

Tablet App Advertising (iPad / Android) – Dynamic Interstitial

Dynamic Interstitial	
Delivery	.ZIP file via internetpub@roularta.be Must contain: - A HTML5-file - 2 images for OFF-LINE MODE - Txt file with target URL > Pay attention : HTTPS required !! 1 https-URL has to be forwarded in a txt file and is used both for a portrait image and a landscape image --> absolute links must be used for the video, stillframe and background images, in other words the material should be stored at your (the customer) side -->The clicking behavior on the video or the background image can only be measured if you (the customer) add a measurement tool behind the links
Attention	Test the HTML5-file in the Safari on iPad. Verify if the video plays correctly.
Download	Download template (measuring code included) on bit.ly/1bunbf8
VIDEO	(absolute link in a HTML5-file)
Video aspect ratio (portrait)	1536 pixels wide x 2048 pixels high
Video aspect ratio (landscape)	2048 pixels wide x 1536 pixels high
File type	MPEG-4 (Baseline profile)
Video codec	H.264 (Baseline profile 3.1)
Maximum file size	Max. 10 MB
Data rate	800 KBps (3G and WIFI)
Extra (see template HTML5)	Stillframe: 768 pixels wide x 1024 pixels high (aspect ratio video) x, y coordinates to place the video in landscape and portrait mode
BACKGROUND IMAGES	! ONLINE MODE (absolute link in a HTML5-file)
Dimensions image portrait	1536 pixels wide x 2048 pixels high
Dimensions image landscape	2048 pixels wide x 1536 pixels high
Animation	Max. 3 times the animation within 15 sec., then stop, then stop
File type	GIF, JPEG, animated GIF, PNG
Maximum file size	Max. 150 KB
Target URL	1 URL has to be forwarded in a txt file and is used both for a portrait image and a landscape image
BACKGROUND IMAGES	! OFF-LINE MODE (deliver separately in a .ZIP file)
Dimensions image portrait	1536 pixels wide x 2048 pixels high
Dimensions image landscape	2048 pixels wide x 1536 pixels high
Info	It is important to also deliver 2 fixed background images for the off-line mode: 1 portrait + 1 landscape (JPEG, GIF, PNG, not animated GIF)
Example	