

# OATS

Online Advertising Technical Specifications





# Banner (mobile/ desktop)

- ▶ Desktop sizes: **728x90, 980x90, 990x90, 970x90.**
- ▶ Mobile size: **320x50.**
- ▶ Tablet size: **728x90.**
- ▶ Creatives:  
**gif/jpg + url or trackings (50/60 kb).**  
**Redirect (iframe/javascript/internal redirect DCM).**  
**HTML5 (.zip containing .js, images and html). [Detail](#)**  
(Url with secure protocol SSL (https))

\*For any format that goes out of the usual, please ask. Thank you.  
Creatives must be delivered 48 hours before the campaign start date

# Dropdown Banner (desktop)



- ▶ Sizes fold/unfold: **728x90/728x300, 980x90/980x300, 990x90/990x300, 970x90/970x300.**
- ▶ **Video in banner with mute sound set as default.**
- ▶ Creatives:  
**gif/jpg + url or trackings (50/60 kb).**  
**Redirect (iframe/javascript/internal redirect DCM).**  
(Url with secure protocol SSL (https))

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# Halfpage MPU (mobile/desktop)

- ▶ Size: **300x250 pixels.**
- ▶ **Video in banner with mute sound set as default.**
- ▶ Creatives:  
**gif/jpg + url or trackings (50/60 kb).**  
**Redirect (iframe/javascript/internal redirect DCM).**  
**HTML5 (.zip containing .js, images and html – third party video housing). [Detail](#)**  
(Url with secure protocol SSL (https))

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# Dropdown Double MPU (desktop)

- ▶ Size: **300x250 pixels** expandible to **800x600 pixels** (expands right and up with rollover/rollout).
- ▶ **Video in banner with mute sound set as default.**
- ▶ Creatives:  
**Two creatives gif/jpg (300x250 y 800x600) + url or trackings (50/60 kb each creative).**  
**Redirect (iframe/javascript/internal redirect DCM).**  
(Url with secure protocol SSL (https))

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# Double MPU (mobile/ desktop)

- ▶ Size: 300x600 pixels.
- ▶ Video in banner with mute sound set as default.
- ▶ Creatives:  
gif/jpg + url or trackings (50/60 kb).  
Redirect (iframe/javascript/internal redirect DCM).  
HTML5 (.zip containing .js, images and html – third party video housing). [Detail](#)  
(Url with secure protocol SSL (https))

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# Double dropdown MPU (desktop)

- ▶ Size: **300x600 pixels** expands to **800x600 pixels** (expands right with rollover/rollout).
- ▶ **Video in banner with mute sound set as default.**
- ▶ Creatives:  
**Two creatives gif/jpg** (300x600 and 800x600) + **url or trackings (50/60 kb).**  
**Redirect (iframe/javascript/internal redirect DCM).**  
(Url with secure protocol SSL (https))

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# Billboard (desktop/mobile)

- ▶ Sizes: **980x250 pixels (desktop) / 320x100 pixels (mobile) / 728x250 pixels (tablet).**
- ▶ Creatives:  
**gif/jpg + url or trackings (50/60 kb).**  
**Redirect (iframe/javascript/internal redirect DCM).**  
**HTML5 (.zip containing .js, images and html – third party video housing). [Detail](#)**  
(Url with secure protocol SSL (https))

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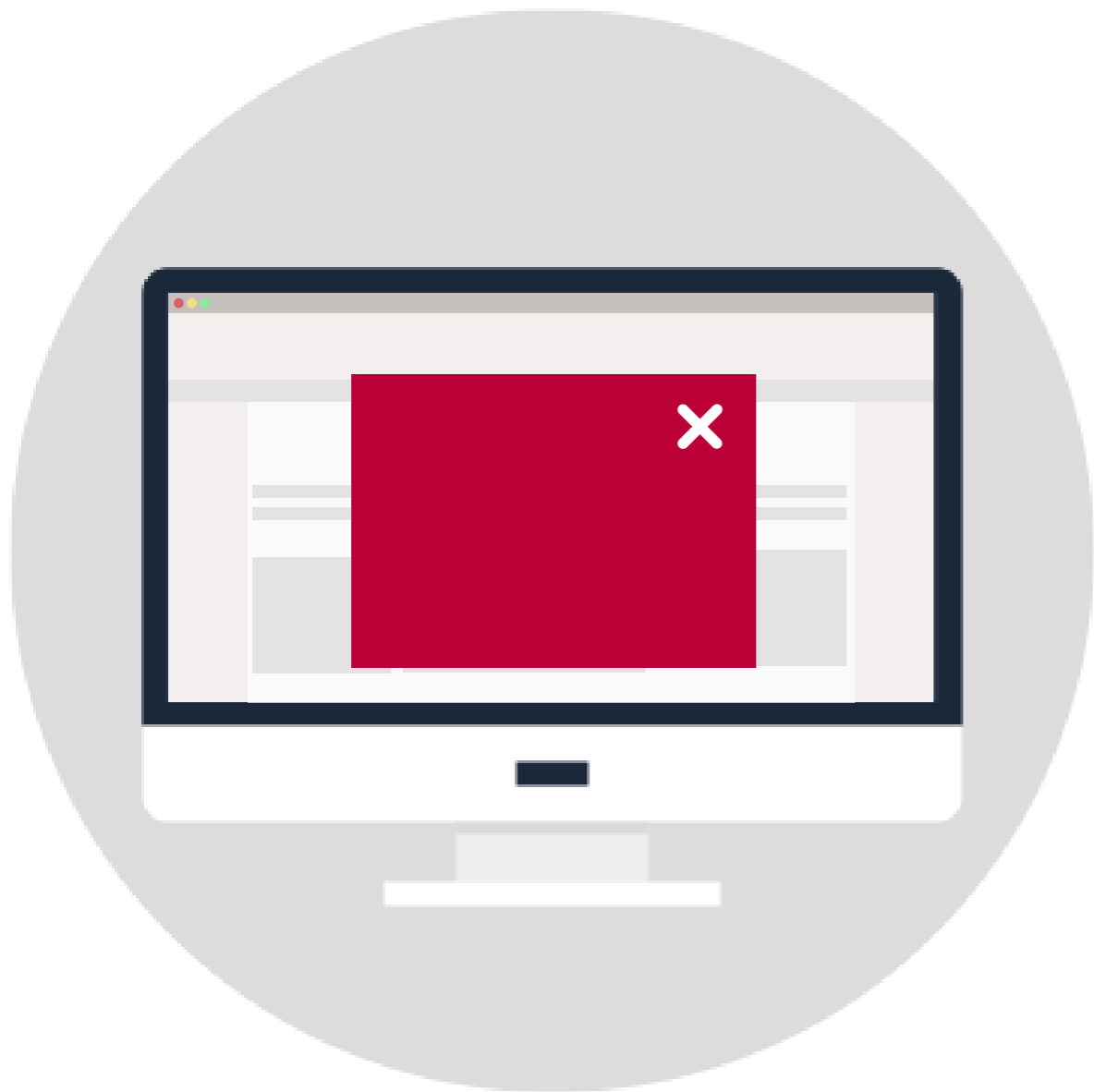


# Skys (desktop)



- ▶ Skys:  
120x600 pixels in Mediaset.  
120x600/160x600 in El Desmarque.
- ▶ Creatives:  
gif/jpg + url or trackings (50/60 kb).  
Redirect (iframe/javascript/internal redirect DCM).  
HTML5 (zip containing images, js and html).  
[Detail](#)  
(Url with secure protocol SSL (https))

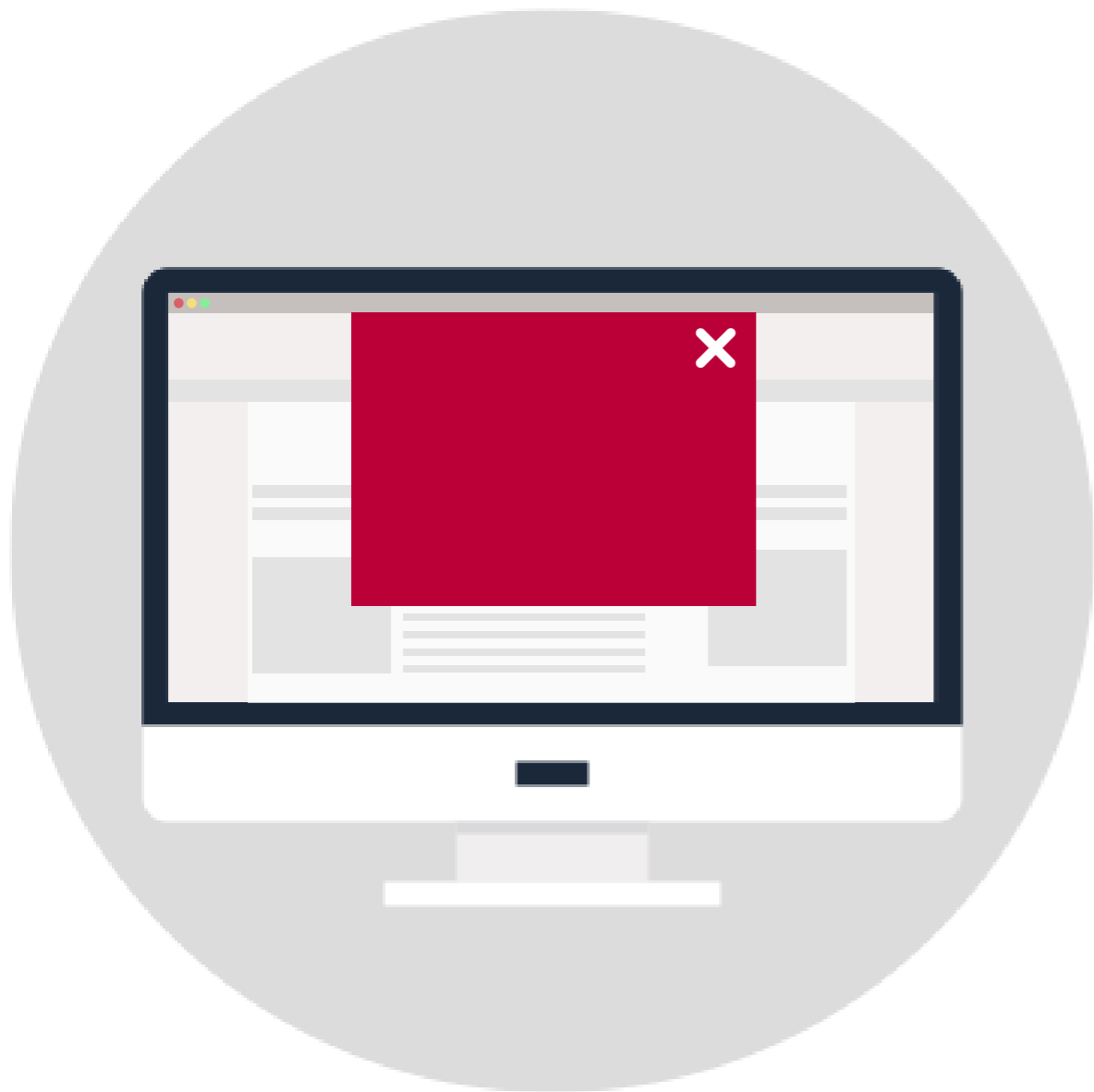
\*For any format that goes out of the usual, please ask. Thank you.  
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# Interstitial (desktop)

- ▶ Size: **800x600 pixels.**
- ▶ Creatives:  
**gif/jpg + url or trackings (50/60 kb).**  
**Redirect (iframe/javascript/internal redirect DCM)**  
(visible close button and 12 seconds autoclose function). Z-index= 999999999  
(Url with secure protocol SSL (https))

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# Mask (desktop)

- ▶ Size: **800x600 pixels.**
- ▶ Creatives:  
**gif/jpg + url or trackings (50/60 kb).**  
**Redirect (iframe/javascript/internal redirect DCM)**  
(visible close button and 12 seconds autoclose function). Z-index= 999999999  
(Url with secure protocol SSL (https))

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# Skin BrandDay (desktop)

- ▶ Skin: **1634x965 pixels.**
- ▶ Creatives: **PSD y JPG (150/200 kb) + url or trackings.**  
(Url with secure protocol SSL (https))
- ▶ Observations: Leave inside space of 1030x965 blank pixels for the content of the site. From this area respect the margin of up to 140 pixels per side to locate images and texts of importance.
- ▶ Combine it with billboard or MPU (see specific slides).

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# BrandDay Mitele



- ▶ Banner: **1600x100, 980x90 pixels (desktop); 728x90 (Tablet); 320x50 (mobile).**
- ▶ Billboard: **1600x250, 980x250 pixels (desktop); 728x250 (Tablet); 320x100 (mobile).**
- ▶ Combine it with MPU (see specific slide).
- ▶ Creatives:  
**gif/jpg + url or trackings (50/60 kb).**  
**Redirect (iframe/javascript/internal redirect DCM).**  
**HTML5 (.zip containing .js, images and html – third party video housing). [Detail](#)**  
(Url with secure protocol SSL (https))

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# Skin BrandDay Boing

- ▶ Skin: **2000x1207 pixels.**
- ▶ Creatives: **PSD y JPG (150/200 kb) + url or trackings.**  
(Url with secure protocol SSL (https))
- ▶ Observations: Leave internal space of 1240x1207 pixels for the content of the site, this space must be in blank (white). From this area respect the margin of up to 120 pixels per side and 200 pixels below to locate images and texts of importance.
- ▶ Combine it with billboard or MPU (see specific slides).

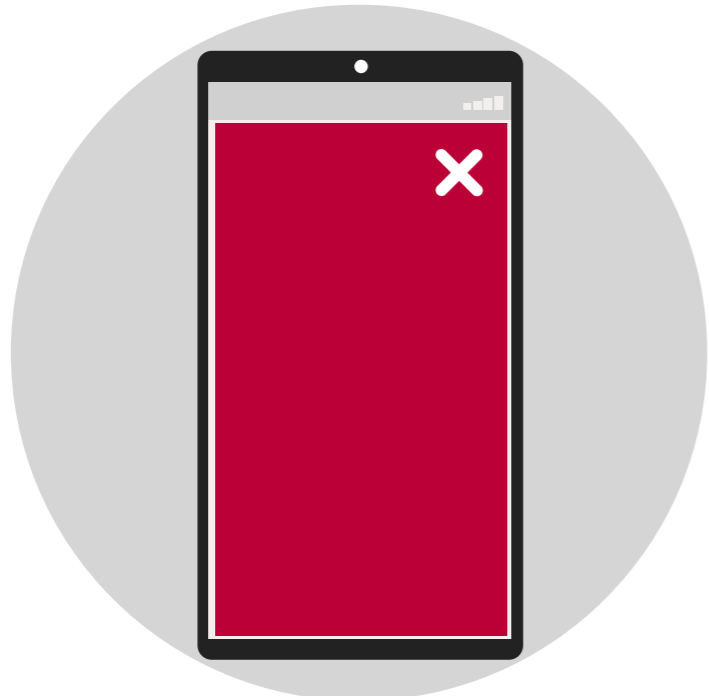
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# Skys BrandDay (desktop)

- ▶ Size:  
**120x1000 pixels in Mediaset.**  
**120x1000/160x1000 in El Desmarque.**
- ▶ Creatives:  
**gif/jpg + url or trackings (50/60 kb).**  
**Redirect (iframe/javascript/internal redirect DCM).**  
**HTML5 (zip containing images, js and html).**  
**[Detail](#)**  
**(Url with secure protocol SSL (https))**
- ▶ Combine it with billboard or MPU (see specific slides).
- ▶ Skys scroll down with user navigation.

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Creatives must be delivered 48 hours before the campaign start date



# APP'S

## Interstitial

- ▶ Size: **320x480 pixels (mobile) / 1024x768 pixels (tablet).**
- ▶ Creatives:  
**jpg/gif + url or trackings.**  
**Redirects.**  
(Url with secure protocol SSL (https))

## Banner

- ▶ Size: **320x50 pixels (mobile) / 728x90 pixels (landscape tablet).**
- ▶ Creatives:  
**jpg/gif + url or trackings.**  
**Redirects.**  
(Url with secure protocol SSL (https))

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Creatives must be delivered 48 hours before the campaign start date





# Vídeo standard

➤ **Video + url** (desktop, mobile web and app's):  
MP4 16:9 + url or trackings.

**Important:**

Url with secure protocol SSL (https).  
Maximum weight: 5/10 mb.  
Maximum duration: 30 seconds (ask for another duration).

➤ **Redirect VAST** (desktop, mobile web and app's):  
16:9

**Important:**

Url with secure protocol SSL (https).  
Maximum duration: 30 seconds (ask for another duration).  
Close button integrated at 16 seconds. Lower right corner.  
The cross or closing button must be maintained for the entire campaign. Any change in the redirect, which violates these conditions, will stop the campaign until the mentioned specifications are met again. A surcharge may apply in the case of breaching some of the conditions mentioned above.

➤ **Redirect VPAID 2.0** (desktop and mobile web):  
16:9

**Important:**

Url with secure protocol SSL (https).  
Maximum duration: 30 seconds (ask for another duration).  
Close button integrated at 16 seconds. Right upper corner. [\(example\)](#)  
The cross or closing button must be maintained for the entire campaign. Any change in the redirect, which violates these conditions, will stop the campaign until the mentioned specifications are met again. A surcharge may apply in the case of breaching some of the conditions mentioned above.

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Creatives must be delivered 48 hours before the campaign start date



# Vídeo Smart Screen

- ▶ Format: **MP4 16:9 HD**
- ▶ Maximum weight: **80 Mb.**
- ▶ Maximum duration: **30 segundos** (Ask for another duration)
- ▶ Creatives:  
**Vídeo + url or trackings.**  
**Redirect Vast**  
(Url with secure protocol SSL (https))

**Available for SMART-TV, non clickable.**

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Creatives must be delivered 48 hours before the campaign start date

## WEB/MOBILE RESPONSIVE TYPES AND SIZES MULTISITE & APP'S

TYPE	WEB	TABLET	MÓVIL	APP'S
Megabanner	728x90; 980x90; 970x90; 990x90	728X90	320x50	320x50 móvil/728x90 tablet
Billboard	970x250; 980x250; 990x250	728x250	320x100	NO
MPU	300x250	300x250	300x250	NO
Double MPU	300x600	300x600	300x600	NO
Interstitial	800x600	NO	NO	320x480 móvil/1024x768 tablet
Skys	120x600; 120x1000 (Brand Day)	NO	NO	NO

## WEB/MOBILE RESPONSIVE TYPES AND SIZES MITELE

TYPE	WEB	TABLET	MÓVIL
Megabanner	728x90; 980x90; 970x90; 990x90,1600x100	728X90	320x50
Billboard	970x250; 980x250; 990x250,1600x250	728X250	320x100
MPU	300x250	300x250	300x250
Double MPU	NO	NO	NO
Interstitial	800x600	NO	NO
Skys	NO	NO	NO