

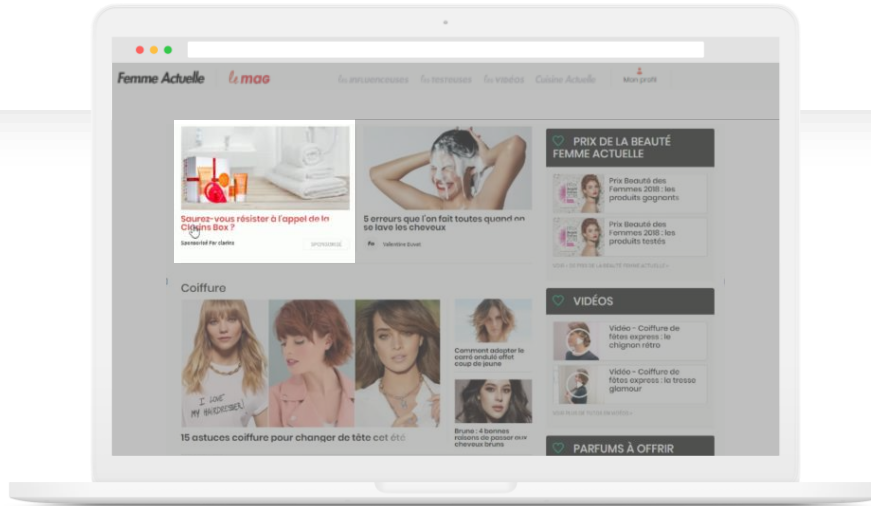
Product Information Sheets

2020

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Native Image



Standard native is digital advertising adapted to the era of non-intrusive marketing. Clearly identified as being an ad, this format matches the look and feel of the website to give the brand a space to authentically communicate with their audience.

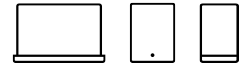
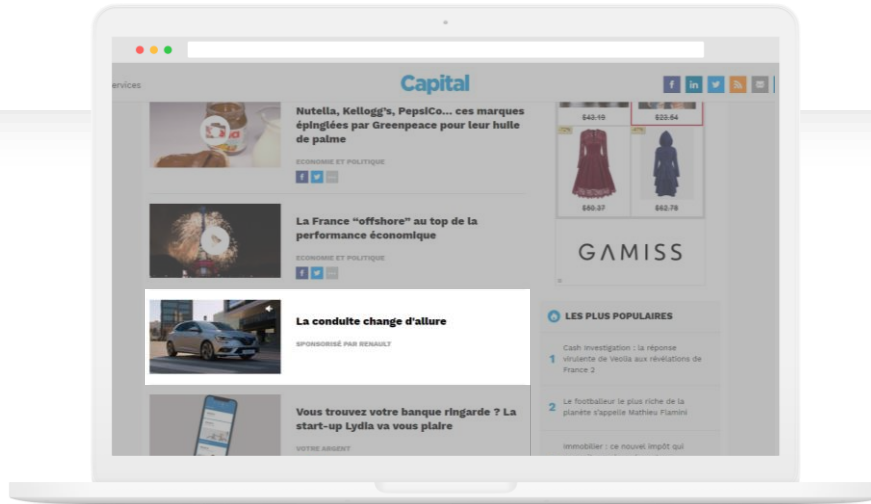
Advantages

- ✓ Visibility: the format only appears when it's in a viewable part of the page
- ✓ A new way of capturing the attention
- ✓ Automatically integrated into the website design
- ✓ Strength of the Quantum network: send the right message to the right audience (contextual targeting, audience targeting)
- ✓ Engagement: our content studio can make recommendations

Détails techniques

- **Title** : 100 characters max
- **4 images format**: (500x500 / 300x400 / 800x450 / 800x600px)
- **Type**: .jpeg
- **Quality**: 72 dpi
- **Size**: 5 MB maximum for images
- **Title**: 50 characters recommended
- **Summary**: 100 characters recommended
- **Image sponsor**: (400x200) + 15 characters recommended
- **Devices**: desktop, tablet, mobile

Native Video



A new way of communication for brands: a video enhanced by the native format to catch the visitors' attention.

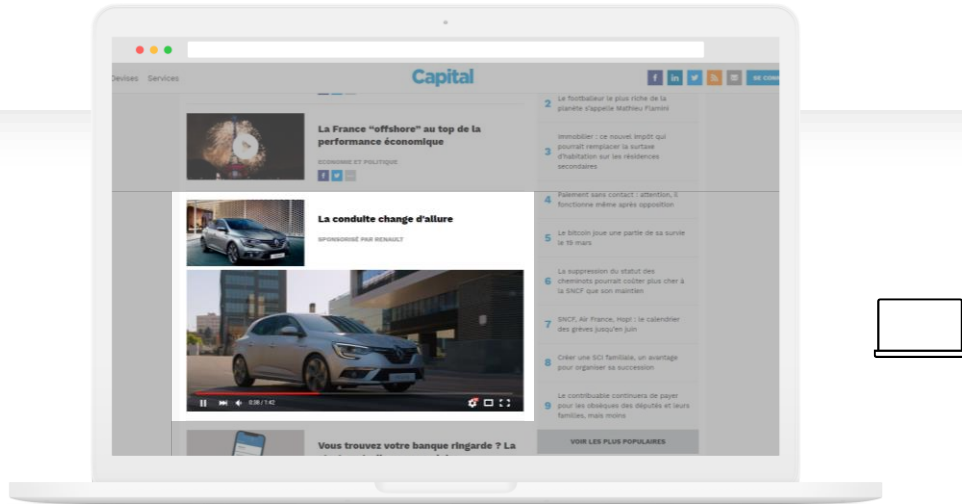
Advantages

- ✓ Visibility: the format only appears when it's in a viewable part of the page
- ✓ The video teaser catches the visitors' attention. The presence of a video creates an element of surprise
- ✓ Customized ad content: Title, summary, logo
- ✓ Engagement
- ✓ Non-intrusive: the sound is deactivated by default

Technical Specifications

- **Sound off:** video autoplay when in the viewable part of the page
- **Compatible:** VAST/ VPAID
- **Encoding:** .mp4 or .webm required for multibrowser
- **Size:** 10 MB recommended
- **Duration:** 15 seconds recommended, 30 seconds max
- **Hosting:** possible by Quantum + 0,25€ CPM
- **Devices:** desktop, tablet, mobile

Native Video – Expand



The format only appears when in the viewable part of the screen. The video will start automatically but the sound is off unless the mouse pointer is over the video player. Brand elements (ad summary, logos, etc.) still appear above the video for a maximum impact.

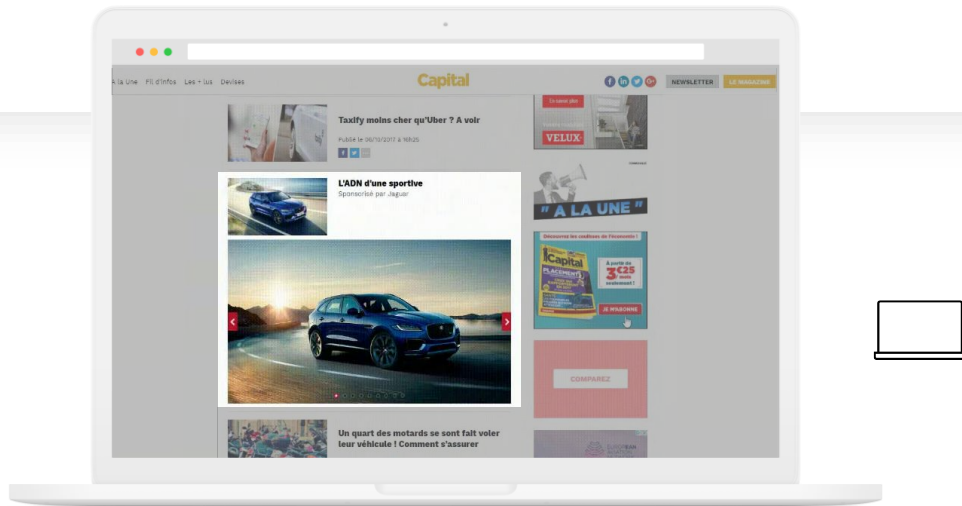
Advantages

- ✓ Doesn't interfere with the user experience
- ✓ Engaging and impactful
- ✓ Visibility and completion: the video pauses itself when it is not visible
- ✓ In compliance with Coalition for Better Ads: format unavailable on mobile

Technical Specifications

- **Video Ratio:** 16/9 recommended
- **Sound off:** active on mouseover
- **Compatible:** VAST/ VPAID
- **Encoding:** .mp4 or .webm required for multibrowser
- **Size:** 10 MB recommended
- **Duration:** 15 seconds recommended, 30 seconds max
- **Hosting:** possible by Quantum + 0,25€ CPM
- **Device:** desktop

Carrousel



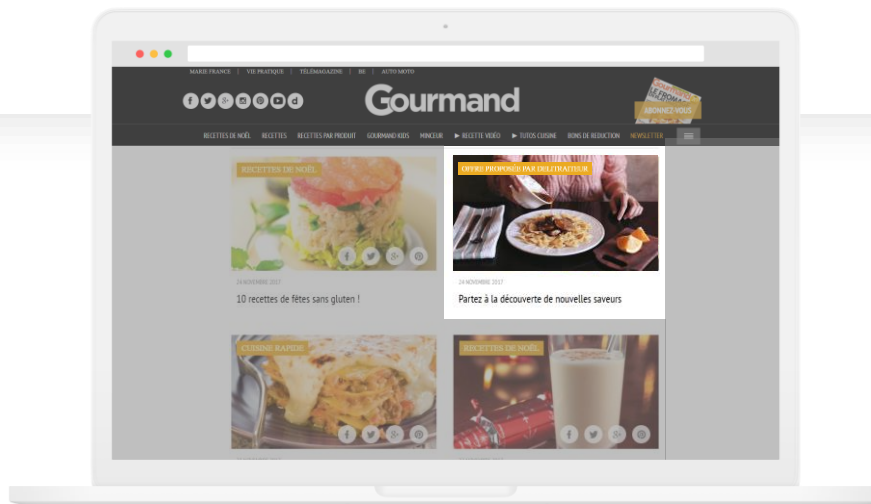
Within the editorial content, the carrousel adds a slideshow to the native ad, with various pictures scrolling automatically or at the user's click.

Advantages

- ✓ Visibility: the format only appears when it's in a viewable part of the page
- ✓ Impactful
- ✓ Doesn't interfere with the user experience
- ✓ Storytelling: multiple visual elements that give the user the feeling of reading a magazine
- ✓ Fosters user engagement with an interactive approach

Technical Specifications

- **Image size:** 7:3 ratio recommended (1260x750 minimum).
- **Type:** .jpeg
- **Quality:** 150 dpi
- **Number of images:** 5 recommended
- **Option:** button colors can be modified
- **Tracking:** possibility to link a click url for each illustration
- **Device:** desktop
- **Deadline:** provide us with the creative elements at least 48h before the start date



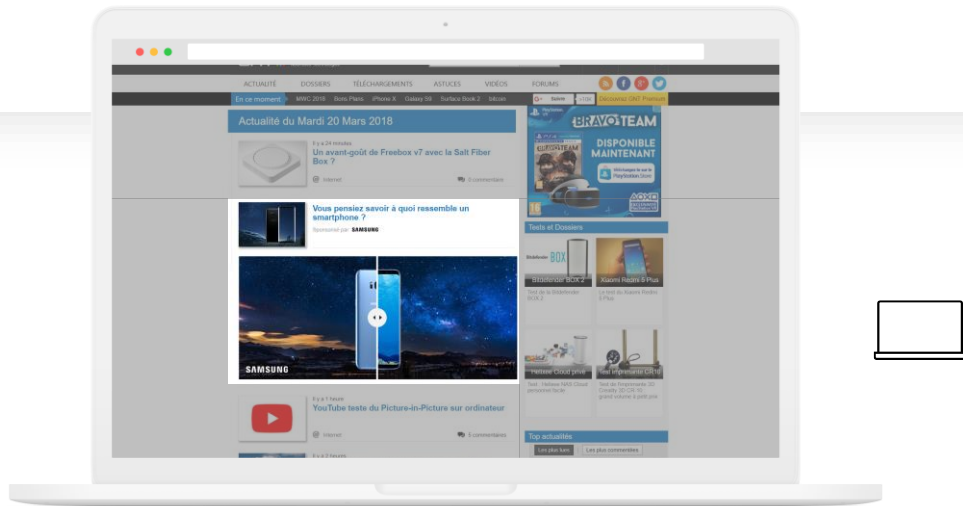
This format is made of a picture of which only a portion is animated. The effect is hypnotizing and draws the attention to your message that stands out.

Advantages

- ✓ Visibility: the format only appears when it's in a viewable part of the page
- ✓ Impactful premium format: a new way of capturing the visitors' attention
- ✓ No action required by the visitor: autoplay / looped
- ✓ Higher recall rate than standard native and video
- ✓ Our content studio can give recommendations

Technical Specifications

- **4 images sizes:** 500x500 / 300x400 / 800x450 / 800x600px
- **Type:** .gif
- **Quality:** 72 dpi
- **Size:** 5 MB maximum
- **Title:** 50 characters recommended
- **Summary:** 100 characters recommended
- **Image sponsor:** (400x200) + 15 characters recommended
- **Devices:** desktop, tablet, mobile



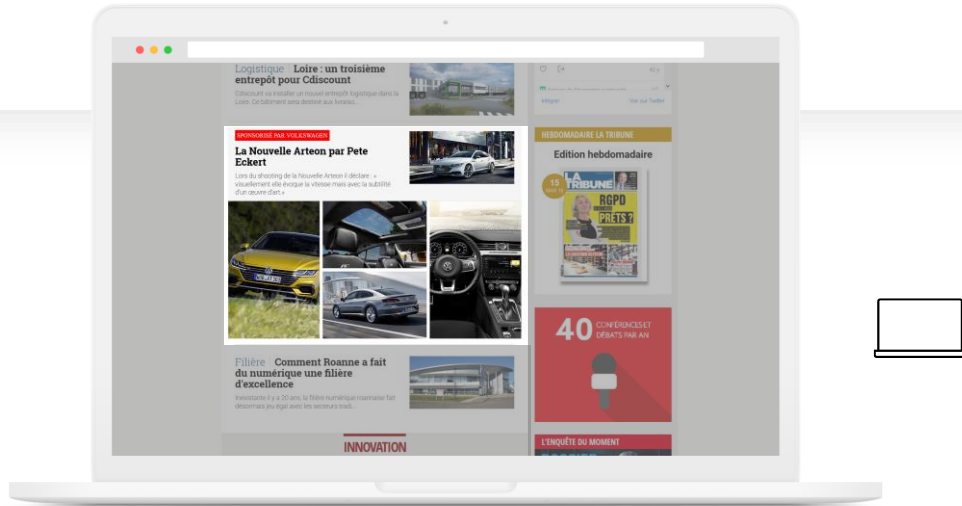
Made of two images, the Reveal is an interactive format which gives the user the ability to mask and unveil a portion of the image to discover new illustrative elements.

Advantages

- ✓ Visibility: the format only appears when it's in a viewable part of the page
- ✓ Impactful premium format
- ✓ Playful, gets the user to interact with the brand content
- ✓ Displays two versions of a product on the same format simultaneously
- ✓ Fosters user engagement and activates curiosity

Technical Specifications

- **Image size:** 7:3 ratio recommended (700x300px minimum)
- **Type:** .jpeg
- **Quality:** 150 dpi
- **Number of images:** 2
- **Tracking:** possibility to link a click url for each illustration
- **Device:** desktop
- **Deadline:** provide us with the creative elements at least 48h before the start date



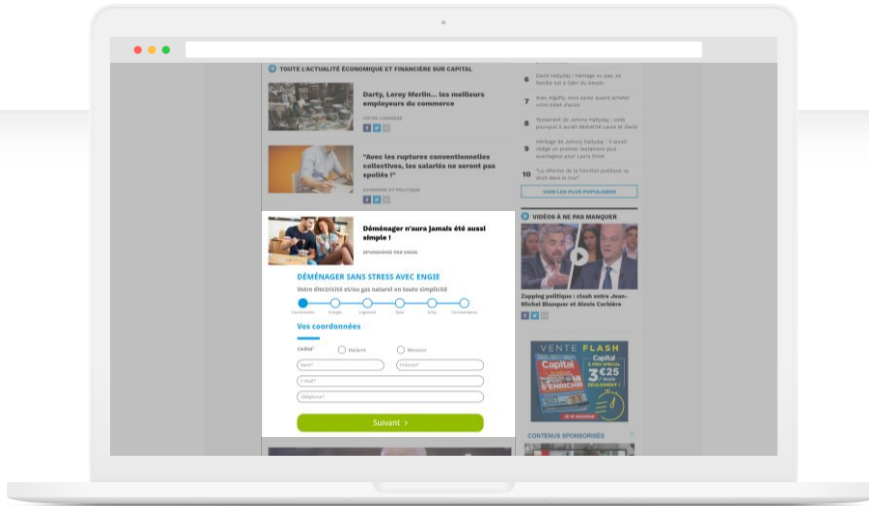
The mosaic is an advanced native format that allows you to display various visual elements of a campaign / a product in a creative way.

Advantages

- ✓ Visibility: the format only appears when it's in a viewable part of the page
- ✓ Impactful premium format
- ✓ Various templates available to match your needs
- ✓ The mosaic illustrates and reinforces the message of your native ad

Technical Specifications

- **Sizes:** left and right picture: 550x825px – middle picture: 600x420
- **Type:** .jpeg
- **Quality:** 150 dpi
- **Number of images:** 4
- **Tracking:** possibility to link a click url for each illustration
- **Device:** desktop
- **Deadline:** provide us with the creative elements at least 48h before the start date



The opt-in format allows you to integrate a short form in the editorial content of a publisher's website. The visitors can fill it out and keep browsing without leaving the page.

Advantages

- ✓ Visibility: the format only appears when it's in a viewable part of the page
- ✓ Ergonomy: the form is available in the website without any click required
- ✓ Playful, gets the user to interact with the brand content
- ✓ Allows you to qualify leads and gather data

Technical Specifications

- **Width 100%:** the form must be responsive to adapt to each website and screen size
- **Fixed height:** 500px maximum
- **Number of fields:** 5 maximum
- **Hosting:** usually hosted by the advertiser but we can host it on our servers (analysis tools such as Google Analytics or Omniture will count a visit for each impression)
- **Data:** Quantum doesn't collect or manages it. The data must be linked to the advertiser's database.
- **Device:** desktop



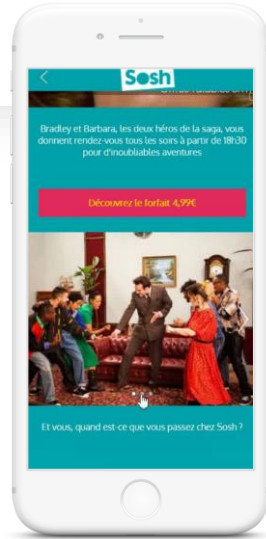
After clicking on a native ad, the visitor is redirected to a page inside the publisher's website where your brand can deliver its message.

Advantages

- ✓ Compatible with every device thanks to responsive design
- ✓ Clearly identified as being an ad
- ✓ The publisher gives credibility to the advertiser's message
- ✓ Visibility: the format only appears when it's in a viewable part of the page. The advertorial page is shown on click
- ✓ Allows you to extensively tell a story in a journalistic way
- ✓ Send the right message to the right audience thanks to contextual targeting
- ✓ High recall rate

Technical Specifications

- **Integration:** basic HTML code without CSS (except for positioning). The content page will inherit the style of the publisher's website
- **Measure:** possibility to measure the amount of time spent on the content page
- **Content:** texts, images, video
- **Tracking:** standard click commands are not applied. Specific tracking tools can be used
- **Deadline:** provide us with the creative elements at least 48h before the start date
- **Devices:** desktop, tablet, mobile



After clicking a native ad, the visitor is redirected to a mobile landing page where you can put forward your brand's asset by displaying texts, images and videos.

Advantages

- ✓ Visibility: the format only appears when it's in a viewable part of the page
- ✓ Engaging and interactive format
- ✓ Format designed for mobile, taking into account the new user experiences
- ✓ Seamless immersion: format loaded with pre-caching

Technical Specifications

Possibility to insert various elements

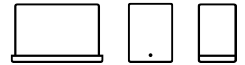
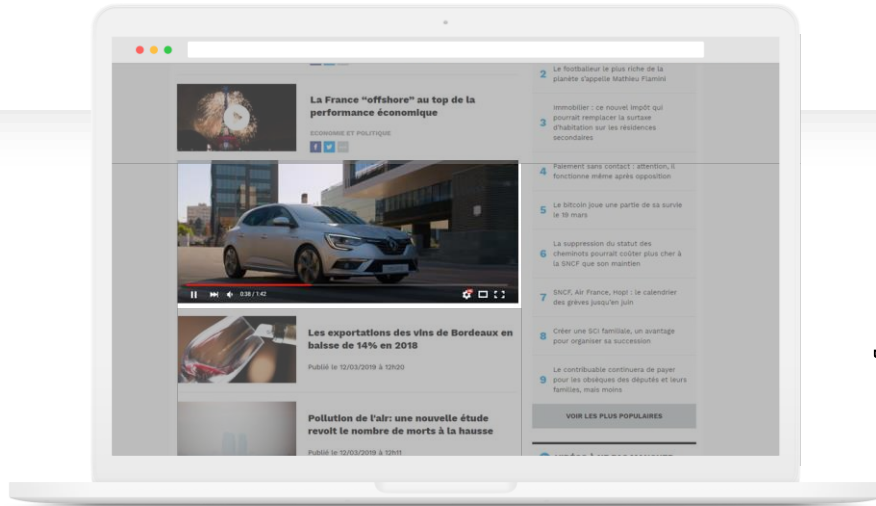
- **Text**
- **Images:** landscape 640x480px or portrait 640x960px, 120 dpi
- **Carousel** recommended images 640px, 120 dpi
- **Video compatible** with VAST / VPAID, recommended size below 10 MB
- **Call to action** button

Tracking

- **Visits:** to count the visits on Prism, a javascript tracking pixel is required
- **Exit Clicks:** standard click commands in the teaser are not applied. Specific tracking tools can be used to track the exit clicks. It's possible to link a click url for each element (text, images / carousel / video / CTA).

Deadline: provide us with the creative elements at least 48h before the start date

Device: mobile only



The format only appears when in the viewable part of the screen. The video will start automatically but the sound is off unless the mouse pointer is over the video player.

Advantages

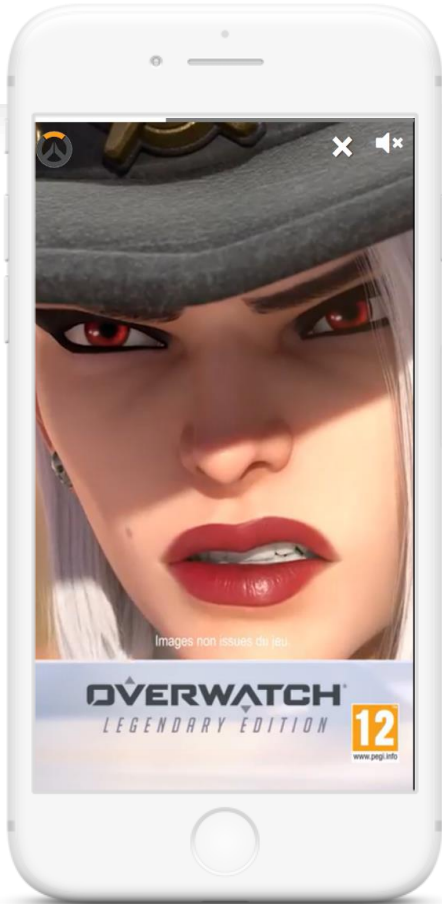
- ✓ Doesn't interfere with the user experience
- ✓ Engaging and impactful
- ✓ Visibility and completion: the video pauses itself when it is not visible

Technical Specifications

- **Format:** .mp4
- **Dimensions:** 1280x720px (16:9)
- **Weight Max:** inferior to 10mo
- **Codec audio:** AAC
- **Codec video:** H.264
- **Audio bitrate:** up to 160Kbps, up to 48kHz, audio stereo
- **Video bitrate:** up to 1.5 Mbps
- **FPS:** 30

- **Lenght:** we recommend 20 seconds
- **Tracking impression:** pixels image
- **Tracking clic:** redirection URL
- **Device:** desktop, tablet, mobile

Adstory



- Do not put any text at the top of the images as it would overlap with the logo and the title.
- The clear space must be 10-15% of the image height.
- By default, the call-to-action button is on overlay on the images.
- Text and button colors can be customized.
- This button can be transparent, but the clickable area would still be at the bottom of the screen.
- In that case the call-to-action can be part of the image file, as long as it is at the same position as the clickable area.

TECHNICAL SPECIFICATIONS

Maximum amount of slides recommended : 5

Accepted formats :

Logo : square image (preferably 400x400px)

Adstory slides Image: Vertical format 9:16 / Min width 500px (preferably 582 x 1035)

Adstory slides VAST: Vertical VAST 2.0 - Quantum can host the VAST for you on Sizmek

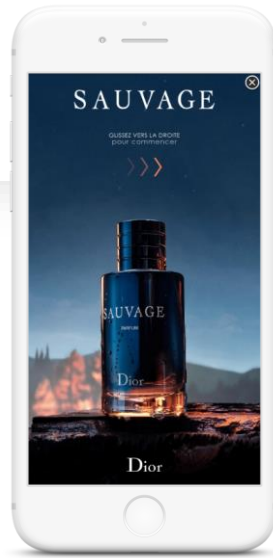
Weight limit : 100MB

Maximum 24 FPS

Trackable events :

- Logo impression
- Click on logo
- Impression of each Adstory slide
- Exit clicks on click-to-action
- VAST events

Interstitial



The format is a full screen ad that appears as an overlay upon an app. Interstitials are usually shown at different transition points or natural breaks, such as between activities or levels in games.

Portrait format

Goes for any image aimed for full screen purposes

- **Type:** jpeg ,png24, gif, svg
- **Format:** Min 640x1136 & max 1080x1920
- **Size:** Best quality possible, we will make sure to optimize the image to get the best rendering

Video portrait format

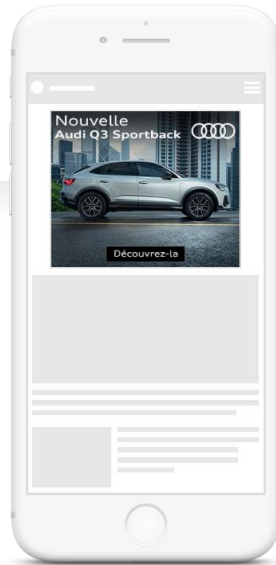
Goes for any video aims for full screen purposes

- **Type:** mp4 h264
- **Format:** 582x1034px or any other 9:16
- **Size:** Best quality possible, we will make sure to optimize the image to get the best rendering
- **Lenght:** We recommend not going beyond 10/15 seconds

Logo Format

Goes for any image not aimed for full screen purposes

- **Type:** jpeg, png24, gif, svg
For the logo, choose transparent png24,svg, transparent gif rather than other formats.
Portrait 640x1136px
- **Size:** Best quality possible, we will make sure to optimize the image to get the best rendering



MPU (Mid-page Unit), is a mobile format which, as its name suggests, usually appears in the middle of the page.

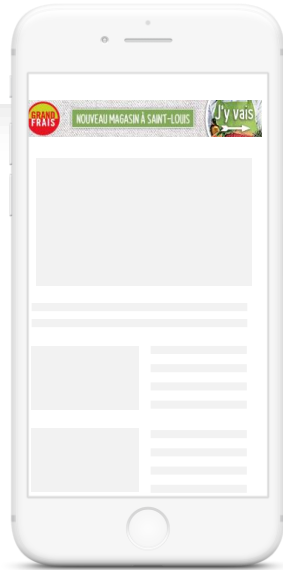
Images

- **Type:** jpeg ,png24, gif, svg
For the logo, choose transparent png24, svg, transparent gif rather than other formats.
- **Format:** For a full screen format, consider min 300x250 & max 600x500
- **Size:** Best quality possible, we will make sure to optimize the image to get the best rendering

Videos

Goes for any image not aimed for full screen purposes

- **Type:** mp4 h264
- **Format:** Min 300x250 & max 500x600 or any other square ratio
Size: Best quality possible, we will make sure to optimize the image to get the best rendering
- **Lenght:** We recommend not going beyond 10/15 seconds



Banner advertising is a highly customizable online advertising option.

Images

- **Type:** jpeg ,png24, gif, svg
For the logo, choose transparent png24, svg, transparent gif rather than other formats.
- **Size:** Best quality possible, we will make sure to optimize the image to get the best rendering

Contact

traffic@quantum.eu.com