

**CULTURE G**

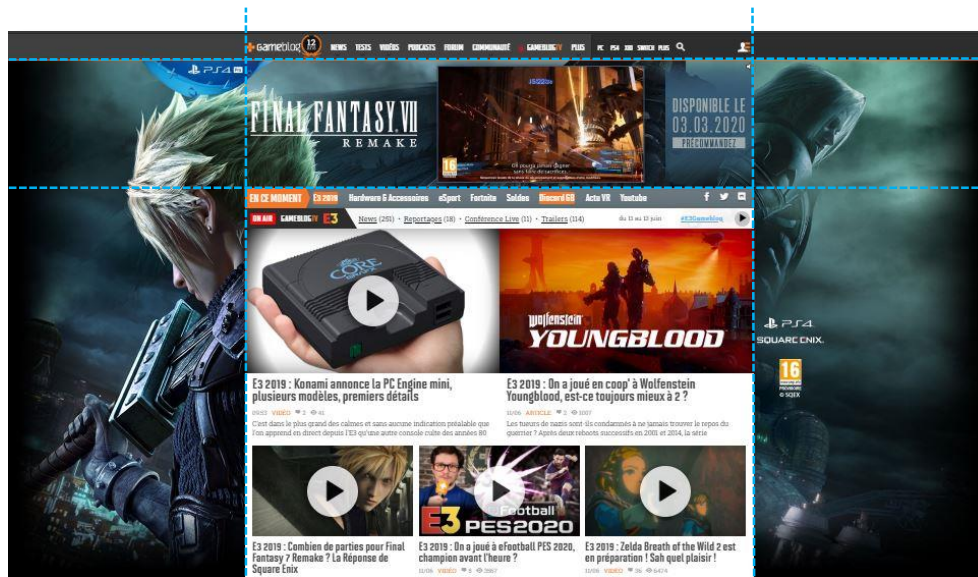
**TECHNICAL SPECIFICATIONS**

# SPECS SKIN (DESKTOP)

## Definition :

The siteskin is a graphical element covering the website except the main part during a time period. However, every website has technical constraints which must be considered :

- **The height of the Header** : the part between the top and the main part of the website (300 pixels max)
- **The width of the Main Content** : the main part of the website (**please contact us to know the widths**)



**Height of the Header**

## Example :

Final Fantasy VII skin on Gameblog

- Width of the main content : 1000 pixels
- Height of the header : 250 pixels

**Width of the Main Content**

# SPECS SKIN (DESKTOP)

## Instructions :

- If the skin concerns several websites, the PSD file must be provided to CultureG, at least **5 working days before the start of the campaign**. Adaptations will be made by our own.
- The siteskin should be without a blank space for the main content.
- An example is available right **here** if needed.
- Final asset must have **a final size of 1920x1080 pixels** and **a weight under 350ko**.
- For a optimum visibility, we recommend to place the main elements of the siteskin in the header. Similarly, we recommend to minimize the size of the assets in the gutters, especially the textual ones.
- If the siteskin is planned on being displayed on the full website, please provide as well **the smartphone siteskin (slide 5)**

# SPECS SKIN (DESKTOP)

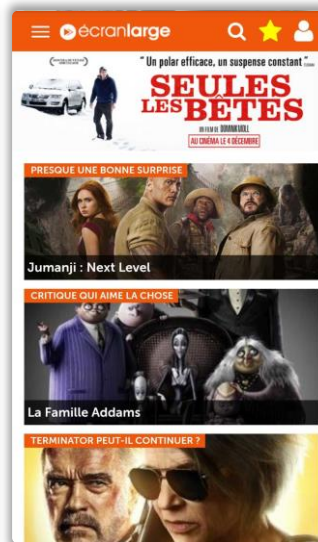
## **In the case of an animated Header / Video header :**

- For a video to add over the skin, **it must have to have a weight under 5 Mo.**
- Videos are accepted in following formats : **redirect, .flv, .f4v, .mp4 ou HTML5.**
- For an animated header : **its height must not be over 300 pixels.**
- For an expand header : **its final height must not be over 500 pixels**
- The header's width must not exceed **the main content of the website (the main content's sizes can be provided)**
- For an HTML 5 format, the creative must be in the form of a zip file containing the creative and its resources. The main HTML file must be named index.html, at the root of the zip file and **has to have a weight under 100ko.**
- A static version of the siteskin must be provided
- If the video Siteskin is not provided **5 working days before the start of the campaign,** Culture G could display the static version of the siteskin.

# SPECS SKIN (MOBILE)

## Guidelines :

- Final asset (JPEG only) must have **a final size of 1280x400 pixels** and **a weight under 150ko**.
- A template is available [here](#).



# SPECS DISPLAY

Ad format	Width	Height	Max Weight*	Format
MPU	300 pixels	250 pixels	100 Ko	JPEG, PNG, GIF, redirect...
Leaderboard	728 pixels	90 pixels	100 Ko	
Leaderboard Mobile (MPU)	300 pixels	250 pixels	100 Ko	
Masthead	970 pixels	250 pixels	100 Ko	
Half Page	300 pixels	600 pixels	100 Ko	
Desktop Interstitial	750 pixels	450 pixels	100 Ko	
Smartphone Interstitial	320 pixels	480 pixels	100 Ko	
Tablet Interstitial (16:9 file if video)	600 pixels	800 pixels	100 Ko	
Footer Mobile	320 pixels	100 pixels	100 Ko	
Parallax (static)	640 pixels	1056 pixels	100 Ko	
Parallax (video)	320 pixels	480 pixels	3 Mo	.avi, .mp4, redirect (Vast)
Desktop Interstitial (video)	750 pixels	450 pixels	5 Mo	
Smartphone Interstitial (video)**	320 pixels	480 pixels	3 Mo	

*\*For HTML5 creatives, please refer to the next slide.*

*\*\*Please note that the mobile video interstitial can be a 16:9 video file if needed*

# SPECS DISPLAY

## If the creations are in HTML5 :

- The creation must be provided in a zip file with the creation and its assets
- The main HTML file must be named index.html
- The main HTML file must be at the root of the zip file and **has to have a weight under 100ko.**

## Integration of the click-tag for the HTML5 creations :

- In the <head> section of the indx.html file, include the following script :  

```
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"> </script>
```
- In the <body> section, declare the variable « clickTag » :  

```
<script> var clickTag = "http://www.myclickthroughurl.com"; </script>
```
- After the clicktag, include in the <section> of the file, the click area :  

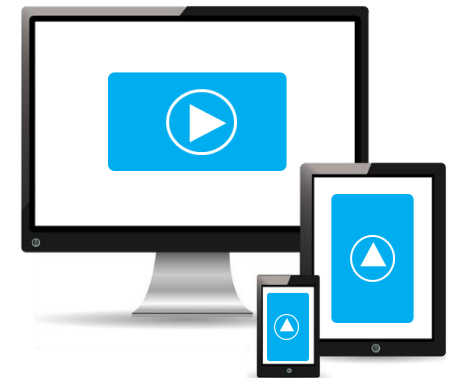
```
<a id="clickArea"></a>
```
- Finally, include the following function, still in the <body> :  

```
<script type="text/javascript"> var clickArea = document.getElementById("clickArea"); clickArea.onclick = function(){window.open(clickTag, "blank");} </script>
```

**Warning : Creations in Flash Formats are not allowed anymore.**

# SPECS IN-READ & PREROLL VIDEO

- Videos are accepted in the [.flv, .f4v, .mp4 or redirect VAST / VPAID formats](#).
- Videos must be external to the creation to not slow down the loading and diffused in « progressive download » (NetStream function) or through a streaming server.
- Videos' size **must not exceed 5 Mo.**
- We recommend the 16:9 format.
- For the video interstitials, please refer to the Slide 6.





# SPECS NATIVE

## The Image :

- Creation must be provided in a [psd file](#)
- The image must be [without text & logo](#)

In order to be adapted by every websites, we need the image in [4 formats](#). If not, we'll adapt it :

- 300\*400 px
- 800\*600 px
- 800\*450 px
- 500\*500 px

## The text :

- A title : [10 – 50 signs](#)  
For better performances, the brand doesn't need to be quoted
- An introduction : [50 – 150 signs](#)
- Brand & Logo  
For the brand, the shorter the better



### This is a native demo ad

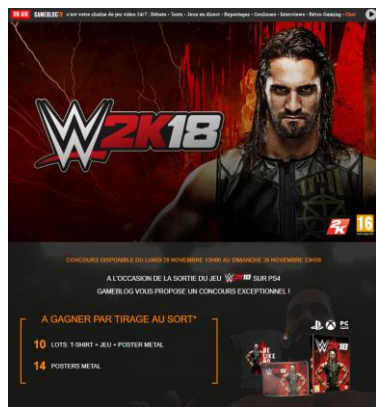
People read what interests them, and sometimes is an ad. Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which

**Publicité par Brand Name**

# PLAN SPECIAL OPERATIONS

Details about the special operation (prizes, theme, assets, tracking links, dates...) must be provided **at least 10 working days before the start of the contest.**

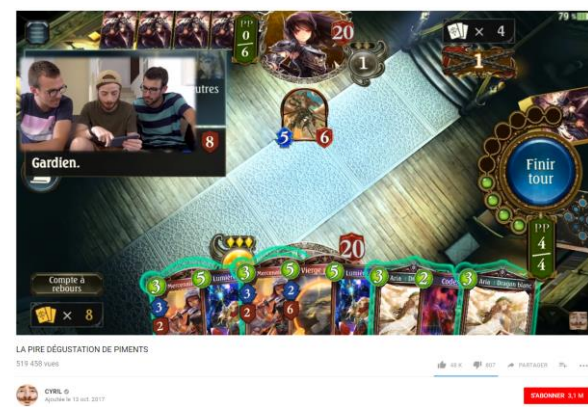
## Prize Competition



## Sponsored article



## YouTube Video



# YOUR CONTACT

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