



RED TELEFE

Online Ad Specs
2017



Red Telefe

Advertising Specifications

Ad Specifications Guide	Page #
<i>Desktop Ad Package</i>	1
<i>Desktop Richmedia Ad Package</i>	2
<i>Video Ad Package</i>	3
<i>Mobile Ad Package</i>	4
<i>Sites and Formats Availability</i>	5

General Information

- * Video must be provided in largest resolution possible within max weight limits*
- * Campaign assets must be provided at least 48 hours prior to start date*
- * Rely on "Sites and Formats Availability" page for access to updated site list*
- * Red Telefe does not accept SWF banners, only HTML5, static and/or video*



Red Telefe

Advertising Specifications

	Creative Unit Name	Device Compatibility	Initial Dimensions (WxH in pixels) & Aspect Ratio	Max File Load Size Allowance	Max Animation & Video Frame Rate	Max Animation & Video Length	Minimum Required Controls	3rd Party Serving (TAG)	3rd Party Tracking	Submission Lead-Time	Other Considerations
Desktop Ad Package	Leaderboard	Desktop, Tablet	728x90	Static Image: 40kb HTML5: 100kb	24 Frames per Second	30 seconds or less (loops included) Expandables: unlimited with user interaction	15 seconds or less (loops included)	YES	YES	<p>If Standard Creative: 48 business hours before campaign start ----- Third party Tags must be provided 72 business hours before campaign start</p>	Third party tags cannot have any type of segmentation.
	Super Leaderboard	Desktop	970x90	Static Image: 60kb HTML5: 100kb							
	Billboard	Desktop	970x250	Static Image: 60kb HTML5: 100kb							
	Square	Desktop, Tablet, Mobile, App	300x250	Static Image: 40kb HTML5: 100kb							
	Half Page	Desktop	300x600	Static Image: 60kb HTML5: 100kb							

HTML5 CREATIVES BEST PRACTICES

<https://support.smartadserver.com/s/article/ka00Y000000YsGOQA0/HTML5-creatives-best-practice>

CLICK COUNTING IN HTML5 CREATIVES

<https://support.smartadserver.com/s/article/ka00Y000000Ys9qQAC/Click-counting-in-HTML5-creative>



Red Telefe

Advertising Specifications

	Creative Unit Name	Device Compatibility	Initial Dimensions (WxH in pixels) & Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels) & Aspect Ratio	Max File Load Size Allowance	Max File Load Size Allowance w video	Max Animation & Video Frame Rate	Minimum Required Controls	Audio Initiation	3rd Party Serving (TAG)	3rd Party Tracking (Contadores)	Submission Lead-Time	Allowed Elements in Skin	Suggested Elements within Skin	Comments	Other Considerations
Desktop Richmedia Ad Package	Pushdown	Desktop	970x90	970x250	Static Image & HTML5: 100kb	2 MB	Minimum 24 frames per second 15 secs max (unlimited if user-initiated) 1.1mb additional file size allowed for host-initiated video (unlimited if user-initiated video)	Close button on expanded version ----- Expand button on Collapsed version	Must be user initiated. Mute state by default	YES	YES	If Standard Creative: 48 business hours before campaign start ----- Third party Tags must be provided 72 business hours before campaign start			Format containing two creatives that will be used to display a collapsed state and expanded state on mouseover or on click. The functionality of this banner is to push the content that is below it (Pushdown). "Close X" button located at top-right of Layer . If layer contains video: Play, Pause, Mute controls must be included.Can be a .GIF image to be animated.	Third party tags cannot have any type of segmentation.
	Site Event: Takeover	Desktop	970x90 residual	780x360 layer							Logo / Claim/ Slogan / Colors / Patterns / Gradients		Product Shots / Other Branding Elements	Format containing two creatives. "Close X" button located at top-right of Layer . If layer contains video: Play, Pause, Mute controls must be included. Can be a .GIF image to be animated.		
	Interstitial/ Interstitial w Video	Desktop	780x360	Expansion not allowed for this unit				15 seconds or less (loops included), closes automatically if no interaction; unlimited with user interaction		YES	YES		"Close X" button located at top-right of Layer . If layer contains video: Play, Pause, Mute controls must be included. Can be a .GIF image to be animated.			
	Preview /Preview w video	Desktop	780x360	Expansion not allowed for this unit				Play, Pause, Mute controls must be included.		YES	YES		"Close X" button located at top-right of Layer . If layer contains video: Play, Pause, Mute controls must be included. Can be a .GIF image to be animated.			
	Video Banner	Desktop	300x250 or 300x600	Expansion not allowed for this unit				Close button on expanded version ----- Expand button on Collapsed version		YES	YES		Format containing two creatives . "Close X" button located at top-right of Layer . If layer contains video: Play, Pause, Mute controls must be included. Can be a .GIF image to be animated.			
	**Catfish/Zócalo	Desktop	970x90	970x360												

HTML5 CREATIVES BEST PRACTICES

<https://support.smartadserver.com/s/article/ka00Y000000YsGOQA0/HTML5-creatives-best-practice>

CLICK COUNTING IN HTML5 CREATIVES

<https://support.smartadserver.com/s/article/ka00Y000000Ys9qQAC/Click-counting-in-HTML5-creative>

Style Guide and Detailed Technical Specifications

Pushdown

[Download Full Style Guide and Technical Specifications](#)

Billboard

[Download Full Style Guide and Technical Specifications](#)



Red Telefe

Advertising Specifications

	Creative Unit Name	Device Compatibility	Initial Dimensions / Aspect Ratio / Bit Rate	Max File Load Size Allowance	Max Animation & Video Frame Rate	Max Animation & Video Length	3rd Party Serving (TAG)	3rd Party Tracking (tracking pixels)	Other Considerations	Submission Lead-Time
Video Ad Package <i>Desktop - Mobile - Tablet</i>	In-Stream - Pre-Roll (Mid-Roll o Post-Roll)	Desktop, Tablet, Mobile	640x360. Aspect Ratio: 16:9 / Bit Rate: 800-1000kbps	5 MB - H.264 (MP4)	24 - 30 Frames per Second	If Standard Video / VAST: 30 seconds or less ----- If VPAID: unlimited with user interaction	YES	YES	Third party tags cannot have any type of segmentation.	If Standard Creative: 48 business hours before campaign start ----- Third party Tags must be provided 72 business hours before campaign start

Allowed:	VAST
----------	------

HTML5 CREATIVES BEST PRACTICES

<https://support.smartadserver.com/s/article/ka00Y000000YsGOQA0/HTML5-creatives-best-practice>

CLICK COUNTING IN HTML5 CREATIVES

<https://support.smartadserver.com/s/article/ka00Y000000Ys9qQAC/Click-counting-in-HTML5-creative>



Red Telefe

Advertising Specifications

	Creative Unit Name	Device Compatibility	Initial Dimensions (WxH in pixels) & Aspect Ratio	Maximum Expanded Dimensions (WxH in pixels) & Aspect Ratio	Max File Load Size Allowance	Formato	Max Animation & Video Frame Rate	3rd Party Serving (TAG)	3rd Party Tracking (Contadores)	Submission Lead-Time	Other Considerations
Mobile Ad Package & Rich Media <i>Desktop, Tablet, Mobile, App</i>	Mobile Leaderboard	Mobile Web/App	320x50	Expansion not allowed for this unit	Static Image: 40kb	JPG, GIF, PNG	Minimum 24 frames per second ----- 15 secs max (unlimited if user-initiated) ----- 1.1mb additional file size allowed for host-initiated video (unlimited if user-initiated video)	Yes	Yes	If Standard Creative: 48 business hours before campaign start ----- Third party Tags must be provided 72 business hours before campaign start	Third party tags cannot have any type of segmentation.
	Superbanner for Tablet	Mobile Web	728x90	Expansion not allowed for this unit	Static Image: 40kb	JPG, GIF, PNG		Yes	Yes		
	Square	Mobile Web/App	300x250	Expansion not allowed for this unit	Static Image: 40kb	JPG, GIF, PNG		Yes	Yes		
	Mobile Interstitial	Mobile Web/ App	320x480	Expansion not allowed for this unit	Static Image: 40kb	JPG, GIF, PNG		Yes	Yes		
	Mobile Adhesion	Mobile Web	350x50	Expansion not allowed for this unit	Static Image: 40kb	JPG, GIF, PNG		Yes	Yes		
	Mobile Adhesion for tablet	Mobile Web	728x90	Expansion not allowed for this unit	Static Image: 40kb	JPG, GIF, PNG		Yes	Yes		



Red Telefe

Advertising Specifications

	Desktop Ad Package					Desktop Rich Media Ad Package						Video Ad Package			Mobile Ad Package				
	Leaderboard	Super Leaderboard	Billboard	Square	Half Page	Pushdown	Site event: Takeover	Interstitial/ Interstitial w video	Preview/ Preview w video	Video Banner	Catfish/Zócalo	Preroll	Mid roll	Postroll	Mobile Leaderboard	Super Banner for Tablet	Square	Mobile Interstitial	Mobile Adhesion
TELEFE.COM																			
Home	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				Yes	Yes	Yes	Yes	Yes
Ros	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
TELEFE.COM/ SITIOS INTERIOR*																			
Canal 11 Salta				Yes					Yes		Yes						Yes		
Canal 8 Rosario				Yes					Yes		Yes						Yes		
Canal 9 Bahía Blanca				Yes					Yes		Yes						Yes		
Canal 8 Tucumán				Yes					Yes		Yes						Yes		
Teleocho Córdoba				Yes					Yes		Yes						Yes		
Canal 13 Santa Fé				Yes					Yes		Yes						Yes		
Canal 7 Neuquén				Yes					Yes		Yes						Yes		
Canal 5 Rosario				Yes					Yes		Yes						Yes		
TELEFE NOTICIAS																			
Home	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				Yes	Yes	Yes	Yes	Yes
Ros	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes
APP MI TELEFE																			
App Mi Telefe												Yes			Yes			Yes	
APP TELEFE NOTICIAS																			
App Telefe Noticias												Yes			Yes		Yes		



RED TELEFE

Online Ad Specs
2017