

1. ONLINE VIDEO
2. PREMIUM DISPLAY & MIXED IAB
3. PARTNER NETWORK DPG MEDIA

1. ONLINE VIDEO

RTL STREAMSPOT

Display your video message in RTL's high-quality content library. To ensure the proper display of your message on different devices (from mobiles to tv screens) we have the following requirements concerning the source material.

Standard specifications:

	Type	Resolution	Bitrate	Bitrate Audio
High	MP4 & WebM with H264 video	1920x1080	3500	128
Mid	MP4 & WebM with H264 video	1280x720	2000	128
Low	MP4 & WebM with H264 video	640x360	640	96

DELIVERY

Content has to be mailed at least one working day before the start of the campaign to online.traffic@adalliance.nl.

Third party served – VAST:

- Content can be delivered using at least VAST 2 Wrapper
- You are not allowed to change content without consulting RTL
- Digital Video Ad Serving Template (VAST) 2.0 – [More here](#).
- As of now (October 2019) Excel file types from 1997 to 2003 are no longer accepted when they have extensions .DOC, .DOT, .XLS, .XLT, .PPT, .POT. Please use the file extension .XLSX.
- Third party served ads using a VAST Wrapper are not compliant with our DAI (Dynamic Ad Insertion) environment.

Direct Content:

RTL Digital Media will transcode your material to the optimal video format, and will host the content, so there are no maximums for delivery.

- Video type mxf with H264 video
- Dimensions: 1920x 1080
- AAC audio (R128 audio)
- Min bitrates: video 4000 kbps; audio 128 kbps
- Minimum file size: 10 mb
- Third party trackers to be delivered using an SSL protocol
- Third party trackers not allowed in our 'kids environments'
- Third party viewability is web only
- As of now (October 2019) Excel file types from 1997 to 2003 are no longer accepted when they have extensions .DOC, .DOT, .XLS, .XLT, .PPT, .POT. Please use the file extension .XLSX.

YouTube:

From 21 May 2018 Google no longer allows third party tagging and ad serving by vendors that have not been expressly approved by Google.

Within RTL packages this has consequences for campaigns that are partially or entirely displayed on our YouTube channels.

Third party served:

YouTube only allows third party served by Google DCM (VAST 4). [To test compatibility use this.](#)

Direct content:

RTL Digital Media will transcode your material to the optimal video format, and will host the content, so there are no maximums for delivery.

- Video type mxf with H264 video
- Dimensions: 1920x 1080
- AAC audio (R128 audio)
- Min bitrates: video 4000 kbps; audio 128 kbps
- Minimum file size: 10 mb
- Third party trackers to be delivered using an SSL protocol

Please note: YouTube only allows third party tracking by a select group of vendors. [Please check this for the most recent overview.](#)

Interactive streamspot:

Our interactive streamspot offers powerful options to get into direct contact with your target audience. For example, with an interactive commercial in which the consumer can scroll through promotions in your message, but also by enriching your message with social media applications. The interactive streamspot is a custom ad that offers many options for interaction and animation. Please use online.traffic@adalliance.nl to contact RTL's Traffic employees for more information about other possibilities and exact specifications.

Standard specifications:

	Type	Video Type	Resolution	Bitrate	Bitrate Audio
High	VPAID JS 2.0	MP4 & WebM with H264 video	1920x1080	3500	128
Mid	VPAID JS 2.0	MP4 & WebM with H264 video	1280x720	2000	128
Low	VPAID JS 2.0	MP4 & WebM with H264 video	640x360	640	96

2. PREMIUM DISPLAY & MIXED IAB

Ad Alliance offers a variety of premium display and mixed IAB formats. These formats are displayed on a broad network of platforms and websites. Do not hesitate to contact premiumdisplay@adalliance.nl for alternative options.

DELIVERY

Premium display content has to be delivered at least five working days before the start of the campaign to premiumdisplay@adalliance.nl. The content for an 'Angel' or 'Transformer' has to be delivered at least two weeks before the start of the campaign to premiumdisplay@adalliance.nl.

Premium display:

Angel

The specs sheet about the Angel can be found [here](#). Please provide assets. Mock-ups are optional.

Autonative

The specs sheet about the Autonative can be found [here](#). Please provide assets. Mock-ups are optional.

Slider

The specs sheet and more information about the Slider can be found [here](#). Please provide assets. Mock-ups are optional.

Transformer

The specs sheet for the Transformer can be found [here](#). Please provide assets. Mock-ups are optional.

Mixed IAB:

Size and maximum weight

- Billboard: 970x250 pixels, max 100 KB
- Rectangle: 336x280 pixels (medium rectangle: 300x250 pixels), max 100 KB
- Leaderboard: 728x90 pixels, max 100 KB
- Halfpage ad: 336x560, 336x600, 300x500 or 300x600 pixels, max 100 KB
- Mobile halfpage ad: 300x250 or 320x240, max 100 KB

General accepted formats

- 3rd party tags: may contain HTML, Javascript
- image: JPG, PNG or (animated) GIF
- HTML

3. PARTNER NETWORK DPG MEDIA

Ad Alliance also offers the online video inventory available on the DPG Media network. You can deliver the specs directly to DPG Media. [Look here for more information](#).