



DIGITAL TECHNICAL SPECIFICATIONS 2020

Le Parisien
Les Echos



BOURSIER.COM

investir
LE JOURNAL DES FINANCES

connaissance
des arts

Les Echos
Le Parisien
MÉDIAS

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IMPORTANT INFORMATION

ALL MATERIAL MUST BE DELIVERED

AT LEAST 5 BUSINESS DAYS BEFORE THE CAMPAIGN STARTS

IN THE FORM OF A ZIP FILE OR VIA WETRANSFER

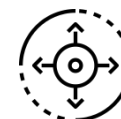
1. DISPLAY

All material must be delivered at least 5 business days before the campaign starts in the form of a zip file or via Wetransfer

Les Echos
Le Parisien
MÉDIAS

**TABLET****DESKTOP****MOBILE****MAX WEIGHT**

150 Ko

**DIMENSIONS**

300x250 px

**FILE TYPE**GIF, JPEG, HTML5 or
Redirect

MPU

For ad tags/redirects, files must be hosted in HTTPS.

If the format includes video:

- The sound must be off by default
- The video can play in a loop
- We do not host the video

To see the HTML5 recommendations

CLICK [HERE](#)

**TABLET****DESKTOP**

HALF PAGE

For ad tags/redirects, files must be hosted in HTTPS.

If the format includes video:

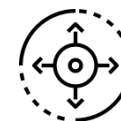
- The sound must be off by default
- The video can play in a loop
- We do not host the video

To see the **HTML5** recommendations

CLICK [HERE](#)



MAX WEIGHT
150 Ko



DIMENSIONS
300x600 px



FILE TYPE
GIF, JPEG, HTML5 or
Redirect

**DESKTOP****Only on Le Parisien****Le Parisien****MAX WEIGHT**

150 Ko

**DIMENSIONS**

1000x250 px

**FILE TYPE**GIF, JPEG, HTML5 or
Redirect**MASTHEAD**

For ad tags/redirects, files must be hosted in HTTPS.

If the format includes video:

- The sound must be off by default
- The video can play in a loop
- We do not host the video

To see the HTML5 recommandations

CLICK [HERE](#)

**DESKTOP**

Only on Les Echos

LesEchos
LE QUOTIDIEN DE L'ECONOMIE

**MAX WEIGHT**

150 Ko

**DIMENSIONS**

1000x200 px

**FILE TYPE**

GIF, JPEG, HTML5 or
Redirect

MASTHEAD

For ad tags/redirects, files must be hosted in HTTPS.

If the format includes video:

- The sound must be off by default
- The video can play in a loop
- We do not host the video

To see the HTML5 recommandations

CLICK [HERE](#)

**DESKTOP****Only on Le Parisien****MAX WEIGHT**

150 Ko

**DIMENSIONS**

1220x150 px

**FILE TYPE**GIF, JPEG, HTML5 or
Redirect**GIGABANNER**

For ad tags/redirects, files must be hosted in HTTPS.

If the format includes video:

- The sound must be off by default
- The video can play in a loop
- We do not host the video

To see the HTML5 recommendations

CLICK [HERE](#)

**DESKTOP**

ARCH – LE PARISIEN (HP)



To see the Arch Template

CLICK [HERE](#)

**Only on Le Parisien Home Page
(format submitted to Publisher validation)**

**MAX WEIGHT**

150 Ko

**DIMENSIONS**

1800x1000 px

**FILE TYPE**

GIF or JPEG

ARCH TEMPLATE



RESPECT OF THE SAFE AREA

Logos, text and CTA must stay inside the safe area, otherwise they might be cut off dependantly to screen resolution. Outside this area, it is recommended to include visuals or a color background according to advertiser choice.

[DOWNLOAD HERE THE PSD FILE](#)



**DESKTOP****ARCH – (except Le Parisien)**

To see the Arch Template

CLICK [HERE](#)

**MAX WEIGHT**

150 Ko

**DIMENSIONS**

1800x1000 px

**FILE TYPE**

GIF or JPEG

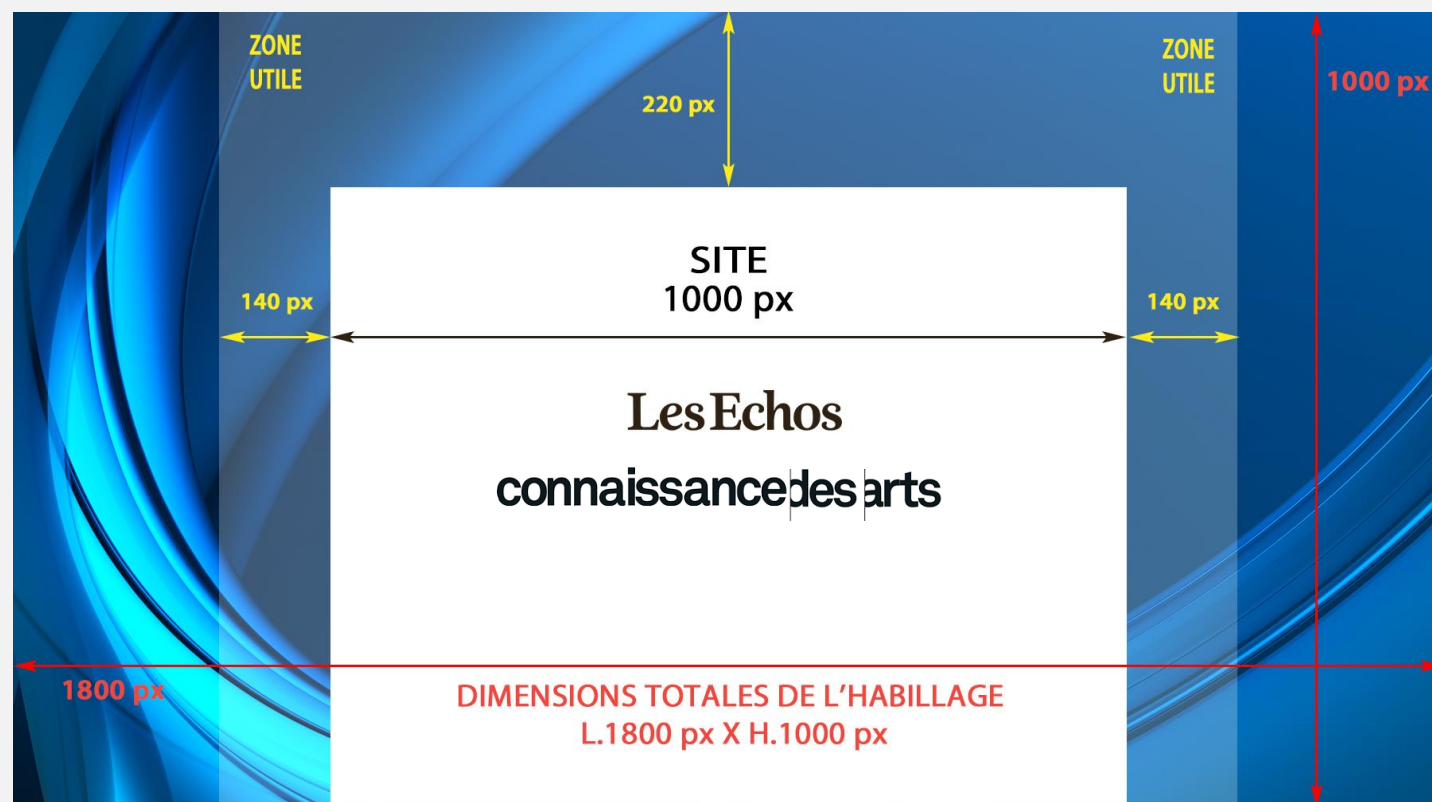
TEMPLATE ARCHE



RESPECT OF THE SAFE AREA

Logos, text and CTA must stay inside the safe area, otherwise they might be **cut** off dependantly to screen resolution. Outside this area, it is recommended to include visuals or a color background according to advertiser choice.

[DOWNLOAD HERE THE PSD FILE](#)



[DOWNLOAD HERE THE PSD OF CONTROL](#)



FILE TYPE
GIF or JPEG



MATERIAL

Close Desktop 30%

1920x300 px

(safe area : 1296x266 px)

300 Ko max

Close Smartphone 30%

780x200 px

(safe area : 392x96 px)

100 Ko max

Close Tablet 30%

1450x300 px

(safe area : 676x226 px)

200 Ko max

Expand portrait

1100x1400 px

(safe area : 946x736 px)

500 Ko max

Close Desktop 10%

1920x300 px

(safe area : 1816x86 px)

300 Ko max

Close Smartphone 10%

780x200 px

(safe area : 696x22 px)

100 Ko max

Close Tablet 10%

1450x300 px

(safe area : 1446x66 px)

200 Ko max

Expand landscape

1920x900 px

(safe area : 1516x356 px)

500 Ko max

Only on Le Parisien

Le Parisien

LesEchos
Le Parisien

MÉDIAS

Close Desktop 30%**1920x300 px**

(safe area : 1296x266px)

300Ko max

Close Desktop 10%**1920x300 px**

(safe area : 1816x86 px)

300Ko max

Close Smartphone 30%**780x200 px**

(safe area : 392x96 px)

100Ko max

Close Smartphone 10%**780x200 px**

(safe area : 696x22 px)

100Ko max

Close Tablet 30%**1450x300 px**

(safe area : 676x226 px)

200Ko max

Close Tablet 10%**1450x300 px**

(safe area : 1446x66 px)

200Ko max

[DOWNLOAD HERE THE PSD OF CONTROL](#)**HTML5 COVER****Only on Le Parisien****MATERIAL**

The HTML5 cover is composed in principle of "static" elements for the closed part and HTML5 animation for the expand part.

If you wish, you can produce HTML5 animations for all the elements that make up the format.

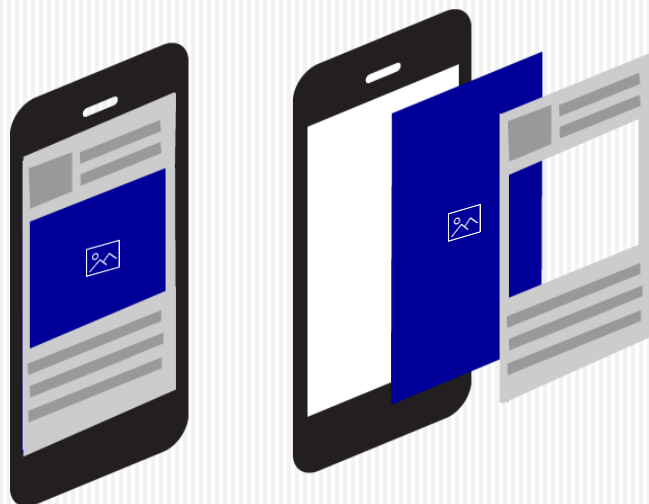
For HTML5 templates, thank you for taking into account the scripting of the :

- Arrival in closed position with 30% height of visibility on the screen.
- When scrolling, the height increases to 10% of the screen visibility.
- 70% screen visibility (including website menus) with rollover on desktop and touch on smartphone and tablet

[DOWNLOAD HERE THE HTML5 TEMPLATE](#)



MOBILE



PARALLAX

IMPORTANT : the visible area on the screen is **700x394px** and the useful area (visible on scroll) is **700x694px**.

USEFUL AREA:

Logos, texts, CTAs and catch phrases **must not come out** of the area, otherwise they will be cut off according to screen resolutions. Outside this zone, it is recommended to integrate visuals or a coloured background of the advertiser's choice.



MAX WEIGHT

200 Ko



DIMENSIONS

700x1600 px



FILE TYPE

JPEG

2. APP

All material must be delivered at least 5 business days before the campaign starts in the form of a zip file or via Wetransfer



MOBILE

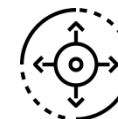
INTERSTITIAL MOBILE

Do not put a « close » button



MAX WEIGHT

150 Ko



DIMENSIONS

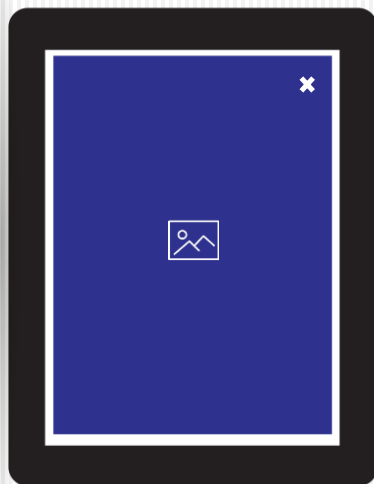
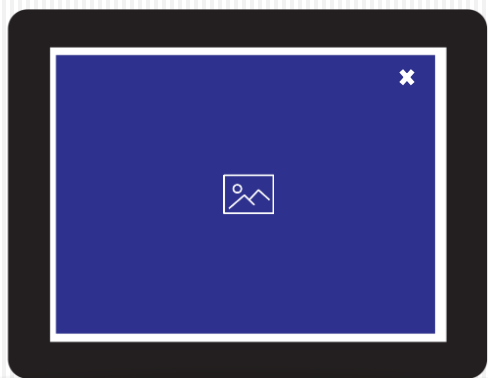
640x960 px

960x640 px
(landscape format
only on Les Echos)



FILE TYPE

GIF or JPEG



TABLET

INTERSTITIAL TABLET

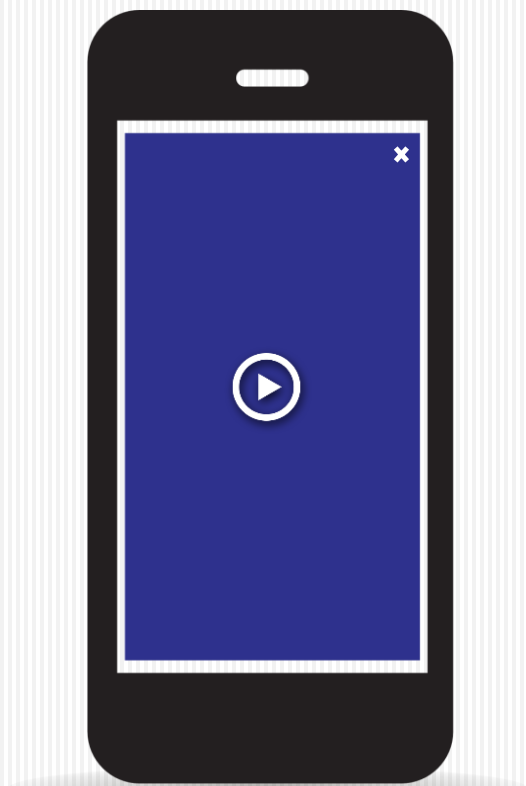
Do not put a « close » button

**MAX WEIGHT**

150 Ko

**DIMENSIONS**1536x2048px
and
2048x1536px**FILE TYPE**

GIF or JPEG

**MOBILE****INTERSTITIAL VIDEO**

Do not put a « close » button

Provide a 30px black band above and below the video.

Duration 10s max

**MAX WEIGHT**

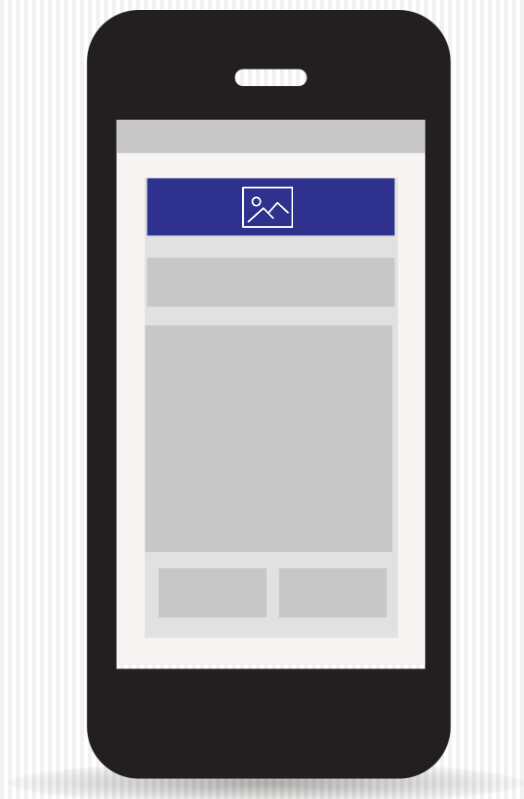
2 Mo

**DIMENSIONS**

640x960 px

**FILE TYPE**

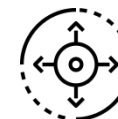
MP4

**MOBILE****BANNER**

IMPORTANT : this banner will be displayed in a 320x50px iframe. It is important to limit the text area so that it is readable.

**MAX WEIGHT**

150 Ko

**DIMENSIONS**

640x100px
(HD File)
or
320x50 px

**FILE TYPE**

GIF or JPEG

**TABLET****MOBILE****MAX WEIGHT**

150 Ko

**DIMENSIONS**

300x250 px

**FILE TYPE**GIF, JPEG, HTML5 or
Redirect

MPU

For ad tags/redirects, files must be hosted in HTTPS.

If the format includes video:

- The sound must be off by default
- The video can play in a loop
- We do not host the video

To see the HTML5 recommendations

CLICK [HERE](#)

3. VIDEO

All material must be delivered at least 5 business days before the campaign starts in the form of a zip file or via Wetransfer

LesEchos
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MÉDIAS



TABLET



DESKTOP



MOBILE


dailymotion



MAX WEIGHT

512 Mo



RESOLUTION

Less than or
equal to 720p
(16:9 format)



FILE TYPE

MP4, VAST 3.0 or VPAID

PREROLL

- Maximum duration 30 seconds

**TABLET****DESKTOP****MOBILE****MAX WEIGHT**

10 Mo

**RESOLUTION**Less than or
equal to 720p
(16:9 format)**FILE TYPE**

MP4 or VAST 3.0

PREROLL – NON SKIPPABLE

- Minimum duration 12 seconds
- Maximum duration 20 seconds
- Third party visibility pixels allowed :
 - IAS
 - Moat
 - Double Verify

**TABLETTE****DESKTOP****SMARTPHONE****MAX WEIGHT**

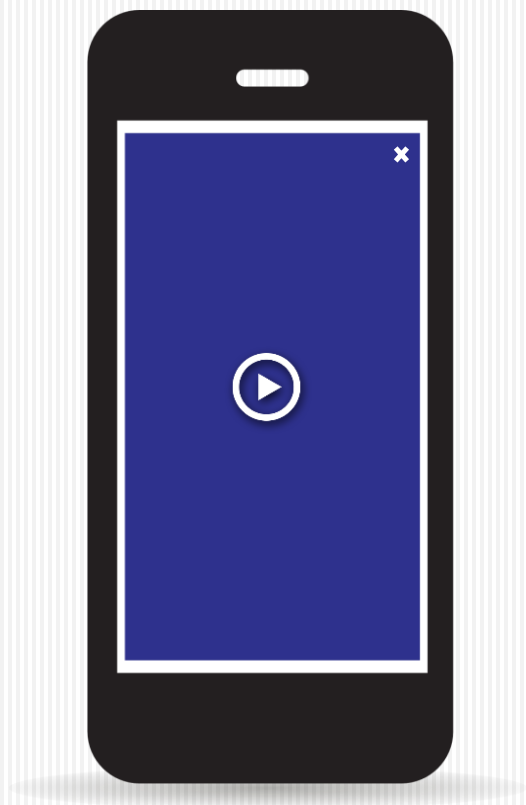
10 Mo

**RESOLUTION**Less than or equal
to 720p
(16:9 format)**FILE TYPE**

MP4 or VAST 3.0

PREROLL – SKIPPABLE

- Skippable after 5 seconds
- Minimum duration : 12 seconds
- Maximum duration : 6 minutes
- Third party visibility pixels allowed:
 - IAS
 - Moat
 - Double Verify

**MOBILE**

INTERSTITIAL VIDEO

ON APP ONLY

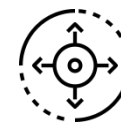
Do not put a « close » button

Provide a 30 px black stripe above and below the video.

Maximum duration : 10 seconds



MAX WEIGHT
2 Mo

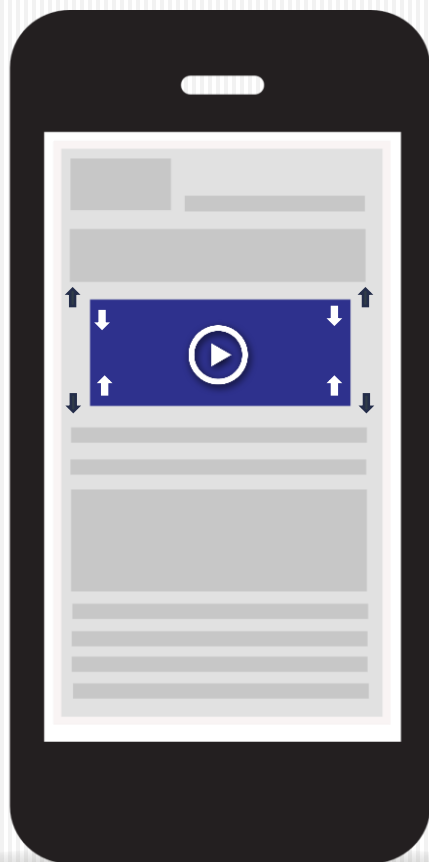


DIMENSIONS
640x960 px



FILE TYPE
MP4

[DOWNLOAD HERE THE TEMPLATE FILM](#)



MOBILE



TABLET



DESKTOP

INREAD LANDSCAPE

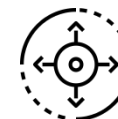
Recommended duration :

15 seconds



MAX WEIGHT

3Mo



DIMENSIONS

640x360



FILE TYPE

MP4
VAST
VPAID

Video - Horizontal

1920x1080 px

[DOWNLOAD HERE THE COVER VIDEO HORIZONTAL TEMPLATE](#)

Video - Square

1080x1080 px

[DOWNL HERE THE COVER SQUARE VIDEO TEMPLATE](#)

Video - Vertical

1080x1920 px

[DOWNLOAD HERE THE COVER VERTICAL VIDEO TEMPLATE](#)

COVER VIDEO 1/2



DELIVERABLES

THE VIDEO COVER IS COMPOSED OF THE VIDEO + STATICAL ELEMENTS (see next page)

The video can be delivered in its raw state, we take care of the compression operations of the video master. On the other hand, sufficient quality (.mov or .mp4 HD quality) is required in order to be able to intervene without altering the quality of the videos that will be broadcast.

For square and vertical videos, the background color on tablet and mobile will be black by default. You can also give us the hexadecimal code of the desired background colour.

Only for Le Parisien



COVER VIDEO 2/2

[DOWNLOAD HERE THE CONTROL PSD FILE](#)



FILE TYPE
GIF or JPEG



DELIVERABLES

Desktop (30% closed)

1920x300 px

(useful area : 1296x266 px)

300 Ko max

Mobile (30% closed)

780x200 px

(useful area : 392x96 px)

100 Ko max

Tablet (30% closed)

1450x300 px

(useful area : 676x226 px)

200 Ko max

Expand portrait

1100x1400 px

(useful area : 946x736 px)

500 Ko max

Desktop (10% closed)

1920x300 px

(useful area : 1816x86 px)

300 Ko max

Mobile (10% closed)

780x200 px

(useful area : 696x22 px)

100 Ko max

Tablet (10% closed)

1450x300 px

(useful area : 1446x66 px)

200 Ko max

Expand paysage

1920x900 px

(useful area : 1516x356 px)

500 Ko max

Only on Le Parisien



4. HTML5

All material must be delivered at least 5 business days before the campaign starts in the form of a zip file or via Wetransfer



RECOMMENDATIONS FOR HTML5 MATERIAL

HTML5 creatives must be SSL-compliant to be delivered on our sites.

Make the banner clickable by inserting the Clicktag variable and use it as the destination URL.

BELOW THE CLICKTAG CODE TO INSERT
IN THE HTML FILE

```
<html>
<head>
<script type="text/javascript">
var clickTag = "https://url_de_destination.com";
</script>
</head>
<body>
[Insert here the code of your creative]
<a
href="javascript:window.open(window.clickTag)">
[Insert here the rest of the code of your creative]
</a>
</body>
</html>
```



HTML 5 ELEMENT MADE WITH GOOGLE WEB DESIGNER

If you use Google Web Designer to design HTML5 creations, you must add an output area that is a clickable area that redirects to the advertiser's website.

1.

Ensure you select the «**DoubleClick**» environment.

2.

Add a button or other clear visual incentive to action that the user can click or press.

3.

Drag the Clickable Area component from the component panel to the creation space, then place it above the action prompting.

4.

On the «Events» panel, click the «New Event» button.

5.

On the dialog box that appears, select the following options :

Target: Component Clickable area(gwd-taparea_1)

Event: Clickable Area > Press/Click

Target: Google Ad > Exit

Recipient: gwd-ad

Configuration :

- Statistics ID: any label
- Output URL



OUR RECOMMENDATIONS

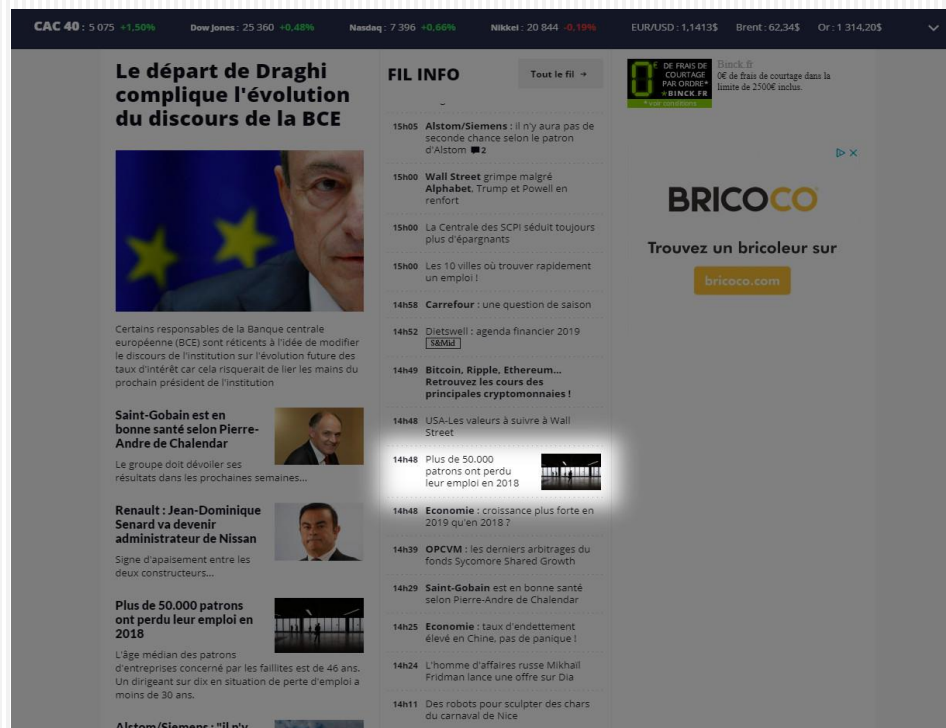
FOR FORMATS WITH VIDEO AND/OR SOUND

Sound must be off by default
Video can loop.

WE DON'T HOST VIDEO

5. NATIVE ADS

All material must be delivered at least 5 business days before the campaign starts in the form of a zip file or via Wetransfer



TABLET



DESKTOP



MOBILE

NATIVE AD – Fil Info

SUBMISSION OF THE ELEMENTS :
Text : 70 characters max, spaces included

Redirection URL



MAX WEIGHT
150 Ko

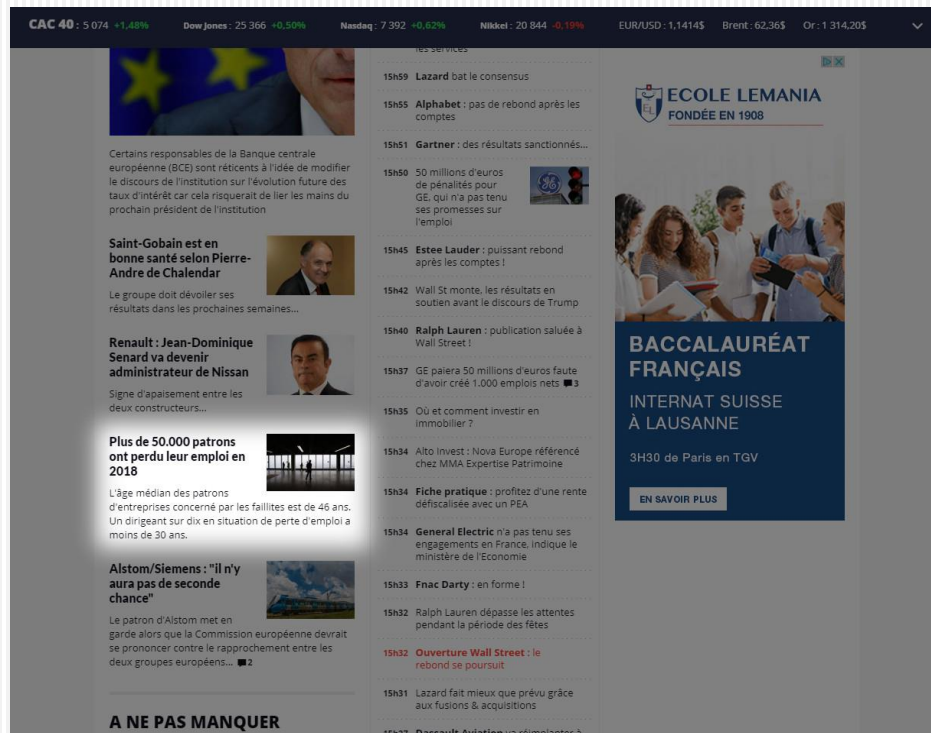


DIMENSIONS
60x57 px



FILE TYPE
GIF ou JPEG

ONLY ON **BOURSIER.COM**



TABLET



DESKTOP



MOBILE

NATIVE AD – Headline

- Portrait : 300x400 px (useful zone 250x350)
- Landscape HD : 900x500 px (useful zone 550x350)
- Landscape : 800x450 px (useful zone 550x350)
- Square : 500x500 px (useful zone 450x450) | Text

1 title : Between 10 to 50 visible characters depending on insertions

1 introduction : Between 50 to 150 visible characters depending on insertions

Redirection URL



MAX WEIGHT
150 Ko / fichier



DIMENSIONS
4 sizes required for an optimal display



FILE TYPE
GIF or JPEG

ONLY ON **BOURSIER.COM**



BOURSIER.COM



TABLET



DESKTOP



MOBILE

TOP - NATIVE AD

SUBMISSION OF THE ELEMENTS :

Text : 90 characters max, spaces included

Redirection URL



MAX WEIGHT
150 ko



DIMENSIONS
109x66 px



FILE TYPE
Static GIF or JPEG

ONLY ON **BOURSIER.COM**

PARTENAIRES DE BOURSIER.COM



Application Boursier.com
Téléchargez gratuitement
l'application Boursier.com
sur votre mobile



Boursier.com Premium
des conseils qui
appartiennent exclusivement
à notre offre de conseil
Boursier.com



Évaluez votre expertise
Séance gratuite
ou autres services de nos
premiers

PUBLICITÉ

Contenus sponsorisés auprès de notre audience principalement masculine et
CSP+, **1,3 million** d'internautes par mois

EN SAVOIR PLUS



BOURSIER.COM



TABLET



DESKTOP



MOBILE

BOTTOM - NATIVE AD

SUBMISSION OF THE ELEMENTS :

Text : 100 characters max, spaces included

Redirection URL



MAX WEIGHT
150 Ko



DIMENSIONS
160x80 px



FILE TYPE
Static GIF or JPEG

6. MAILING

All material must be delivered at least 5 business days before the campaign starts in the form of a zip file or via Wetransfer

Les Echos
Le Parisien

MÉDIAS

HTML & TECHNICAL

Always put a background color in HTML

Use only the 5 system fonts for the dynamic text (arial/verdana/times/...)

Proscribe flash technologies, javascriptBan the «CSS» which pass very badly in messaging services

For weight reasons it is desirable to have several small images rather than a single one

You should not put a «background image» because many browsers misinterpret the «background» code

The HTML title of the page must be correctly filled in

DOCTYPES must be in HTML 4

The Meta tag must be filled in

No tag <link rel> or <style type=>text/css> or <script> above the </head> of the page

No tags

No tags <DIV>

All characters must be HTML encoded

Use the tag to format text, color, size, and font

Check all apostrophes : use : ' and not ' (Word OFFICE character)

All dimensions must be in pixels and not in %.

Never Height for the TABLE

No XML tag closing like
 always

Any tracking elements (pixels, clic-command) are to be implemented by you and directly in the delivered file

The words «mirror page» and «unsubscribe» are automatically added.

OUR RECOMMENDATIONS

HTML file size : **30 Ko maximum**

Total file size with images : 150 Ko maximum



ELEMENTS TO PROVIDE

An HTML file already built with the content of the e-mailing

Subject of the emailing

The sender's name

An email address to allow Internet users to reply

GRAPHISM AND STRUCTURE

Prioritize the message

Place the logo on the top left corner

Reassemble the main message elements in the preview window (approximately 300 pixels high)

Visible and explicit buttons and links

Underline links only

Have graphic consistency with other channels / website / and emails between them

Define landing pages in a relevant way (always have consistency between the link and the page to which it leads)

Write short texts and rather in column

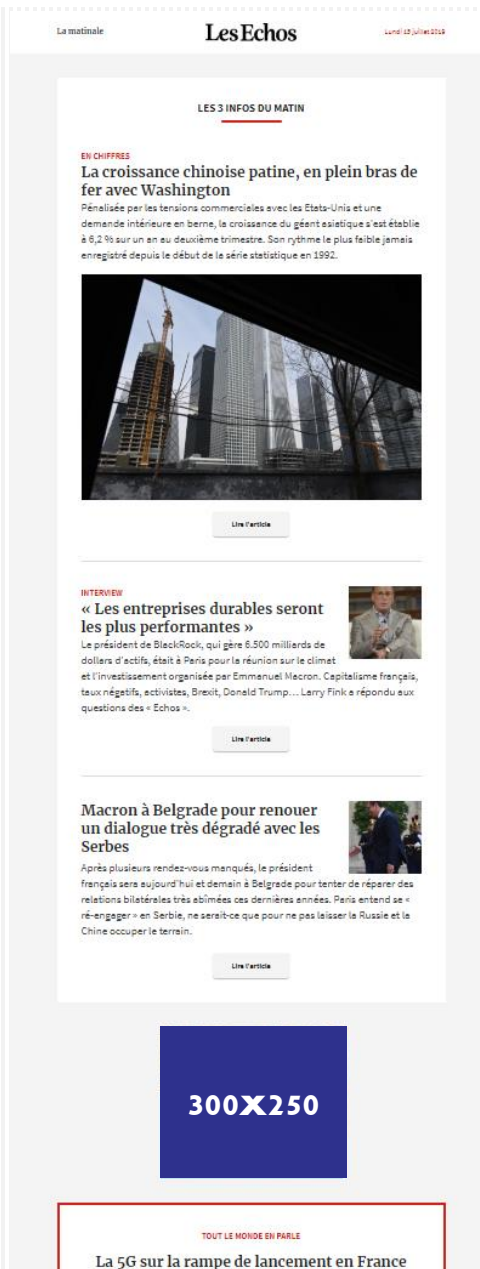
Give structure to emails, clearly identifiable areas

Use animations to highlight certain elements

Max. weight for the element 100 Ko

7. NEWSLETTER

All material must be delivered at least 5 business days before the campaign starts in the form of a zip file or via Wetransfer



TABLET



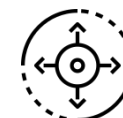
DESKTOP



MOBILE



MAX WEIGHT
150 Ko



DIMENSIONS
300x250px



FILE TYPE
JPEG

NEWSLETTER
Les Echos

Les Echos
LE QUOTIDIEN DE L'ECONOMIE

Submission of the elements :

Redirection URL



TABLETTE



DESKTOP



SMARTPHONE

NEWSLETTER Le Parisien

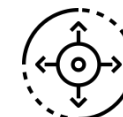


Submission of the elements :

Redirection URL



MAX WEIGHT
150 Ko



DIMENSIONS
624x176



FILE TYPE
JPEG



TABLET



DESKTOP



MOBILE

NEWSLETTER

Connaissance des Arts

connaissance
des arts

Submission of the elements :

Redirection URL



MAX WEIGHT
150 Ko



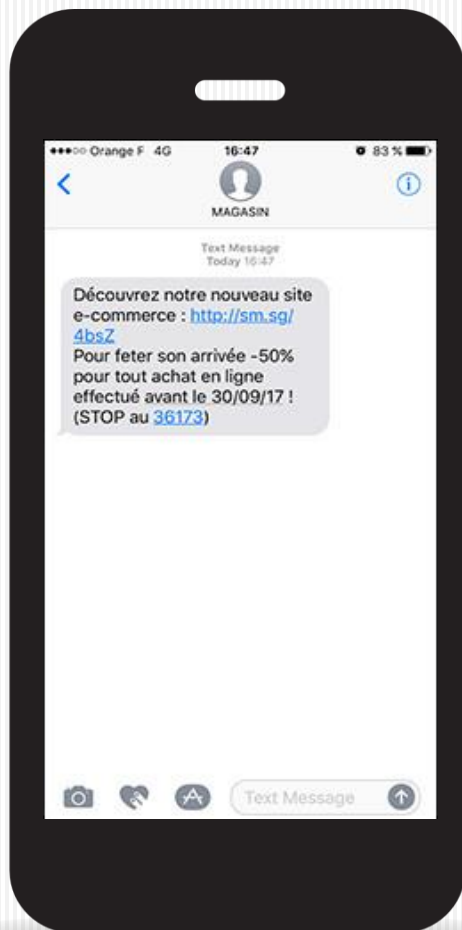
DIMENSIONS
300x250



FILE TYPE
JPEG

8. SMS

All material must be delivered at least 5 business days before the campaign starts in the form of a zip file or via Wetransfer



MOBILE

SMS CAMPAIGN

Always insert "STOP 00000" at the end of the message for French and Belgian campaigns.

Sending campaigns between 8am and 8pm on working days and Saturdays.
(No campaigns on Sundays !)

The SMS must contain a maximum of 147 characters since the STOP text occupies 11 characters.

ATTENTION

Some characters are "special" for instance "€" which counts for 2 characters, a "ç" counts for 46 characters just like the "ë".

List of standard characters counting for 1 character :

@£\$¥€èùìòÇøÀáΔ_ΦΓΛΩΠΨΣΘΞ^{}[~]|ÆæßÉ!"#¤%&'()*+,-./01
23456789:;<=>?;ABCDEF GHIJKLMNOPQRSTUVWXYZÄÖŒUŠž
abcdefghijklmnopqrstuvwxyzäöŒuä

CONTACTS

Les Echos
Le Parisien

MÉDIAS

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