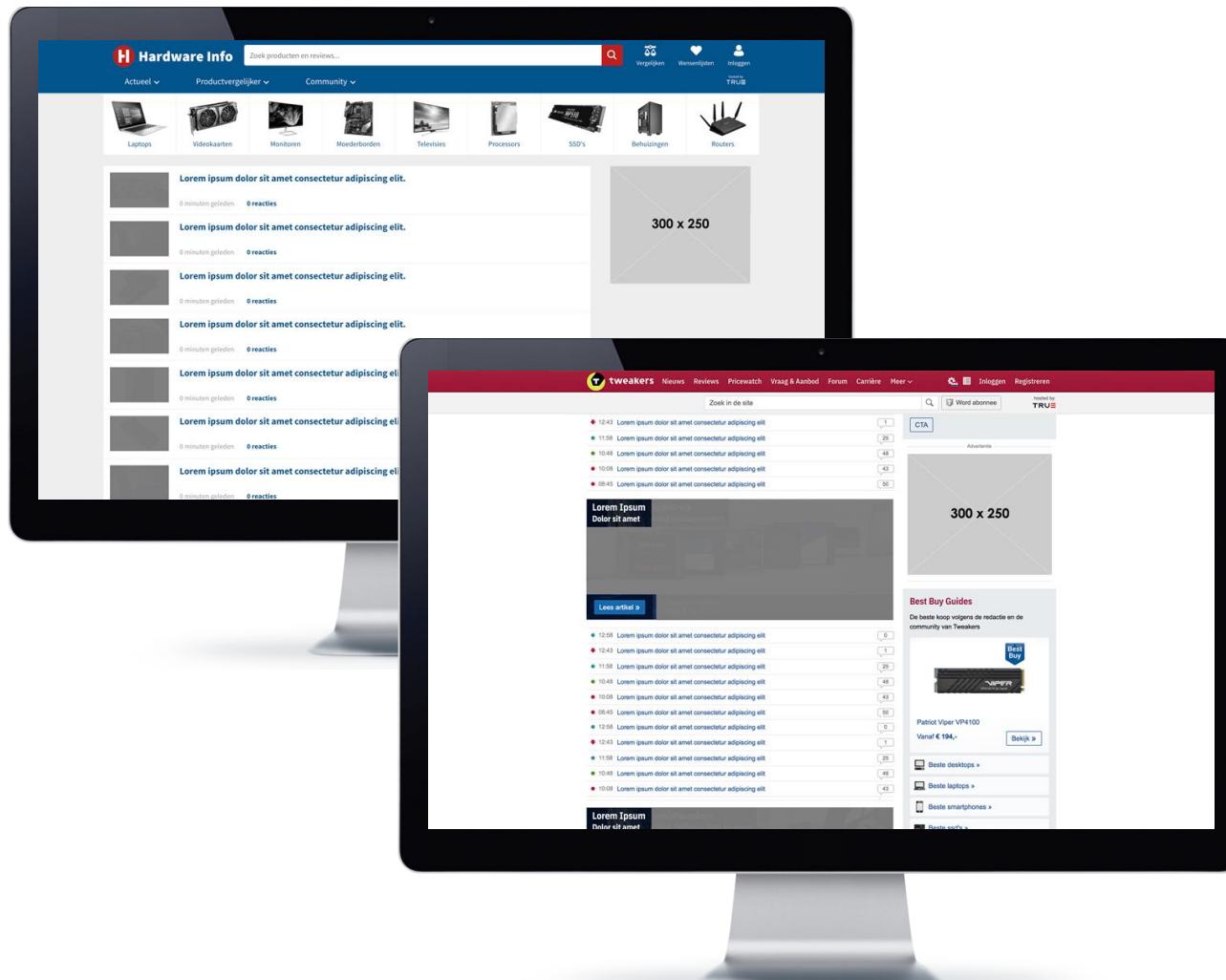
|   |         |
|---|---------|
| <b>Width</b>                                | 970 PX  |
| <b>Height</b>                               | 90 PX   |
| <b>Max initial file load size</b>           | 50 KB   |
| <b>Max subsequent polite file load size</b> | 200 KB  |
| <b>Maximum animation length (non-video)</b> | 15 sec  |
| <b>Looping</b>                              | Allowed |
| <b>Max percentage of CPU usage</b>          | 30%     |

# Billboard



|   |         |
|---|---------|
| <b>Width</b>                                | 970 PX  |
| <b>Height</b>                               | 250 PX  |
| <b>Max initial file load size</b>           | 50 KB   |
| <b>Max subsequent polite file load size</b> | 1 MB    |
| <b>Maximum animation length (non-video)</b> | 15 sec  |
| <b>Looping</b>                              | Allowed |
| <b>Max percentage of CPU usage</b>          | 30%     |

# Medium Rectangle

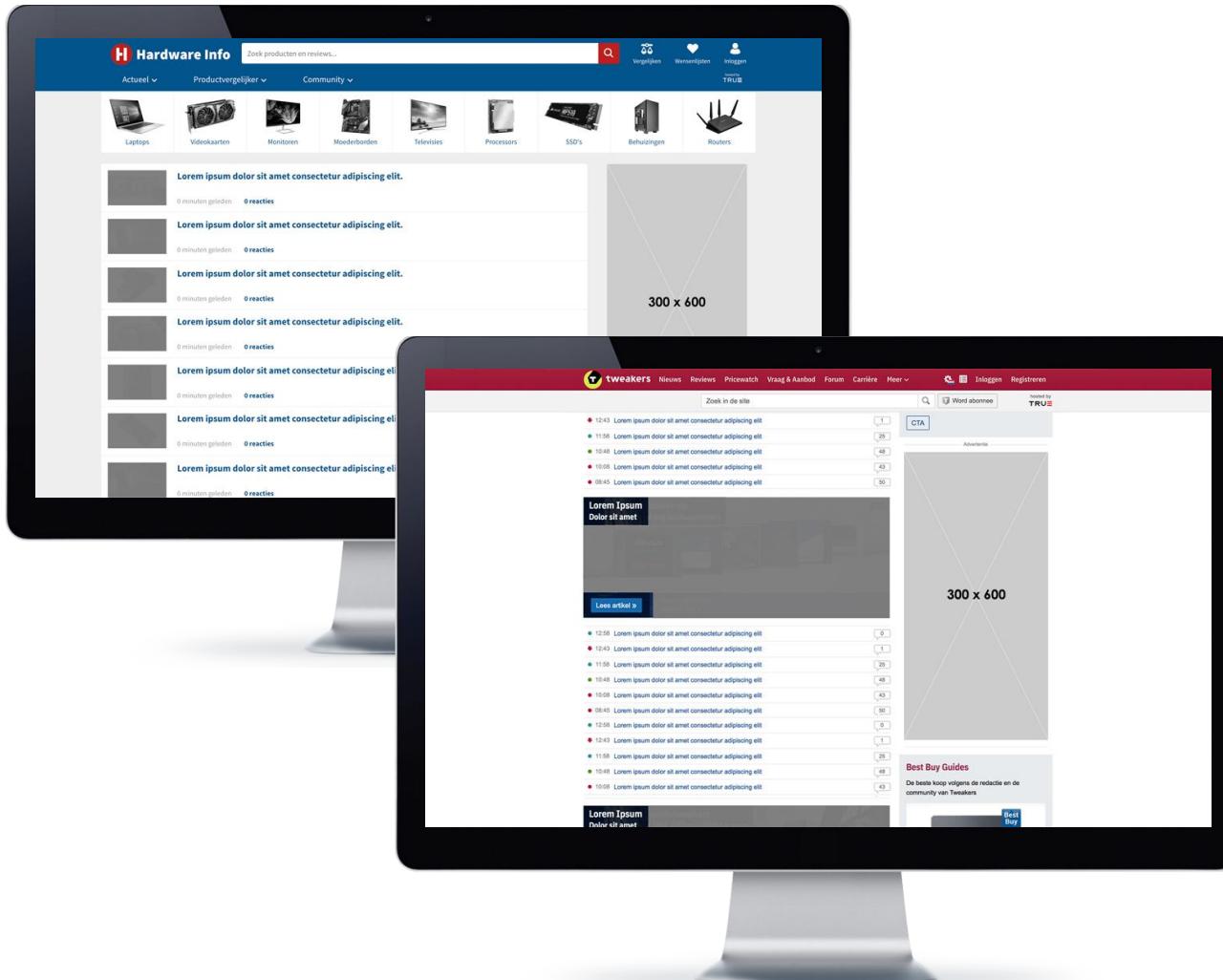


|   |         |
|---|---------|
| <b>Width</b>                                | 300 PX  |
| <b>Height</b>                               | 250 PX  |
| <b>Max initial file load size</b>           | 50 KB   |
| <b>Max subsequent polite file load size</b> | 100 KB  |
| <b>Maximum animation length (non-video)</b> | 15 sec  |
| <b>Looping</b>                              | Allowed |
| <b>Max percentage of CPU usage</b>          | 30%     |

## High DPI

For the best experience on mobile devices with high resolutions, it is recommended to scale up the same banner to 450 x 375 pixels (1.5x) and 600 x 500 pixels (2x) and send it alongside with the regular version.

# Half Page Ad



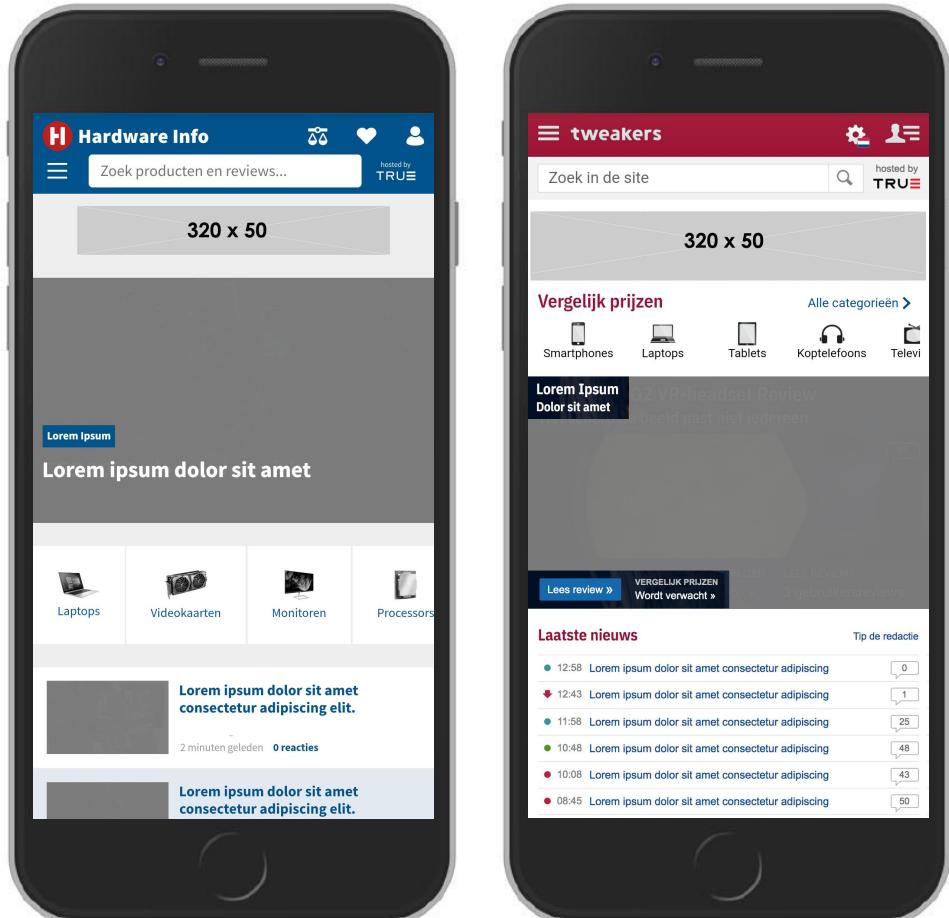
|   |         |
|---|---------|
| <b>Width</b>                                | 300 PX  |
| <b>Height</b>                               | 600 PX  |
| <b>Max initial file load size</b>           | 50 KB   |
| <b>Max subsequent polite file load size</b> | 100 KB  |
| <b>Maximum animation length (non-video)</b> | 15 sec  |
| <b>Looping</b>                              | Allowed |
| <b>Max percentage of CPU usage</b>          | 30%     |



# Mobile Only



# Single Banner

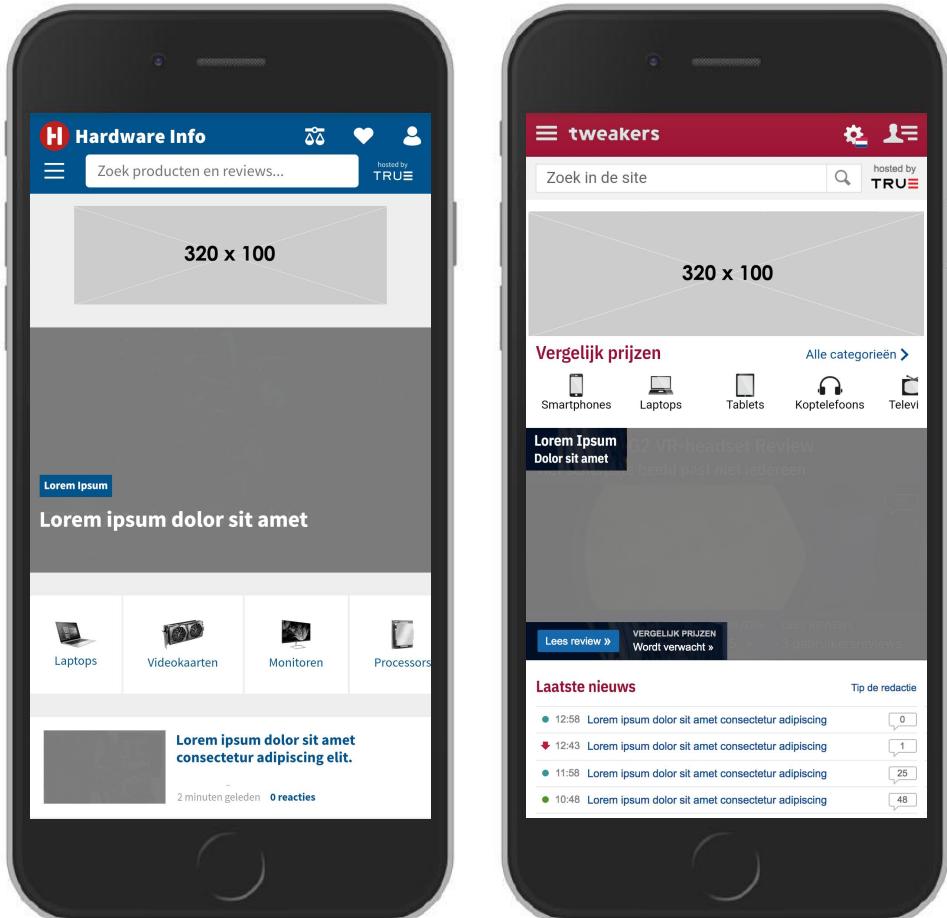


|   |         |
|---|---------|
| <b>Width</b>                                | 320 PX  |
| <b>Height</b>                               | 50 PX   |
| <b>Max initial file load size</b>           | 50 KB   |
| <b>Max subsequent polite file load size</b> | N/A     |
| <b>Maximum animation length (non-video)</b> | 15 sec  |
| <b>Looping</b>                              | Allowed |
| <b>Max percentage of CPU usage</b>          | 30%     |

## i High DPI

For the best experience on mobile devices with high resolutions, it is recommended to scale up the same banner to 480 x 75 pixels (1.5x) and 640 x 100 pixels (2x) and send it alongside with the regular version.

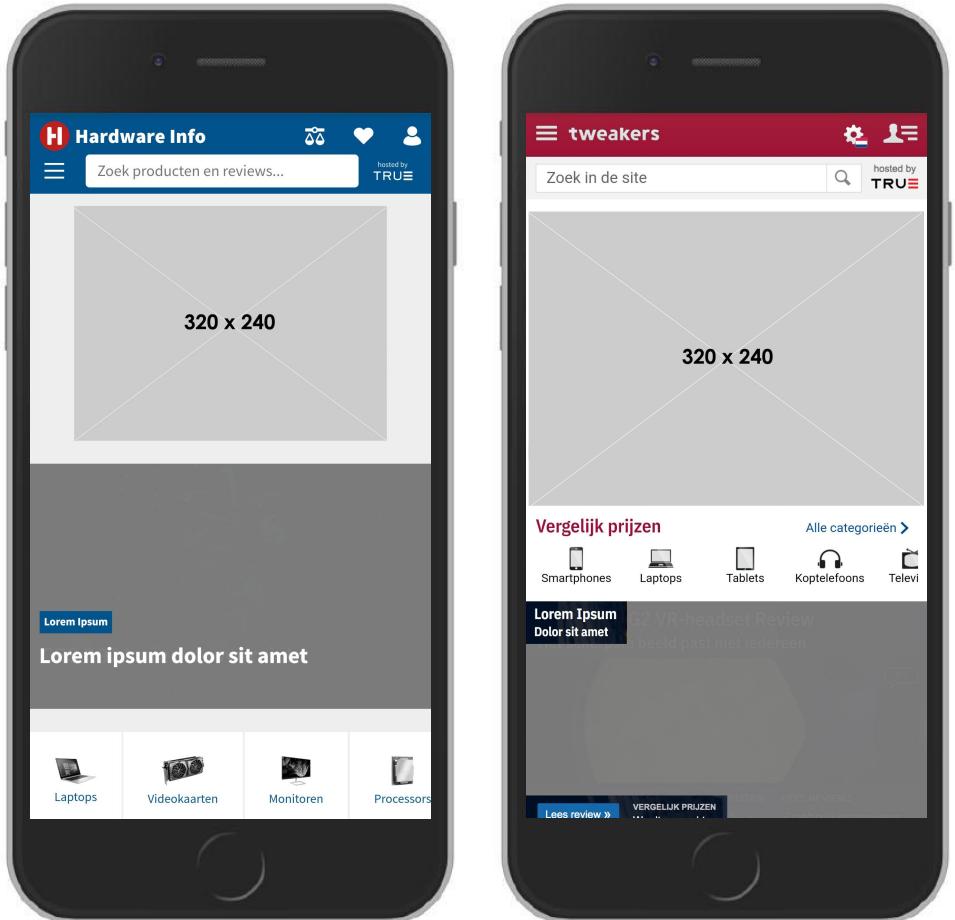
# Double Banner



|   |         |
|---|---------|
| <b>Width</b>                                | 320 PX  |
| <b>Height</b>                               | 100 PX  |
| <b>Max initial file load size</b>           | 50 KB   |
| <b>Max subsequent polite file load size</b> | N/A     |
| <b>Maximum animation length (non-video)</b> | 15 sec  |
| <b>Looping</b>                              | Allowed |
| <b>Max percentage of CPU usage</b>          | 30%     |

## i High DPI

For the best experience on mobile devices with high resolutions, it is recommended to scale up the same banner to 480 x 150 pixels (1.5x) and 640 x 200 pixels (2x) and send it alongside with the regular version



|   |         |
|---|---------|
| <b>Width</b>                                | 320 PX  |
| <b>Height</b>                               | 240 PX  |
| <b>Max initial file load size</b>           | 50 KB   |
| <b>Max subsequent polite file load size</b> | N/A     |
| <b>Maximum animation length (non-video)</b> | 15 sec  |
| <b>Looping</b>                              | Allowed |
| <b>Max percentage of CPU usage</b>          | 30%     |

### High DPI

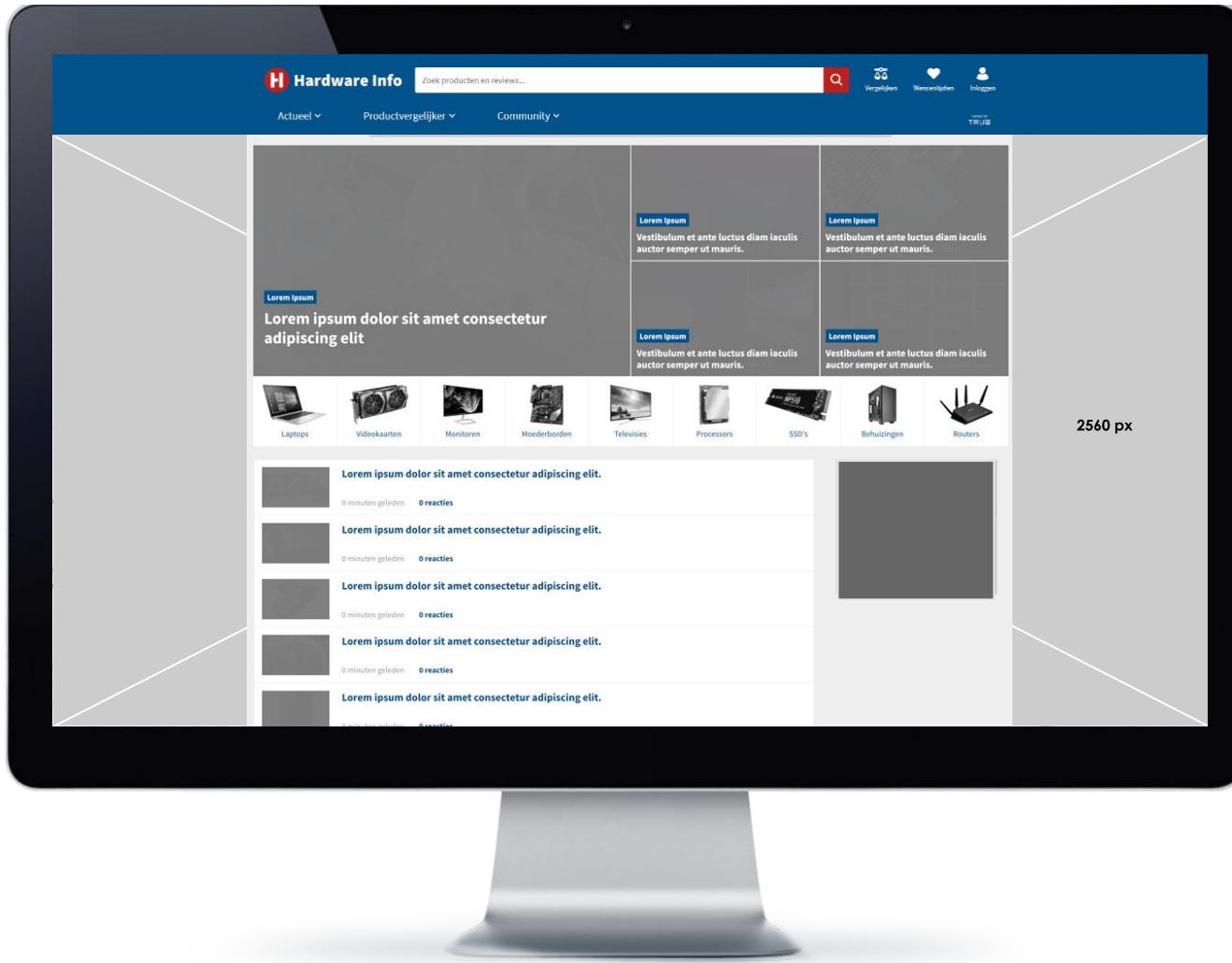
For the best experience on mobile devices with high resolutions, it is recommended to scale up the same banner to 480 x 360 pixels (1.5x) and 640 x 480 pixels (2x) and send it alongside with the regular version.



# High Impact



# Wallpaper

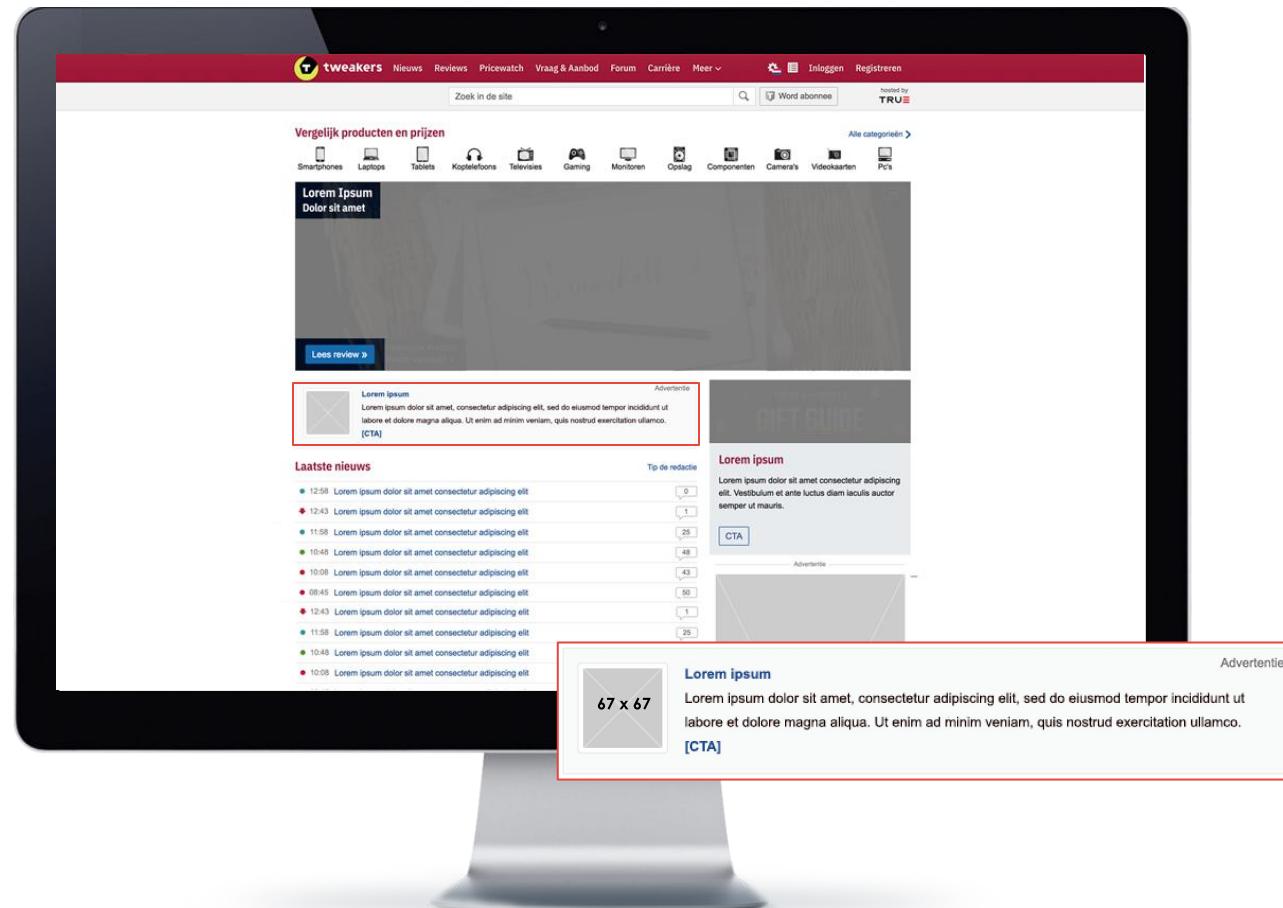


|                               |                     |
|-------------------------------|---------------------|
| <b>Website Width</b>          | 1400 PX             |
| <b>Advertisement Content</b>  | 1400 PX t/m 1900 PX |
| <b>Minimum Size Wallpaper</b> | 2560 PX             |

# Native



# Textbox with Logo



**Characters titel (Frontpage)**

Max 40 incl. spacing

**Characters body (Frontpage)**

Max 270 incl. spacing

**Characters titel (Newsletter)**

Max 35 incl. spacing

**Characters titel (Newsletter)**

Max 220 incl. spacing

**Characters URL**

Max 1024

**Dimensions image**

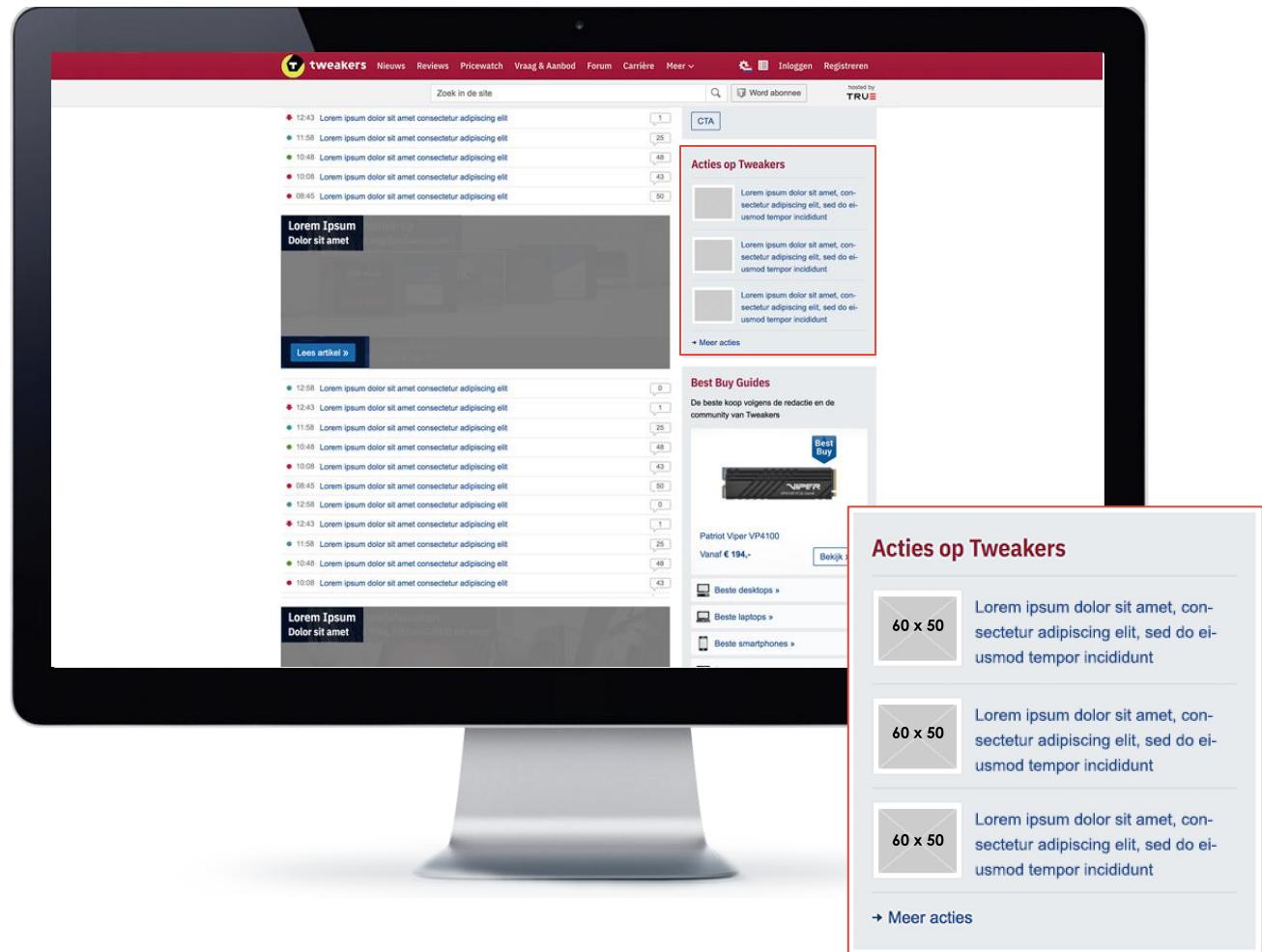
67 x 67 PX

**Filetype image**

.jpg, .gif (non animated), .png

**Filesize image**

15 KB



#### Characters titel (Frontpage)

Max 90 incl. spacing

#### Characters Body

N/A

#### Characters URL

Max 1024

#### Dimensions image

60 x 50 PX

#### Filetype image

.jpg, .gif (non animated), .png

#### Filesize image

15 KB

# Featured Shop



tweakers



Hardware Info



The image shows a tablet and a desktop monitor both displaying different sections of the Hardware Info and tweakers websites. The tablet screen on the left shows the 'Vind de laagste prijs' (Find the lowest price) feature, listing three webshops with their names, ratings, and prices (€699,00, €749,00, €749,00), along with a 'Bekijk' (View) button. Below this is a 'Prijsverloop' (Price history) chart showing price fluctuations over time. The desktop monitor screen on the right shows a product page for a 'Lorem Ipsum 5 (2GB) Zwart - Prijzen' (Prices). It includes a product image, price (€399,-), specifications (5.9" • 2560x1440 (Quad HD) • 32GB (uitbreidbaar)), and a dropdown menu for 'Productverloop'. Below the product page is a 'Vind de webshop met de laagste prijs' (Find the webshop with the lowest price) section, which lists six webshops with their names, ratings, and prices, along with a 'Bekijk' button.

**Characters titel**

N/A

**Characters Body**

Max 90 incl. spacing

**Characters URL**

Max 1024

**Dimensions image**

N/A

**Filetype image**

N/A

**Filesize image**

N/A



# Video & Audio



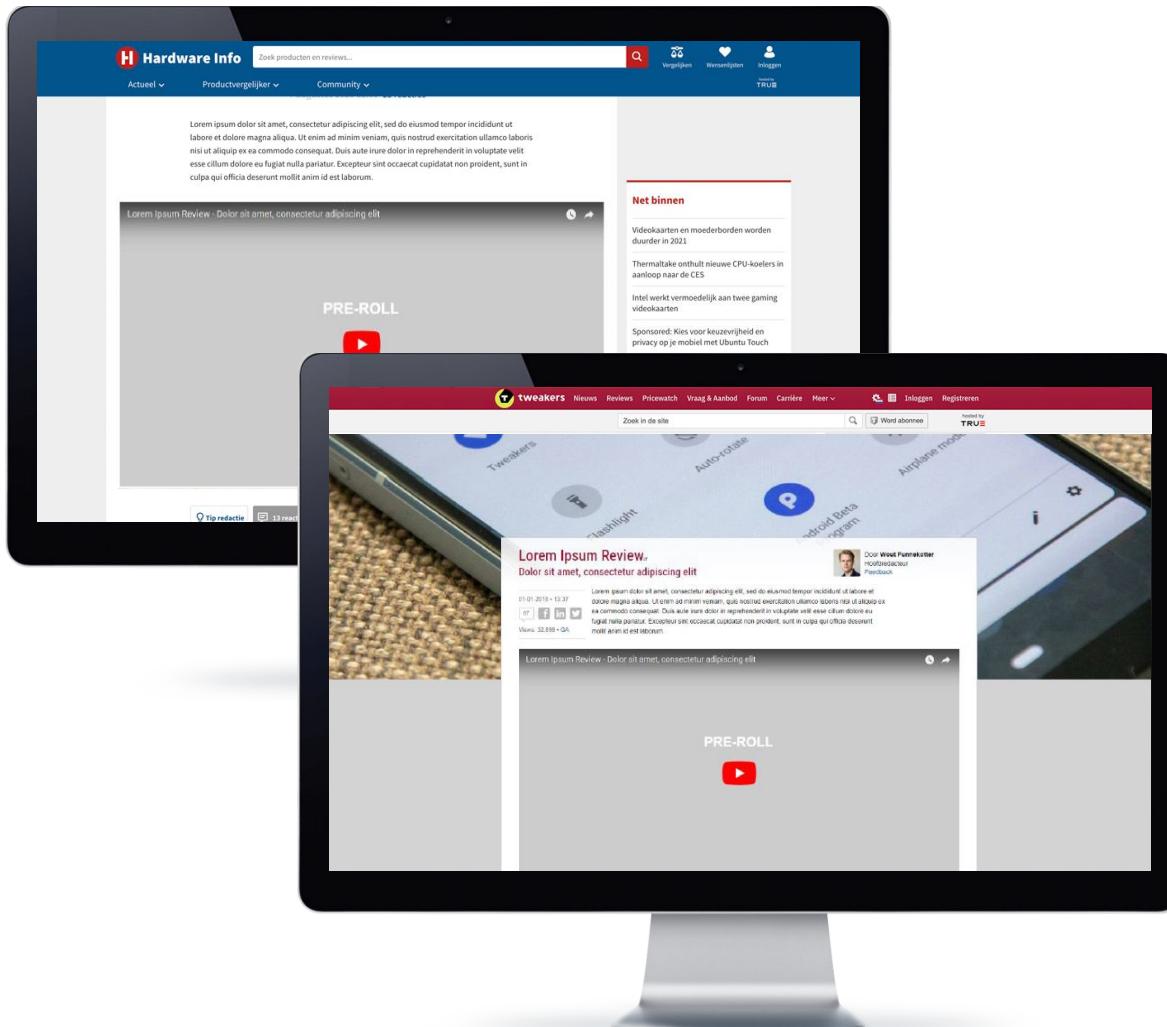
# Pre-Roll (YouTube)



tweakers



Hardware Info



## Length

Up to 30 seconds (skipable pre-rolls)

## File format

H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used)

## Framerate

Up to 30 FPS

## Resolutions

720p or below is required, the optional inclusion of 1080p is recommended  
- either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854x480; 1280x720; 1920x1080 and 4:3 - 480x360; 720x540; 960x720)

Must contain at least one mediafile under 1000kbps

## Audio

Audio may start as soon as the pre-roll starts

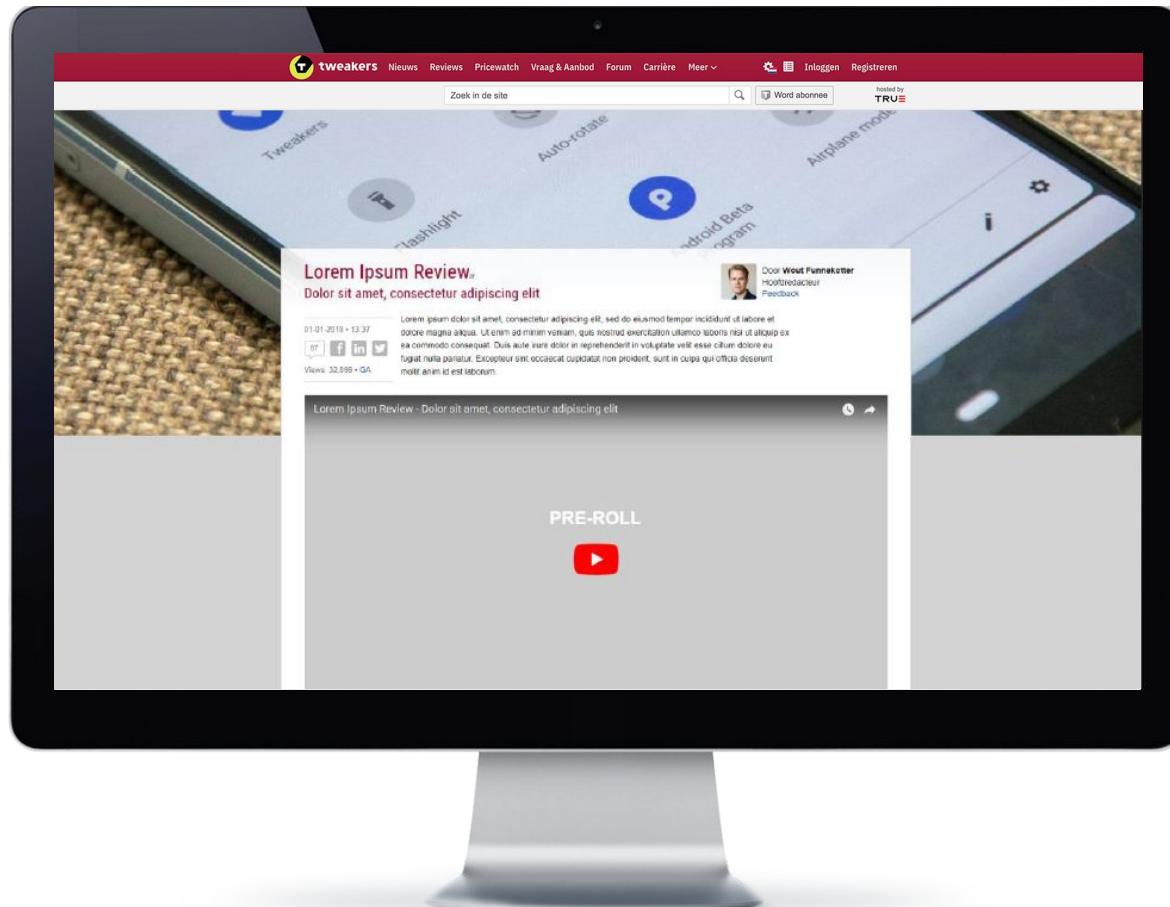
## Audio codec

MP3 or AAC preferred

### ! Tracking pixels

Due to GDPR legislation, only pixels of the following parties are allowed on YouTube: comScore, DoubleVerify, IAS, MOAT, Nielsen, Kantar, Research Now and Google. All other pixels prevent the pre-roll from being shown on YouTube.

# Inread video



## Length

Up to 30 seconds (skipable pre-rolls)

## File format

H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used)

## Framerate

Up to 30 FPS

## Resolutions

720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854x480; 1280x720; 1920x1080 and 4:3 - 480x360; 720x540; 960x720)

Must contain at least one mediafile under 1000kbps

## Audio

Audio may start as soon as the pre-roll starts

## Audio codec

MP3 or AAC preferred

### ! Tracking pixels

Due to GDPR legislation, only pixels of the following parties are allowed on YouTube: comScore, DoubleVerify, IAS, MOAT, Nielsen, Kantar, Research Now and Google. All other pixels prevent the pre-roll from being shown on YouTube.

# Contact



# Contact details



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