# SOY502.com

## TECHNICAL SPECIFICATIONS

SOY502

08.00

Del reciclaje a productos de lujo en "New World Crafts 2019"
Publicado hace 2 días.

SEGURIDAD

PNC pone a prueba cinco heli...
donados por Estados Unidos
Publicado hace 17 horas.

COMUNIDAD

La carretilla de helados más...
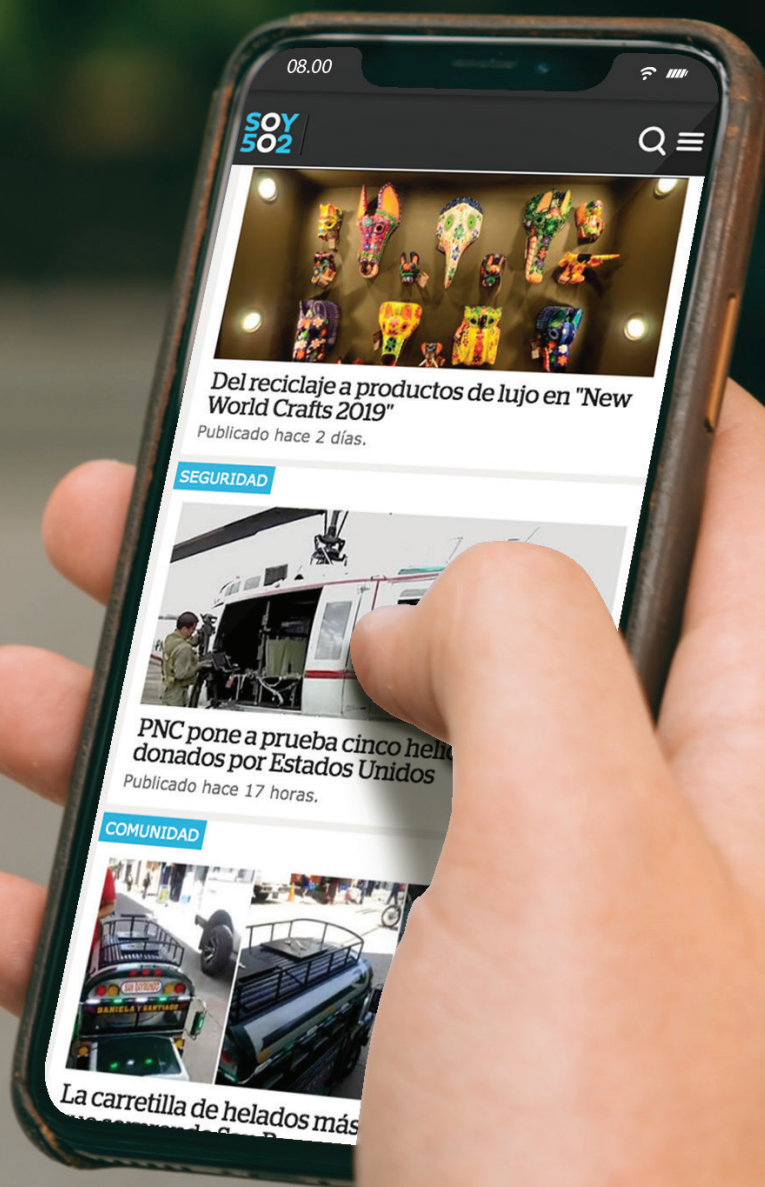
# GENERAL SPECIFICATIONS

All designs for banner display ads must be provided in **.gif, .jpeg or html5** format. They must be attached to the name index, the image folder and javascript (.js) folder. Editable materials can also be sent in formats like **.psd, .ai, .pdf or fla,** so we can create the animation.

At the **right hand upper corner** of every ad design you must leave a blank space of **28px.** This is to allocate an **"X"** so users can close the ad.

You must provide us a URL redirection address, because **no ad can run without it.**

Adult material is prohibited (sex, drugs, bets, etc.)

The length of the ad can not be longer than 15 seconds.

If Soy502 creates the ad, the client can revise it up to three times prior publication.

We allow up to two changes to the banners, if they were done by Soy502 and if it lasts less than one month. Three changes are allowed when the ad was provided to us by the client and the campaign runs for a minimum of one month.

**All advertising materials must be provided to us 48 working hours prior to the start of the campaign.**
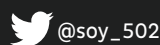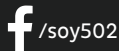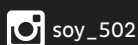
| CREATIVE SIZE | MAX. WEIGHT | MAX. DURATION |
|---|---|---|
| 940X70 / 300X250 / 300X600 / 320X50 | 1 MB | SECONDS |

# GENERAL SPECIFICATIONS

**YOUR AD HERE**
**940x70**

28px
28px
X

28px
28px
X

**YOUR AD HERE**
**300x250**

28px
28px
X

**YOUR AD HERE**
**300x600**

28px
28px
X

**YOUR AD HERE**
**320x50**
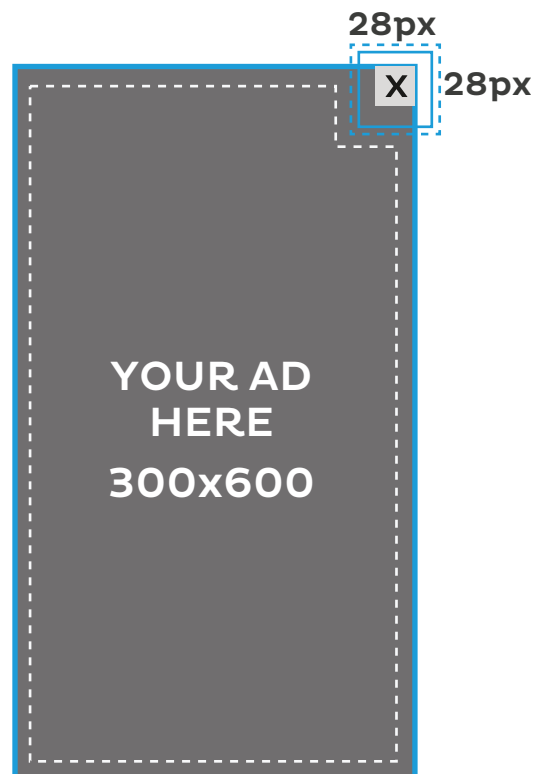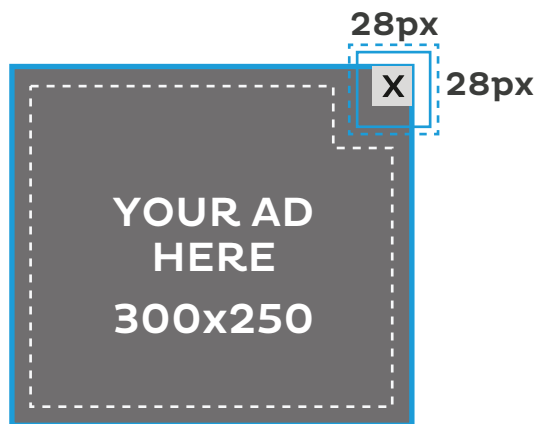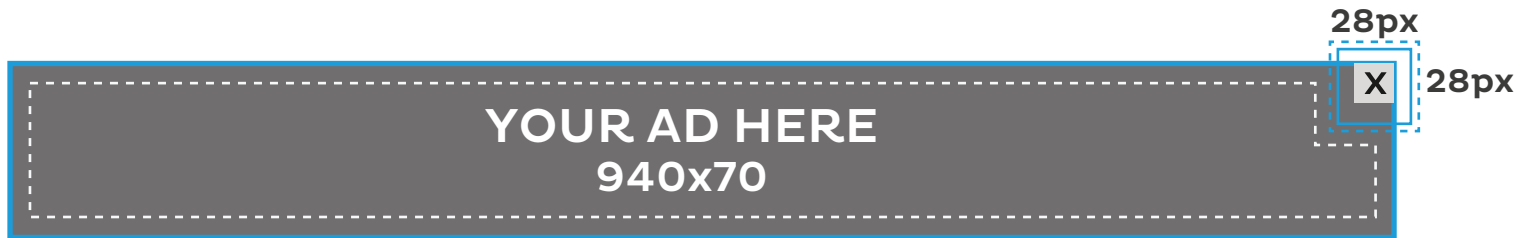
**All measurements in pixels**

# GENERAL SPECIFICATIONS

## Special cases

If only **.swf** formats are available, they can be provided as **.fla** The copy must be converted to curves or you must provide the fonts, in order to preserve the digital design.

Adult material is prohibited (sex, drugs, bets, etc.)

The length of the ad cannot be longer than 15 seconds.

A URL redirection address must be provided, because **no ad can run without it.**

We allow up to two changes to the banners, if they were done by Soy502 and if it lasts less than one month. Three changes are allowed when the ad was provided to us by the client and if the campaign runs for a minimum of one month.

**All advertising materials must be provided to us 48 working hours prior to the start of the campaign.**

| CREATIVE SIZE | MAX. WEIGHT | MAX. DURATION |
|---|---|---|
| 940X70 / 300X250 / 300X600 / 320X50 | 1 MB | 15 SECONDS |

# SOY502.com

## RICH MEDIA
## DESKTOP

# RICH MEDIA
# DESKTOP

All designs for **Rich Media Desktop** must be produced in **.gif or .jpeg.** Materials can also be provided in **.psd, .ai, .pdf or fla** formats, so we can create the animation.

In order to run the ad, the banner and layer must be the following sizes:

**1. Layer:** 940x250 pixels
**2. Banner:** 300x250 pixels

At the **right upper corner** you must leave a blank space of 30x30 pixels. This is to allocate an **"X"** so the users can close the ad.

The banner and the layer must contain a call to action. For example, the banner could say **"Expand"** and the layer, **"Click here".**

A URL redirection must be provided since **no ad can run without it.**

We allow up to two changes to the banners, if they were done by Soy502 and if it lasts less than one month. Three changes are allowed when the ad was provided to us by the client and if the campaign runs for a minimum of one month.
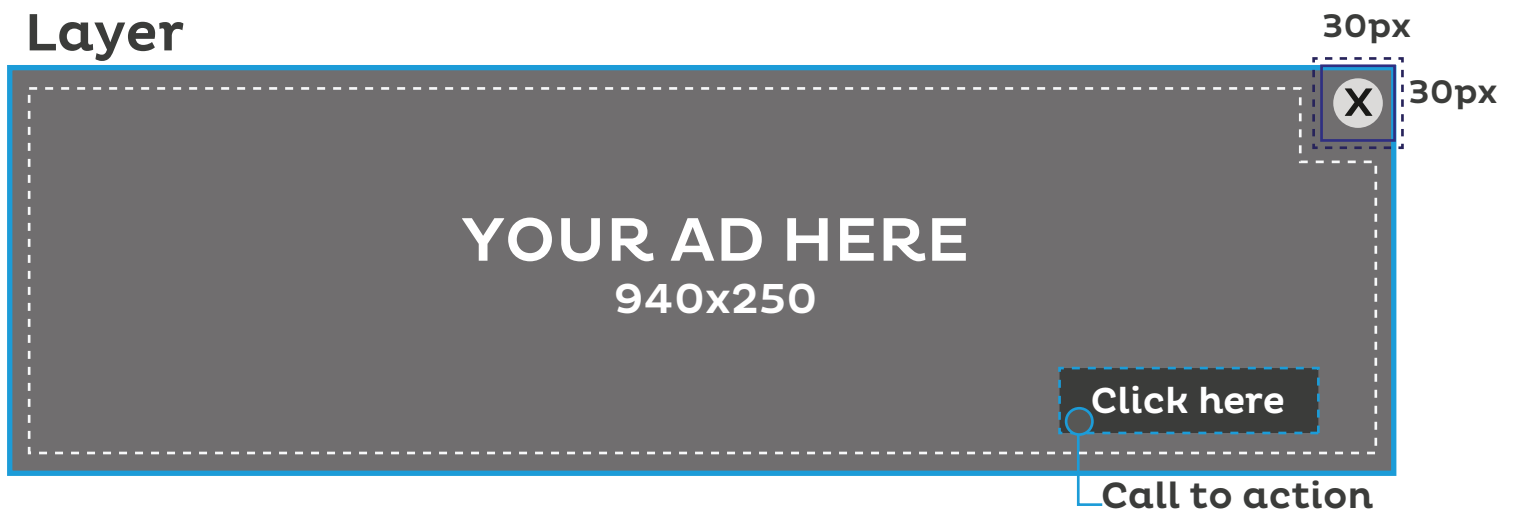
**All advertising materials must be provided to us 48 working hours prior to the start of the campaign.**

| FORMAT / EXTENSION | MAX. WEIGHT | MAX. DURATION |
|---|---|---|
| .GIF or .JPEG | 1 MB | 10 SECONDS |

# RICH MEDIA DESKTOP

These are the essential elements of a **Rich Media Desktop** advertising design we must possess in order to create the campaign.

## Layer

30px

30px

X

**YOUR AD HERE**
**940x250**

Click here

Call to action

## Banner

**YOUR AD HERE**

**300x250**

Expand

Call to action

**All measurements in pixels**

# SOY502.com

## RICH MEDIA
## MOBILE

# RICH MEDIA MOBILE

All designs for **Rich Media Mobile** must be produced in **.gif or .jpeg.** Materials can also be provided in .psd, .ai, .pdf or fla formats, so we can create the animation.

In order to run the ad, the banner and layer must be the following sizes:

**1. Layer:** 300x480 pixels
**2. Banner:** 300x250 pixels

At the **right upper corner** you must leave a blank spa    ce of 30 x 30 pixels. This is to allocate an "X" so the users can close the ad.

The banner and the layer must contain a call to action. For example, the banner could say **"Expand"** and the layer, **"Click here".**

We allow up to two changes to the banners, if they were done by Soy502 and if it lasts less than one month. Three changes are allowed when the ad was provided to us by the client and the campaign runs for a minimum of one month.

**All advertising materials must be provided to us 48 working hours prior to the start of the campaign.**
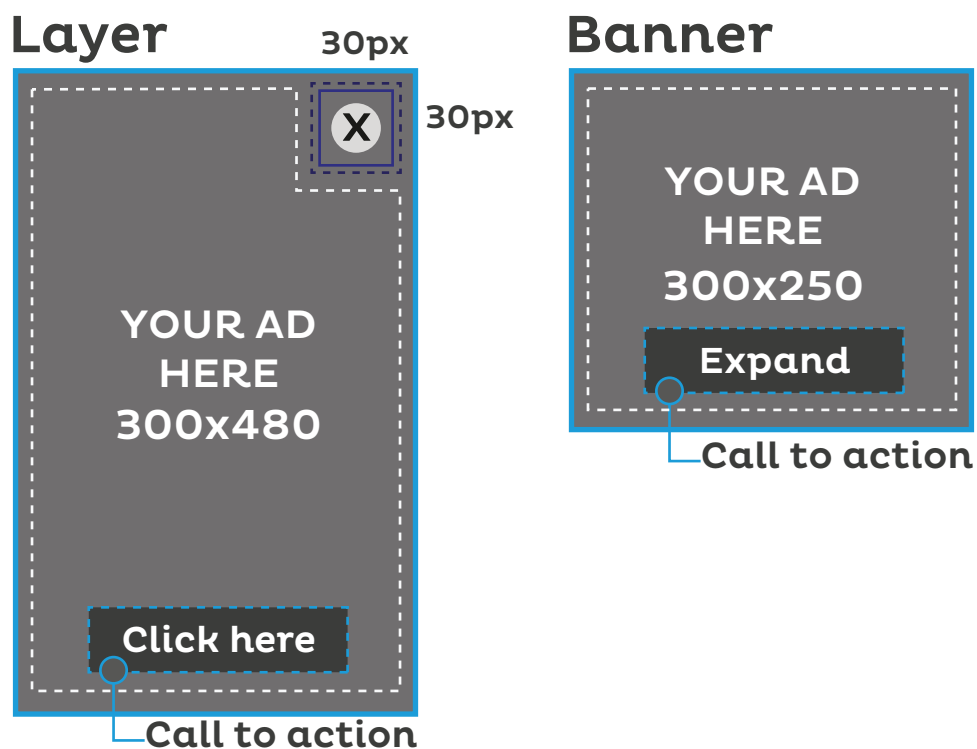
| FORMAT / EXTENSION | MAX. WEIGHT | MAX. DURATION |
|---|---|---|
| .GIF or .JPEG | 300 KB | 10 SEGUNDOS |

# RICH MEDIA
# MOBILE

These are the essential elements of a **Rich Media Mobile** advertising design we must possess in order to create the campaign.

## Layer

30px

30px

X

YOUR AD
HERE
300x480

Click here

Call to action

## Banner

YOUR AD
HERE
300x250

Expand

Call to action

**All measurements in pixels**

# SOY502.com

## RICH MEDIA

## MOBILE 180º / 360º

TECHNICAL
SPECIFICATIONS

# RICH MEDIA
## MOBILE 180º / 360º

In order to create a **Rich Media Mobile 180º/360º** campaign, you must provide us editable materials in **.psd or .ai formats,** with no editable copy. You can also send the fonts used in the copy, in order to preserve the digital design.

A URL redirection must be provided since **no ad can run without it.**

We allow up to two changes to the banners, if they were done by Soy502 and if it lasts less than one month. Three changes are allowed when the ad was provided to us by the client and if the campaign runs for a minimum of one month.

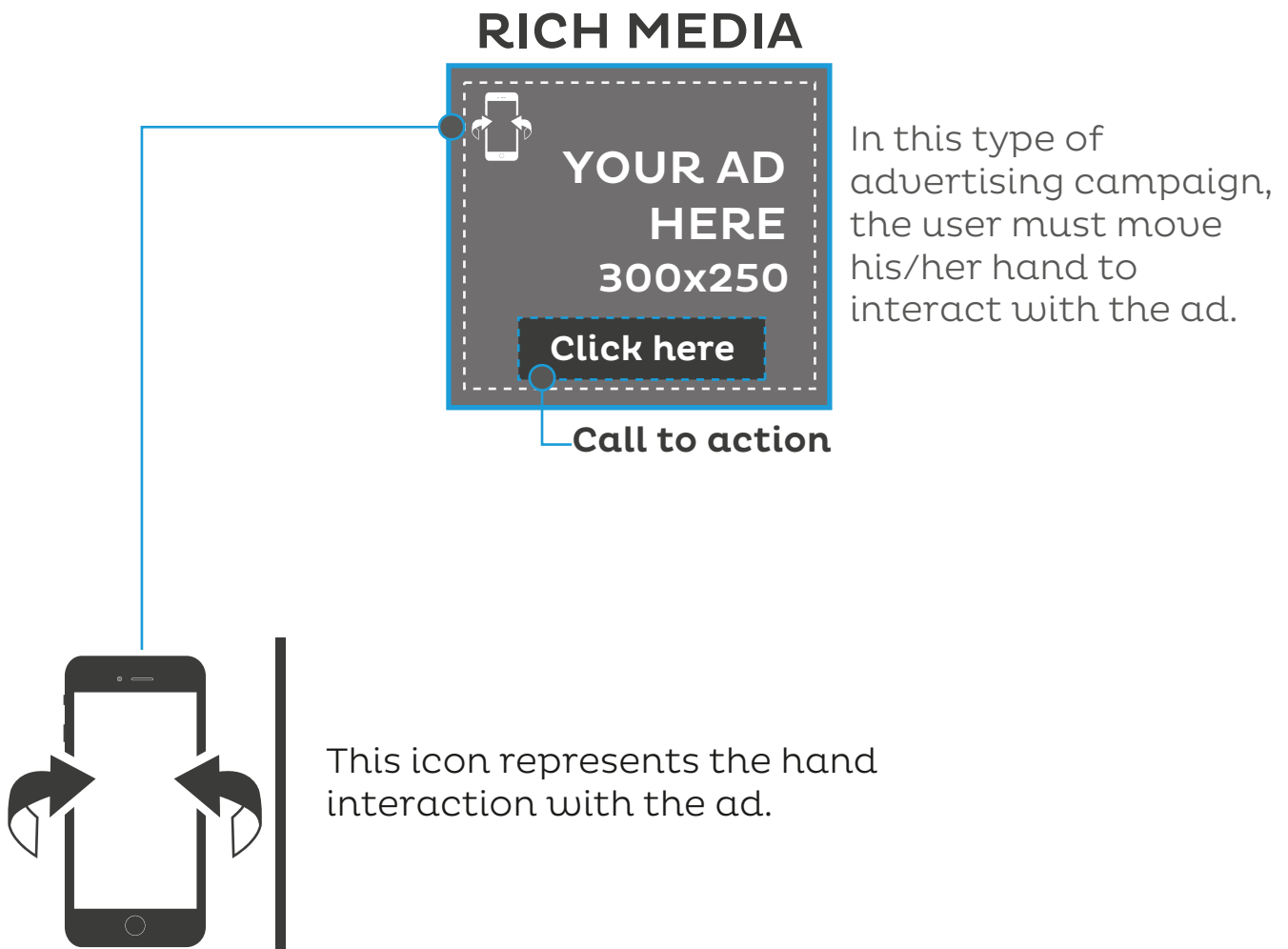**All advertising materials must be provided to us 48 working hours prior to the start of the campaign.**

| FORMAT / EXTENSION | MAX. WEIGHT |
|---|---|
| .GIF ó .JPEG | 300 KB |

# RICH MEDIA
# MOBILE 180º / 360º

Essential aspects that the **Rich Media Mobile** creativities must posses at the moment of creation.

## RICH MEDIA

YOUR AD HERE
300x250

Click here

In this type of advertising campaign, the user must move his/her hand to interact with the ad.

**Call to action**

This icon represents the hand interaction with the ad.

**All measurements in pixels**

# SOY502.com

## TV ADS

### TECHNICAL
### SPECIFICATIONS

# T V A D S

The weight of the video can not be bigger than **20mb.**

We recommend a resolution of 1280x720 pixels but we can also work with 960x540 pixels and 720x480 pixels.

The aspect ratio must be 16:9.

The video can not be longer than 30 seconds.

**All materials must be provided to us 48 working hours prior to the start of the campaign.**

The allowed formats and extensions are:

**-.mow**
**-.mp4**
**-.avi**

| FORMAT / EXTENSION | MAX. WEIGHT | MAX. DURATION |
|---|---|---|
| .mow / .mp4 / .avi | 20 MB | 30 SECONDS |

# SOY502.com

## THIRD ADSERVERS
## DESKTOP&MOBILE

TECHNICAL
SPECIFICATIONS

# ADSERVERS TERCEROS DESKTOP&MOBILE

At Soy502 we can work with tags from other Adserves like: Sizmek, weborama, e-planning and others.

If you require an external impression count, you must provide us with a third adserver tag or a .jpg. The location code must be provided too.

**All advertising materials must be provided to us 48 working hours prior to the start of the campaign.**

# SOY 502 .com

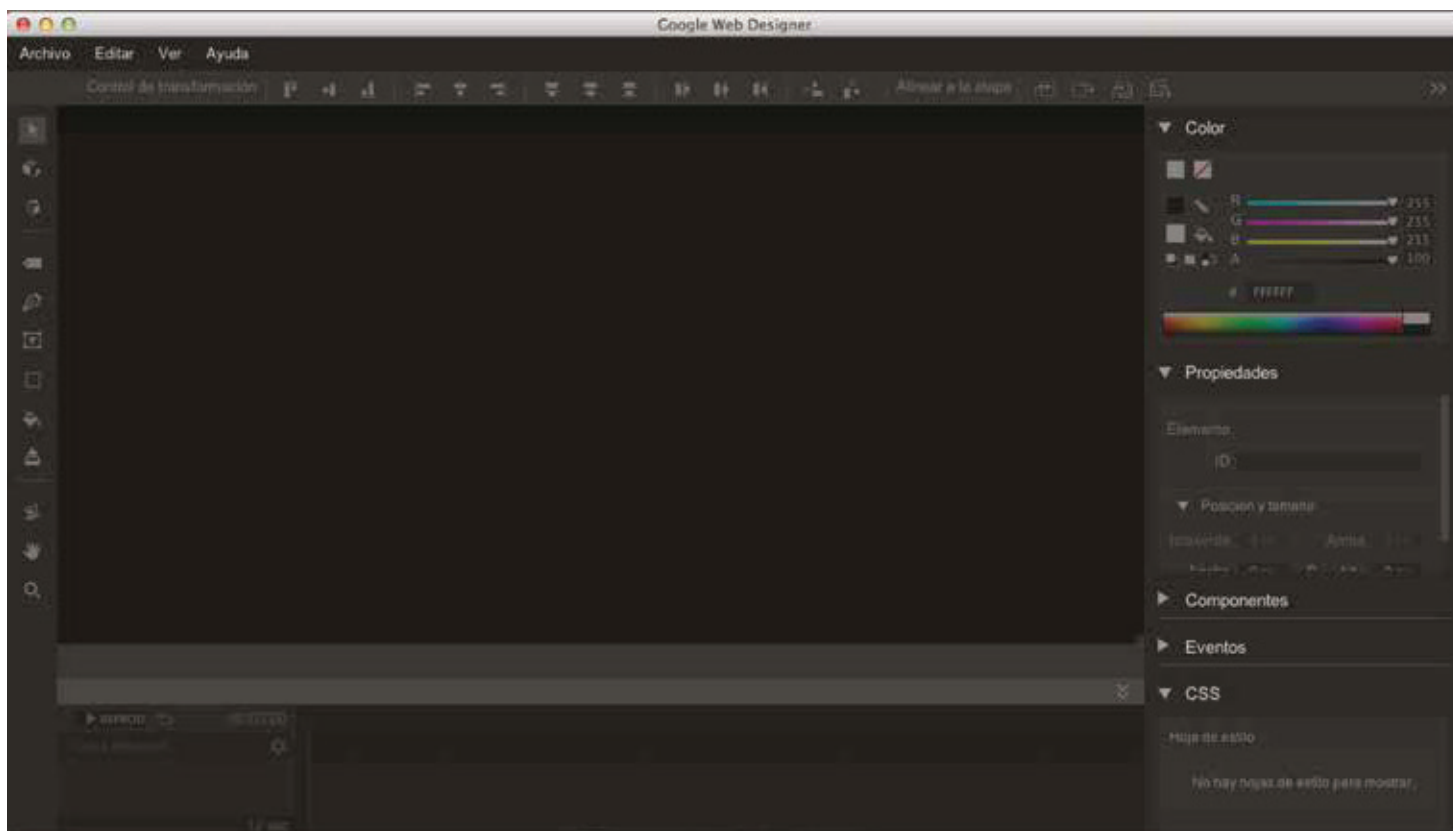## HOW TO INSERT CLICKTAG IN A HTML5 GOOGLE WEB DESIGNER CREATIVITY

# CLICKTAG / GOOGLE WEB DESIGNER

When creating an ad with **Google Web Designer,** you must add an **exit button** liked to the **Clicktag** or redirection address.

The first step in order to create this element is to go to the **"Components"** section like **"Tap Area"**. Add **"Touch/Click"**, **"Exit ad"** and the URL redirection address.

Once the ad has been exported to HTML, the clicktag button will be located in the tags **"<gwd-metric-configuration>"** which will carry its functions. If done this way, it will be possible to click the ad (Image: Ad with Clicktag). If not so, the ad server will recognize the lack of these functions and it will not be possible to run the ad.

**GOOGLE WEB DESIGNER**

**Image 01**



Components

Tap Area

**Image 02**



gwd-taparea_1    touch/click    exit ad    gwd-ad    configuration

Target

document.body
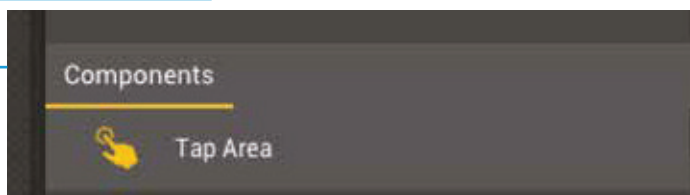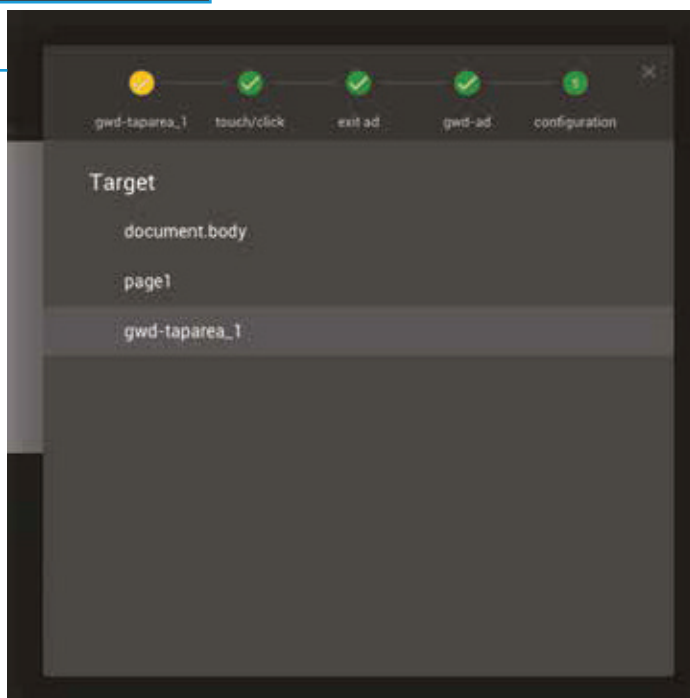
page1

gwd-taparea_1

# CLICKTAG / GOOGLE WEB DESIGNER
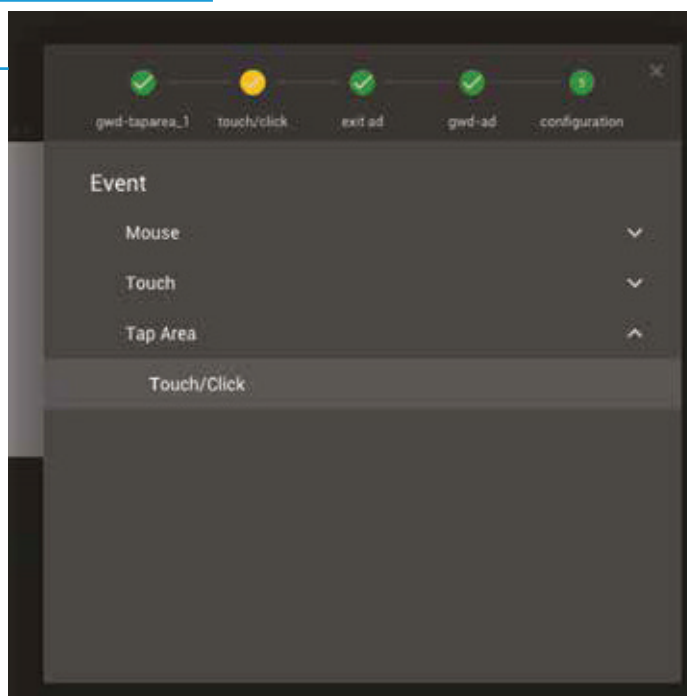
**Image 03**



**Image 04**

# CLICKTAG / GOOGLE WEB DESIGNER

**Image 05**



**Image 06**

# CLICKTAG / GOOGLE WEB DESIGNER

## Ad with Clicktag
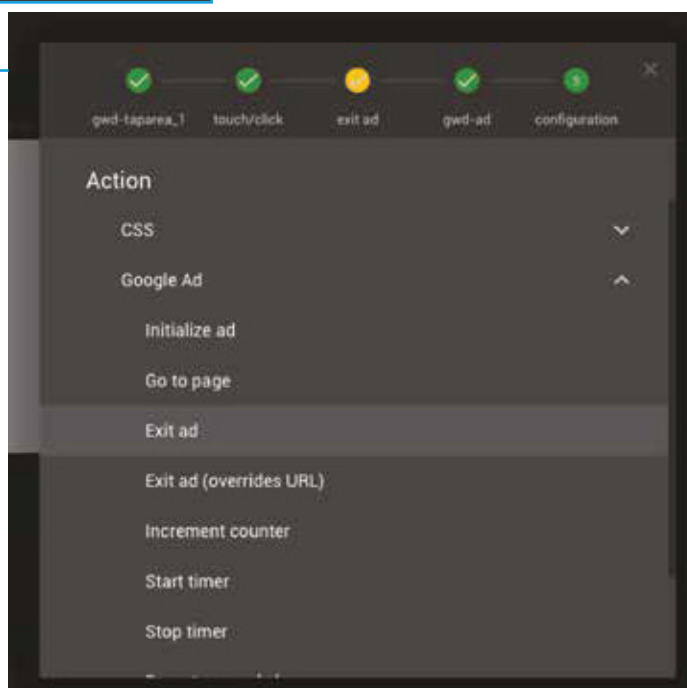
```
<body>
    <gwd-doubleclick id="gwd-ad" polite-load="">
        <gwd-metric-configuration>
            <gwd-metric-event source="clickTAG" event="tapareaexit" metric="" exit="Exit"></gwd-metric-event>
        </gwd-metric-configuration>
        <div is="gwd-pagedeck" class="gwd-page-container" id="pagedeck">
            <div is="gwd-page" id="page1" class="gwd-page-wrapper gwd-page-size gwd-lightbox" data-gwd-width="360px" data-gwd-height="250px">
                <div class="gwd-page-content gwd-page-size">
                    <img is="gwd-image" source="fondo01.png" id="fondo01" class="gwd-img-hxkz">
                    <img is="gwd-image" source="texto01.png" id="texto01" class="gwd-img-nnji gwd-gen-1qtcgwdanimation">
                    <img is="gwd-image" source="fondo02.png" id="fondo2" class="gwd-img-1b0x gwd-gen-mrccgwdanimation">
                    <img is="gwd-image" source="logo.png" id="logo" class="gwd-img-6xbc">
                    <img is="gwd-image" source="mapa.png" id="mapa" class="gwd-img-36vz gwd-gen-ztkggwdanimation">
                    <img is="gwd-image" source="texto2.png" id="texto02" class="gwd-img-1e9j gwd-gen-euaygwdanimation">
                    <img is="gwd-image" source="btn.png" id="btn" class="gwd-img-1puv gwd-gen-3xprgwdanimation">
                    <gwd-taparea id="clickTAG" class="gwd-taparea-joja"></gwd-taparea>
                </div>
                <div style="position: absolute; left: 0px; top: 0px; width: 100%; height: 1px; z-index: 9000; background-color: rgb(102, 102, 102);"></div><div style="position: absolute; right: 0px; top: 0px; width: 1px; height: 100%; z-index: 9000; background-color: rgb(102, 102, 102);"></div><div style="position: absolute; left: 0px; bottom: 0px; width: 100%; height: 1px; z-index: 9000; background-color: rgb(102, 102, 102);"></div><div style="position: absolute; left: 0px; top: 0px; width: 1px; height: 100%; z-index: 9000; background-color: rgb(102, 102, 102);"></div></div>
            </div>
            <gwd-exit metric="clickTAG" url="https://www.google.com/"></gwd-exit>
    </gwd-doubleclick>
    <script type="text/javascript" id="gwd-init-code">
        (function() {
            var gwdAd = document.getElementById('gwd-ad');
```
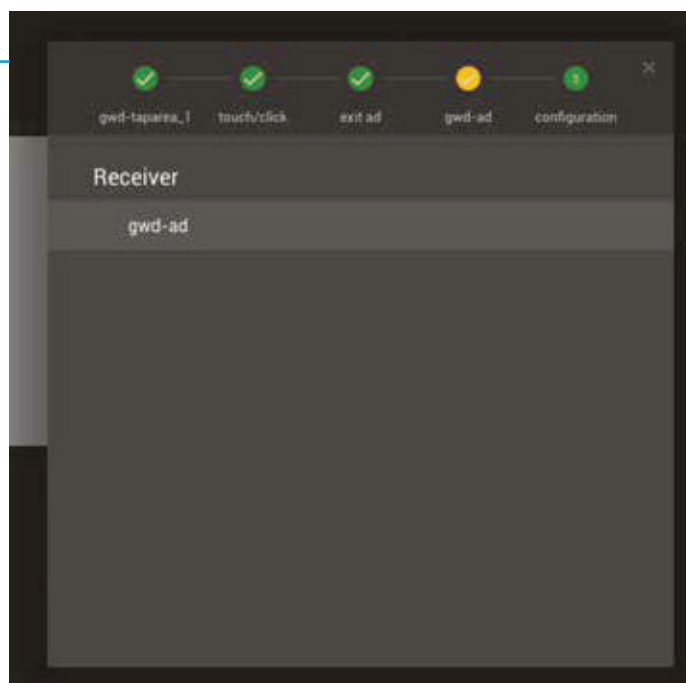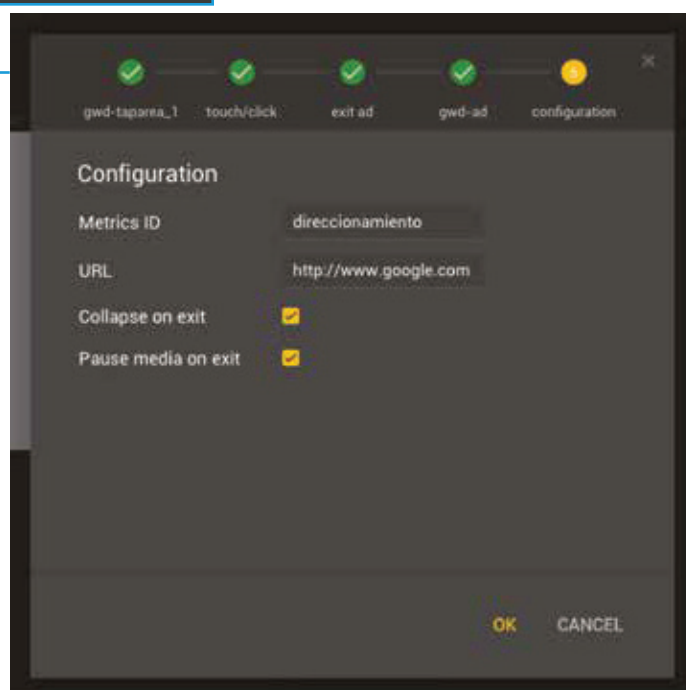
## Ad without Clicktag

```
<body>
    <gwd-doubleclick id="gwd-ad" polite-load="">
        <div is="gwd-pagedeck" class="gwd-page-container" id="pagedeck">
            <div is="gwd-page" id="page1" class="gwd-page-wrapper gwd-page-size gwd-lightbox" data-gwd-width="360px" data-gwd-height="250px">
                <div class="gwd-page-content gwd-page-size">
                    <img is="gwd-image" source="oso1.jpg" id="gwd-image_2" class="gwd-img-1ek3 gwd-gen-g2idgwdanimation">
                    <img is="gwd-image" source="s.png" id="gwd-image_3" class="gwd-img-ch0l gwd-gen-1qubgwdanimation">
                    <img is="gwd-image" source="oso2.jpg" id="gwd-image_4" class="gwd-img-l9ho gwd-gen-1fnqgwdanimation">
                    <img is="gwd-image" source="cinta-01.svg" id="gwd-image_5" class="gwd-img-17if gwd-gen-30s5gwdanimation">
                    <img is="gwd-image" source="call_1.png" id="gwd-image_11" class="gwd-img-fh2z gwd-gen-1e3jgwdanimation">
                    <img is="gwd-image" source="txt01.png" id="gwd-image_6" class="gwd-img-1uww gwd-gen-1u38gwdanimation">
                    <img is="gwd-image" source="imagen_fondo.jpg" id="gwd-image_9" class="gwd-img-gxvd gwd-gen-yzj4gwdanimation">
                    <img is="gwd-image" source="txt03.png" id="gwd-image_8" class="gwd-img-1gz6 gwd-gen-17ulgwdanimation">
                    <img is="gwd-image" source="txt02.png" id="gwd-image_10" class="gwd-img-urfg gwd-gen-vno2gwdanimation">
                    <img is="gwd-image" source="logoSiman.svg" id="gwd-image_12" class="gwd-img-1cub gwd-gen-bwyugwdanimation">
                </div>
                <div style="position: absolute; left: 0px; top: 0px; width: 100%; height: 1px; z-index: 9000; background-color: rgb(0, 0, 0);"></div><div style="position: absolute; right: 0px; top: 0px; width: 1px; height: 100%; z-index: 9000; background-color: rgb(0, 0, 0);"></div><div style="position: absolute; left: 0px; bottom: 0px; width: 100%; height: 1px; z-index: 9000; background-color: rgb(0, 0, 0);"></div><div style="position: absolute; left: 0px; top: 0px; width: 1px; height: 100%; z-index: 9000; background-color: rgb(0, 0, 0);"></div></div>
            </div>
        </div>
    </gwd-doubleclick>
    <script type="text/javascript" id="gwd-init-code">
        (function() {
            var gwdAd = document.getElementById('gwd-ad');
```