

A photograph of a man and a woman in a professional setting. The man, in the foreground, is smiling broadly, resting his chin on his hand, and wearing a grey long-sleeved shirt and a watch. The woman, in the background, is also smiling and wearing glasses and a white top. They are sitting at a desk with a laptop, a smartphone, and some papers. The lighting is warm and natural, suggesting an indoor office environment.

2dehands 2ememain

Media Technical specifications

Index Specifications

General guidelines	3
Standard IAB	4
Big IAB	6
Rich media	7
Video	11
Native	12

General guidelines & conditions

- It is preferred to deliver HTML5 zip files according to these [Google specifications](#) for small IAB formats. However, if it is needed, HTML5 banners can be delivered as 3rd party tags hosted through Weborama and are required to be HTTPS compliant.
- For HTML5 campaigns (Rich Media formats), we use Weborama expertise. Please contact Weborama (traffic@weborama.nl) at least 1 week prior to the campaign start date.
- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.
- For creative delivery and all your related questions: adops@2dehands.be with your sales contact in cc.
- Animation: max 15 sec (unlimited during user interaction) with max 3 repetitions.
- Audio: sound OFF by default, always user initiated on click action.
- All advertising formats that use sound must feature a sound ON/OFF button.
- Style: do not use colors or style matching 2dehands / 2ememain design.
- We support third party impression and click tracker implementation. Please reach out to your contact for detailed information per ad format.

CPC policy

- All standard IAB banners + Native formats should be delivered (see native specs in this document).
- Minimum duration: 1 month.
- Banners must contain a call-to-action.
- If CTR is lower than 0.1% new banners will be requested.
- New material should be delivered after 30 days for each campaign running for more than 1 month.
- No guarantee of delivery and/or end date will be given.

Contact details

**Elke Carels**

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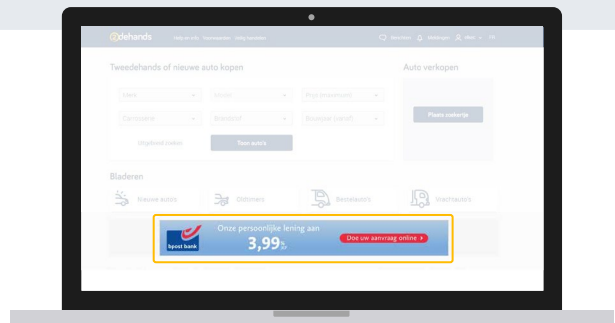
**Zoë Cops**

Account Manager
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+32 474 89 51 87

Standard IAB

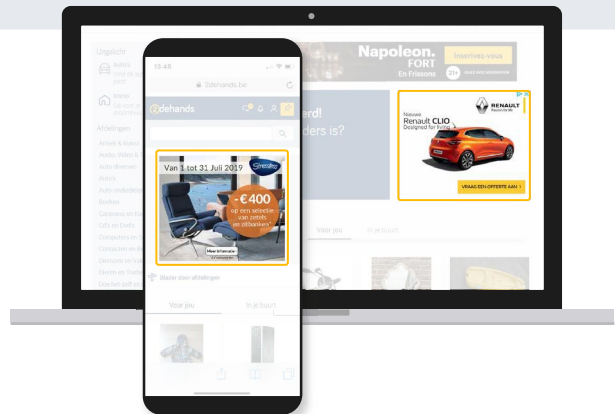
Leaderboard

Dimensions	728x90 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop + Tablet (web/app)



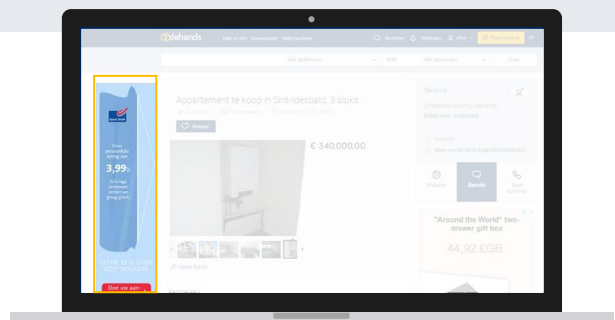
Medium Rectangle

Dimensions	300x250 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop + Tablet (web/app) +Mobile (web/app)



Skyscraper

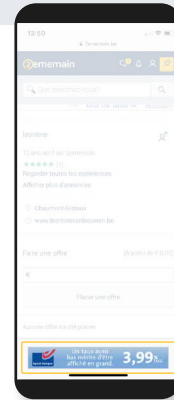
Dimensions	120x600px or 160x600px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop + Tablet (web)



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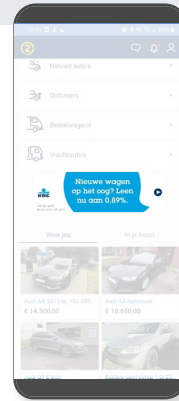
Mobile banner

Dimensions	320x50 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Mobile (web/app)



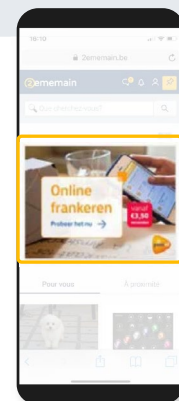
Double Banner

Dimensions	320x100 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Mobile (web/app)



Mobile Half Page

Dimensions	320x240 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Mobile (web/app)

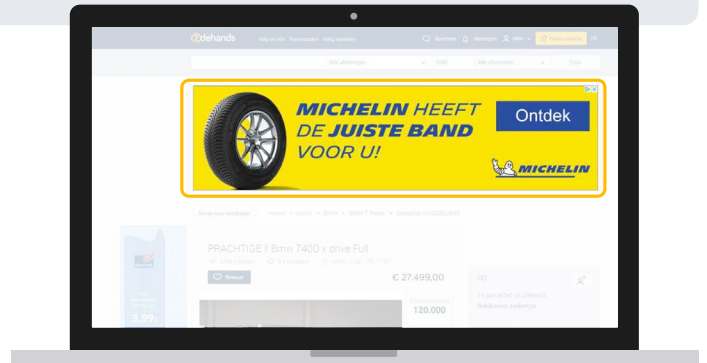


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Big IAB

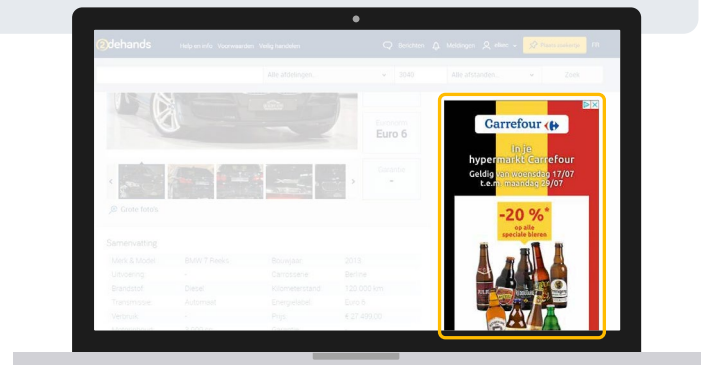
Billboard

Dimensions	970x250 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop + Tablet (web)



Halfpage

Dimensions	300x600 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop + Tablet (web)



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Rich media



Interscroller

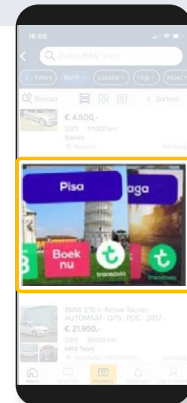
Dimensions	see tech specs Weborama
Title	100kb
Filetype	HTML5
Device	Mobile (web)



Please reach out to traffic@weborama.nl to request the most up-to-date creative template

Swiper

Dimensions	.320x240 px or 300x250 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Mobile (app/web)



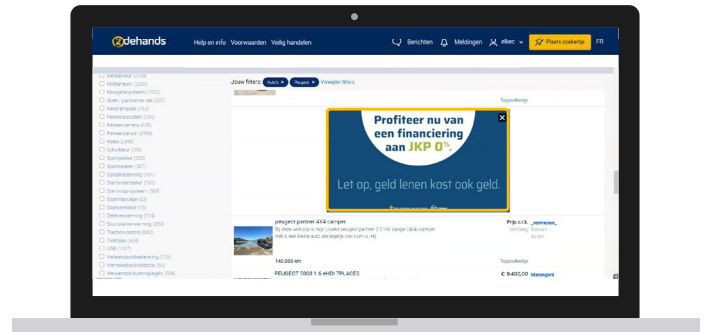
Please reach out to traffic@weborama.nl to request the most up-to-date creative template

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360 Video

Dimensions	See template
Title	See template
Filetype	See template
Device	Mobile (web)

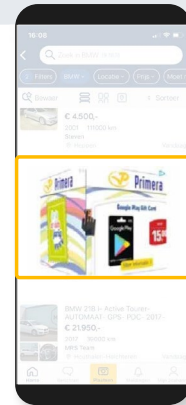
Please reach out to traffic@weborama.nl to request the most up-to-date creative template



3D Cube

Dimensions	320x240 px
Max. initial load	100kb
Filetype	.JPG, .GIF or HTML5
Device	Desktop & mobile (web/app)

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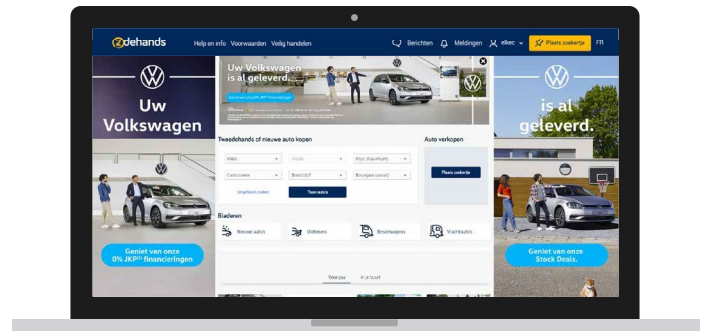


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Takeover

Dimensions	See template
Title	See template
Filetype	See template
Device	Desktop

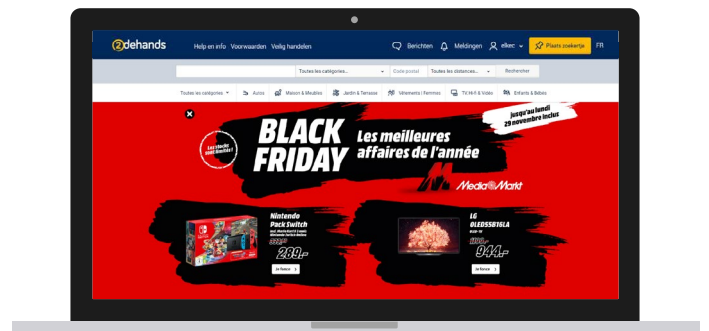
Please reach out to traffic@weborama.nl to request the most up-to-date creative template



Billboard Launch

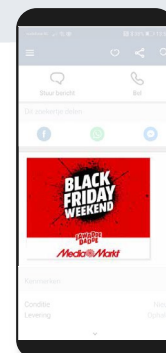
Dimensions	See template
Max. initial load	See template
Filetype	See template
Device	Desktop

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In-app takeover

Dimensions	300x250 or 320x240
Max. initial load	Max. 100kb
Filetype	JPG, .GIF or HTML5 (Weborama tags not supported)
Device	Tablet (app) + Mobile (app)

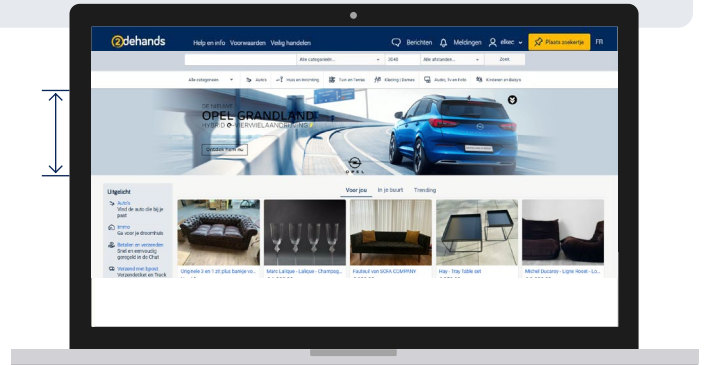


- Deadline for delivering material is 3 days before start date.
- Please deliver material to adops@2dehands.be.

Homepage Takeover

Dimensions	See template
Title	See template
Filetype	See template
Device	Desktop

Please reach out to traffic@weborama.nl to request the most up-to-date creative template



Intent Message

Dimensions	See template
Max. initial load	See template
Filetype	See template
Device	Desktop

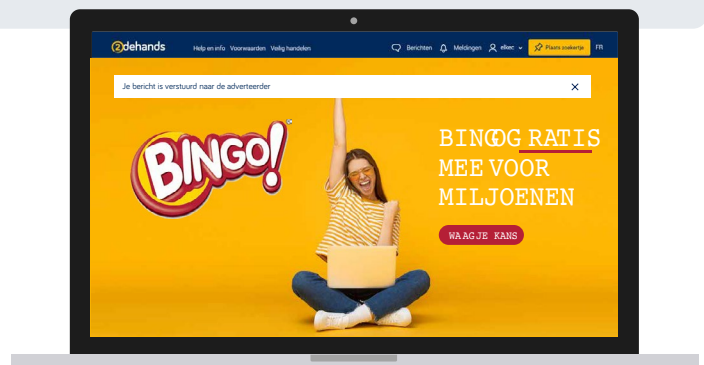
Please reach out to traffic@weborama.nl to request the most up-to-date creative template



Intent Takeover

Dimensions	See template
Max. initial load	See template
Filetype	See template
Device	Desktop

Please reach out to traffic@weborama.nl to request the most up-to-date creative template



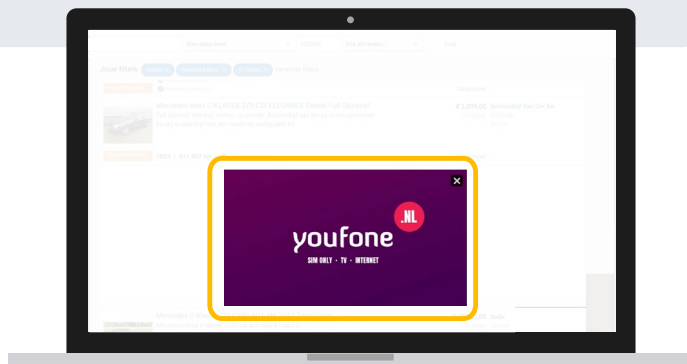
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Inread Video



Inread Video

Dimensions	532x300 px, aspect ratio 16:9
Max. initial load	2MB
Filetype	MP4 - VAST 1/2/3 - VPAID 1/2 compliant
Device	Desktop, Mobile
Length of video	Max 10 seconds

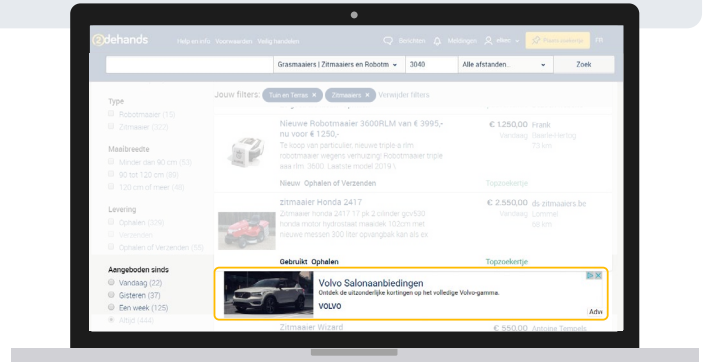


- Deadline for delivering material is 3 days before start date.
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Native

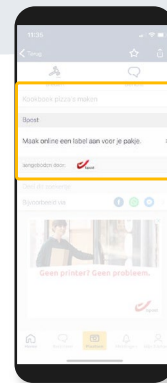
Native Content ad

Images	Logo: aspect ratio 1:1 - max 150KB, .JPG/.PNG Large, primary image: aspect ratio 15:9, max 150KB, .JPG/.PNG
Title	Max 25 characters
Text	Max 90 characters
CTA	Max 15 characters
Device	Desktop + Tablet (web)



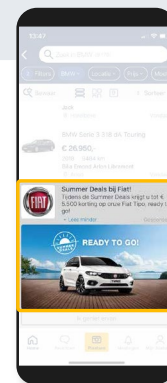
In-app Lead Generator

Dimensions	1 logo of max 90x40 px (width x height).(PNG/JPEG)
Text	Max 40 characters
Device	Mobile (App)



Native Brand Ad

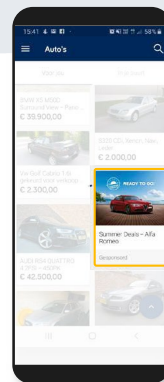
Images	Logo: 300x300 px (.PNG/.JPEG) Eye catcher: 1136 x 639 px max 1MB. (.PNG/JPEG)
Text	Title text: max 45 characters Call to action text: max 30 characters Ad text: max 500 characters
Device	Mobile (App)



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Native Brand Tile

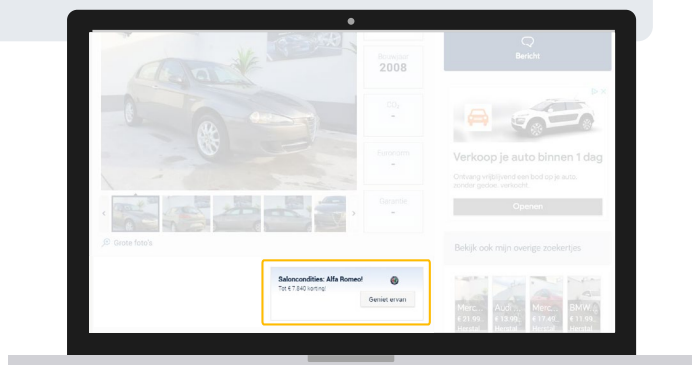
Images	.PNG/.JPEG 1000x750 px 4:3 ratio < 1 MB advice to embed advertiser logo in the visual
Text	Title text: max 30 characters
Device	Mobile (app)



Item page button

Button

Logo	80x20 px – Transparent background
Text	Title text: max 30 characters Body text: max. 2 lines, max. 31 characters per line Call-to-action text (CTA): max. 10 characters
Device	Desktop +Tablet (web)



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Branded Content - Content page

For the Branded Content Article we use the following two formats as entry points:

- [In-app Lead Generator](#)
- [Native Brand Tile](#)

Title

Max. 2 lines, 48 characters

Header image

.JPEG/.PNG format

Supported ratio - 16:9

Intro to article

Section titles

Max. 2 lines, 64 characters

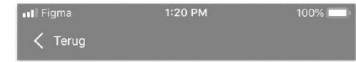
Body text

Keep content to the point and engaging

Body images

.JPEG/.PNG format

Supported ratios - 16:9



Content title - Lorem ipsum dolor sit amet

Aangeboden door BRAND NAME

Image

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec malesuada ex et ante viverra, nec suscipit massa pulvinar. Donec malesuada ex et ante viverra, nec suscipit massa pulvinar.

Title - Lorem ipsum dolor sit amet

Body - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec malesuada ex et ante viverra, nec suscipit massa pulvinar. Etiam sagittis ornare efficitur. Duis egestas sollicitudin dolor, sit amet efficitur ligula laoreet nec. Sed Juctus,ultrices erat eu...

Image

Title - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Body - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec malesuada ex et ante viverra, nec suscipit massa pulvinar. Etiam

Basic article layout

- 1 header image
- Min. 2 body images
- Max. 600 words (recommended)
- 1 CTA at bottom of article (optional)

Not supported

- Links within the body text

N.B. in case of advertising on both 2dehands.be/2ememain.be please deliver multi-lingual body texts, CTAs and landing pages.

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Branded Content - Optional components

“Ik kan geen kopje of schoteltje waar ik blij van word laten staan.”

Nicolette

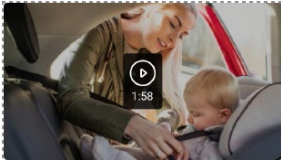
Quote/highlight

- Max. 40 characters
- Quote name (optional)



Image carousel

- Multiple images .PNG/.JPG
- Image ratio 16:9



Video

- .MP4 of max. 8 seconds
- Movie ratio 16:9

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Branded Content - Image specifications

Header image (16:9) / Body images (16:9) - landscape

Image

W: 1920

H: 1080

.JPEG/.PNG

Max 250KB



Carousel images (16:9) - landscape

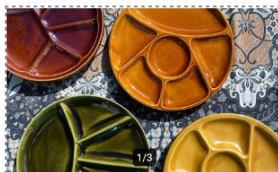
Image

W: 1920

H: 1080

.JPEG/.PNG

Max 250KB



Video component (16:9) - landscape

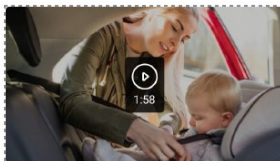
Video

W: 1920

H: 1080

MP4

Max 10MB



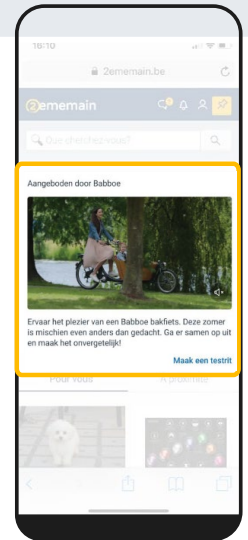
- Provide first frame of video (1920x1080 px) as separate .JPG/.PNG

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Contextual Header - guidelines

Guidelines

- The key objective of the campaign is to drive brand awareness or consideration.
- The campaign/advertisement should have a clear contextual link to the category and/or keyword.
- The header can be a video or a still image but it is recommended to use a video for the best performance.
- Show your brand logo within the creative, but avoid the danger zone or it might not be visible.
- Video or image are required, whereas body text and CTA are optional.
- The video should be able to loop, with smooth transitions.
- Do not add margins to creatives.



- Danger zone
- Safe zone



Examples



All creatives are subject to approval of the Marktplaats/2dehands advertising team.

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Contextual Header - guidelines

Brand name (required)

- Provide the brand name to display with the advertisement

Body text (optional)

- Max. 90 characters

CTA

- Max. 24 characters
- Make the CTA copy short, directive and actionable

Landingpage (in case of CTA)

- Must follow logically from CTA
- Please provide url(s) with UTM included



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Contextual Header - guidelines

Video Creative (16:9)

Video


W: 1920

H: 1080

MP4

Max 10MB

Considerations

 Audio is muted by default, so focus on visual storytelling and optionally use the body text

- Preferred video length: between **5-8 seconds**
- **Provide first frame of video** (1920x1080) as separate .JPG/.PNG

Image Creative (16:9)

Image

W: 1920

H: 1080

.JPEG/.PNG

Max 250KB

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