

A 3D rendered cityscape with various buildings, trees, and a yellow magnifying glass icon over a building.

TECHNICAL SPECIFICATIONS

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DESKTOP/MOBILE FORMATS

HALF PAGE

RECTANGLE

BILLBOARD

MOBILE LARGE LEADERBOARD

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TECHNICAL SPECIFICATIONS

DESKTOP/MOBILE

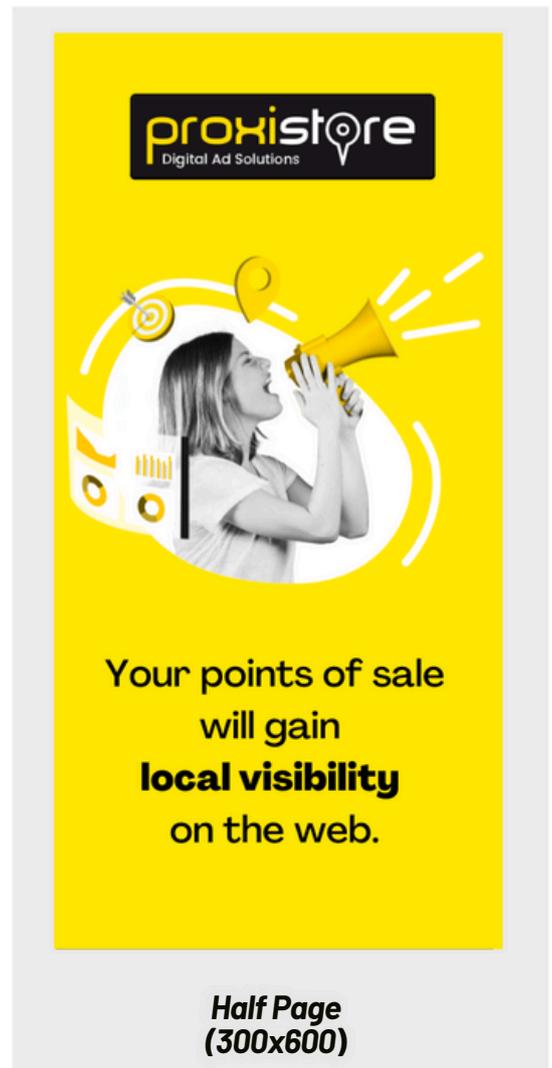
FORMATS HALF PAGE

DISPLAY

 SIZE	300*600 PIXELS
 WEIGHT	200 KO
 FORMAT	.PNG .GIF .JPEG .HTML5
 ANIMATION	YES (MAX. 12 SEC.)

VIDEO

 SIZE	300*600 PIXELS
 WEIGHT	2.5 MB
 FORMAT	.MP4
 DURATION	15 SEC. RECOMMENDED MAX. 30 SEC.



proxistore
Digital Ad Solutions

Your points of sale
will gain
local visibility
on the web.

Half Page
(300x600)

TECHNICAL SPECIFICATIONS

DESKTOP/MOBILE

FORMATS RECTANGLE

DISPLAY

 SIZE	300*250 PIXELS
 WEIGHT	200 KO
 FORMAT	.PNG .GIF .JPEG .HTML5
 ANIMATION	YES (MAX. 12 SEC.)

VIDEO

 SIZE	300*250 PIXELS
 WEIGHT	2.5 MB
 FORMAT	.MP4
 DURATION	15 SEC. RECOMMENDED MAX. 30 SEC.



TECHNICAL SPECIFICATIONS

DESKTOP/MOBILE

FORMATS

BILLBOARD

DISPLAY

 SIZE	970*250 PIXELS
 WEIGHT	200 KO
 FORMAT	.PNG .GIF .JPEG .HTML5
 ANIMATION	YES (MAX. 12 SEC.)

VIDEO

 SIZE	970*250 PIXELS
 WEIGHT	2.5 MB
 FORMAT	.MP4
 DURATION	15 SEC. RECOMMENDED MAX. 30 SEC.



Your points of sale will gain
local visibility
on the web.

Billboard (970x250)

TECHNICAL SPECIFICATIONS

DESKTOP/MOBILE

FORMATS MOBILE LARGE LEADERBOARD

DISPLAY

 SIZE	320*100 PIXELS
 WEIGHT	150 KO
 FORMAT	.GIF .PNG .JPEG .HTML5
 ANIMATION	YES (MAX. 12 SEC.)

VIDEO

 SIZE	320*100 PIXELS
 WEIGHT	2.5 MB
 FORMAT	.MP4
 DURATION	15 SEC. RECOMMENDED MAX. 30 SEC.



The advertisement features a yellow background. On the left, there is a circular graphic containing a woman shouting into a megaphone, with a target icon and a bar chart. On the right, the proxistore logo is at the top, followed by the text: "Your points of sale will gain **local visibility** on the web."

Mobile large leaderboard (320x100)

TECHNICAL SPECIFICATIONS

GUIDELINES

DELIVERY

DELIVERY ADDRESS

ALL MATERIALS SHOULD BE SENT TO MATERIAL@PROXISTORE.COM.

DELIVERY DELAY

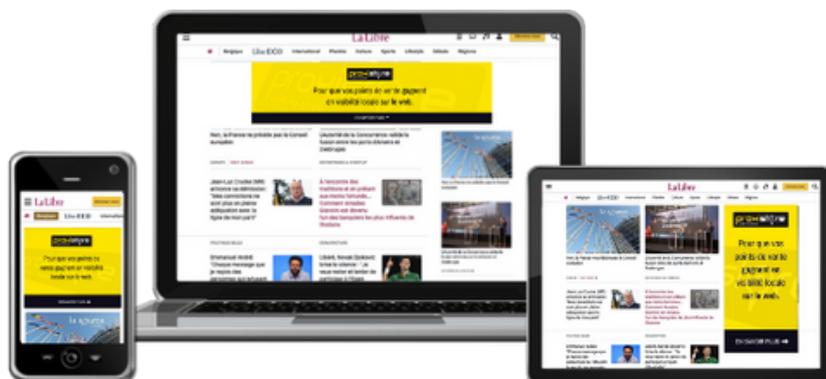
- STANDARD DISPLAY/MOBILE CAMPAIGNS : 3 BUSINESS DAYS BEFORE THE START OF THE CAMPAIGN
- VIDEO CAMPAIGNS & PACKS : 5 BUSINESS DAYS BEFORE THE START OF THE CAMPAIGN

DELIVERY SHOULD INCLUDE

- ALL NECESSARY MATERIALS
- ACTIVE DESTINATION URLS
- IF APPLICABLE, DETAILED INSTRUCTIONS ON HOW MATERIAL SHOULD RUN

FEEDBACK

- WILL BE GIVEN WITHIN 24 HOURS AFTER RECEPTION
- IF MATERIALS DOES NOT MEET REQUIREMENTS, PROCEDURE WILL RESTART.



TECHNICAL SPECIFICATIONS

GUIDELINES

OTHERS

HTML5

WE STRONGLY RECOMMEND THE USE OF HTML5 BUT UNDER THE FOLLOWING CONDITIONS :

- CSS SELECTOR MUST CONTAIN BANNER SPECIFIC PREFIX'S.
MUST CONTAIN AN IAB CLICKTAG & OPEN THE LANDING PAGE IN
- A NEW TAB.

VIDEO

- MAX 2,5 MB
- UP TO 30 SEC. MAX.
- LONGER THAN 30 SECONDS DURING USER INTERACTION : PLAY, PAUSE, STOP, SOUND ON/OFF BUTTONS MUST BE PRESENT.

AUDIO

- STANDARD AUDIO OFF
- AUDIO ONLY ON WHEN USER INTERACTION
- WHEN MOUSE OFF THE CREATIVE, AUDIO SHOULD
- STOP SOUND ON/OFF BUTTON MUST BE PRESENT

MAKE SURE THAT...

- ALL CREATIVES ARE INCLUDED ON SUBMISSION
- THERE IS A BORDER (GREY, BLACK,...) AROUND YOUR VISUAL IF IT HAS A WHITE BACKGROUND
- DESTINATION URLS ARE WORKING
- MATERIALS MEET OUR TECHNICAL REQUIREMENTS