

A 3D architectural rendering of a city street scene with buildings, trees, and a blue bus. A large yellow magnifying glass is positioned over the scene, focusing on a building. The title "TECHNICAL SPECIFICATIONS" is overlaid on a white banner across the middle of the image.

TECHNICAL SPECIFICATIONS

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TECHNICAL SPECIFICATIONS

DESKTOP/MOBILE

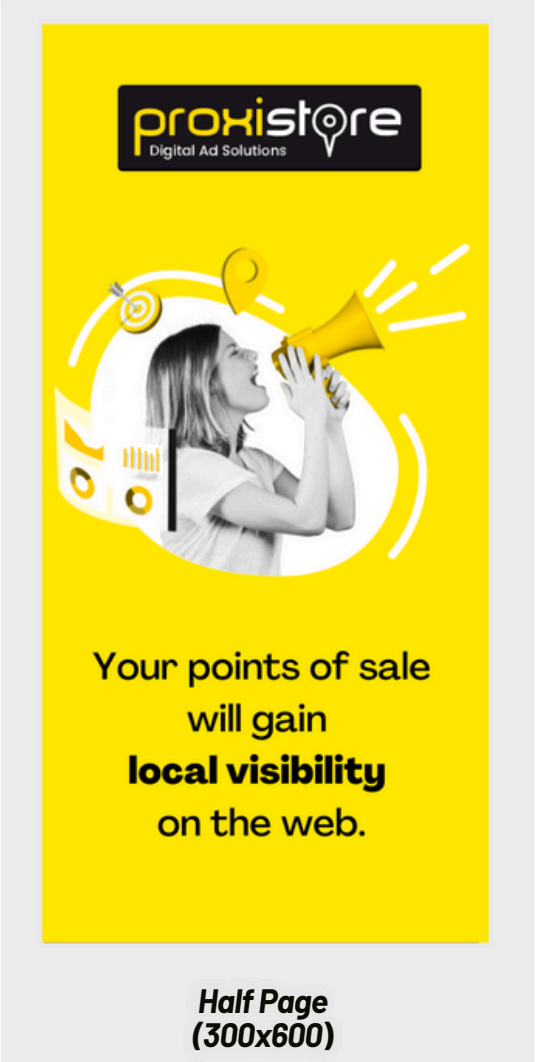
FORMATS HALF PAGE

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, a woman is shown shouting into a megaphone, with a target icon and a lightbulb above her head. 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