

# Delivery Specifications Digital 2026

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## 1. Video Advertisement

Two formats are used within the video advertisement. The streamspot format with a duration of 10 to 30 seconds and the bumper format with a duration of 6 seconds. Place the video ad with Ad Alliance's high-quality content according to the following conditions:

Delivery specifications

Material must be emailed to [connect@adalliance.nl](mailto:connect@adalliance.nl) at least 3 working days prior to the start of the campaign. The terms and conditions regarding the material depend on the content on which it is placed.

### 1.1 Online video

The delivery for Online Video can be divided into direct material and via VAST (version 2 or higher).

#### 1.1.1 Direct material

Ad Alliance takes care of transcoding to the optimal video format and for the hosting. The properties to which the material must comply are shown here:

- Video type MP4 with H264 video
- Dimensions: 1920x1080
- AAC audio (R128 audio is mandatory)  
Loudness Normalization: R128 recommends normalizing audio to a target loudness level of -23 LUFS (Loudness Units relative to Full Scale).
- Min bitrate: video 10.000 kbps, audio 192 kbps
- CFR (Constant Frame Rate) with a minimum of 24 fps (frames per second)
- Minimum audio sample rate 48kHz
- Audio: Stereo (L) (R)
- Minimum file size: 10 mb
- Maximum file size: 200 mb
- Third-party trackers must be delivered using an SSL protocol.
- **Third-party tracking within SAVOD:** The use of standalone third-party trackers is not permitted on HBO Max, SkyShowtime, Disney+ and Videoland.
- Third-party Viewability is web only.
- Only the .XLSX file extension will be used.
- Excel files from 1997 - 2003 are not accepted with .DOC, .DOT, .XLS, .XLT, .PPT, .POT as extensions.

Note: Third-party ad tracking is only allowed through Google Ads Data Hub (ADH). There are two possible ways to measure within ADH:

### 1. Measuring by client ID:

The measurements of Doubleverify, IAS and MOAT (Viewability) & Nielsen, Comscore (Reach) run entirely via Google ADH. To measure these campaigns within YouTube, Ad Alliance needs the following:

- client\_id
- reporting\_id (optional)

### 2. Measuring using pixels:

All other third-party measurement vendors that support ADH can provide pixels. The list can be found [here](#).

\* In case of non-consent, it is not possible to measure both brand safety and viewability.

\* Note: Delivery via VAST for deployment on YouTube is subject to additional restrictions.

#### 1.1.2 Third-party served – VAST

- Material can be supplied via VAST 2 or higher. Click [here](#) for more information.
- Modifying material without coordinating with Ad Alliance is not permitted.
- In case of non-consent, it is not possible to measure both brand safety and viewability. In addition, VPAID creatives and TCF macros are not technically possible. The latter applies if a DCM tag is sent along.
- Excel files are only accepted with XLSX extension.
- Excel files from 1997 - 2003 are not accepted with .DOC, .DOT, .XLS, .XLT, .PPT, .POT as extensions.
- AAC audio (R128 audio is mandatory)  
Loudness Normalization: R128 recommends normalizing audio to a target loudness level of -23 LUFS (Loudness Units relative to Full Scale).
- Third-party creative and the pixels in the creative must have a GDPR consent macro to forward the TCF 2.0 string in the chain and also to identify vendors. Example:  
gdpr\_consent=\${GDPR\_CONSENT\_123}
- **Third-party tracking within SAVOD:** Third-party tracking is only permitted if it is directly implemented within the VAST tag. The following conditions apply:
  - The VAST tag must not contain ad verification wrappers (such as IAS or DoubleVerify). These are removed within SAVOD and may cause issues.
  - VPAID creatives are not allowed.
  - The VAST response must include at least three different bitrates, including at least one asset with a bitrate of 10 Mbps.

- At a minimum, the formats below must be called:

|      | TYPE                       | RESOLUTION | BITRATE | BITRATE AUDIO* |
|------|----------------------------|------------|---------|----------------|
| HIGH | MP4 & WebM with H264 video | 1920x1080  | 10000   | 192            |
| MID  | MP4 & WebM with H264 video | 1280x720   | 2000    | 128            |
| LOW  | MP4 & WebM with H264 video | 640x360    | 640     | 96             |

\* Bitrate Audio is mandatory

YouTube stream spots have a maximum spot length of 20 seconds. Google does not allow third-party tagging and ad serving by vendors not specifically approved by Google. The tag can be tested on the [YouTube VAST Validator](#).

## 1.2 The Pause Ad

When delivering a Pause Ad, please take the following specifications into account

- Delivery of 3 files is required:
  - 1280x720
  - 1920x1080
  - 1920x1080 including 'Advertentie' label for delivery on HBO Max
- The 'Advertentie' label can be downloaded [here](#).
- File size: Max. 1 MB
- PNG or Jpeg
- Static image or GIF
- Screen ratio 16:9
- The bottom of the image must be at least 90px and contain no essential elements due to overlap of the video player status bar
- A play button can be displayed in mobile landscape mode
- \*In case of the Buienradar variant, the position of the logo must be considered. The position of the logo is top left, 40 pixels from the left side & 200 pixels from the top



### 1.3 The Audio Ad

For the audio ad, take the following properties into account:

Audio File

- Length: between 10 and 30 seconds
- File Type: MP3, OGG
- File Size: max. 5MB
- Quality: Joint stereo/MS Stereo
- Frequency: 16 bit, 44.1 KHz or 48 KHz/ 24 bit, 48 KHz
- Loudness: between -16 and -19 LUFS
- True Peak: 1db
- Range: 6-9db

Tag / Redirect Delivery:

- Approved tags: VAST 4.0
- Audio-Assets: Should match the requirements from Audio File



## 1.4 Addressable TV

Material specifications are the same as for linear: MXF-files and XML-files only

<https://adalliance.nl/wp-content/uploads/ENG-2026-Delivery-specifications-for-commercials-and-billboards.pdf>

Audio specifications are also the same as for linear:

<https://adalliance.nl/wp-content/uploads/ENG-2026-Delivery-specifications-for-commercials-and-billboards.pdf>

- Measurement by use of third-party tag isn't possible.
- 'tag-on' campaigns are not supported within ATV and Pre-roll Recordings.
- Delivery of ATV and Pre-roll Recordings is limited to consent traffic only.
- The advertisement isn't clickable

### ATV Specific

- Specifically for ATV campaigns, spot lengths must be accurate up to 6 decimal places/ microseconds (so not 10.000001 sec, but 10.000000 sec).
- In case of overwriting third-party advertisers, lengths of 10 sec, 15 sec, and 20 sec are allowed.
- In case of overwriting own campaigns, lengths between 10 sec and 60 sec are allowed.

### Pre-roll Recordings

- Spot lengths are identical to online videos.

### Material delivery

The delivery of ATV or Pre-roll Recordings materials should follow the same process as for linear campaigns; please refer to the corresponding [delivery specifications](#).

The material can be delivered via SpotDeli. An account must be requested for this via: <https://screenforce.nl/spotdeli/>. SpotDeli handles the quality check of the files.

Make sure that both the MXF and the XML file have the exact same name and must be uploaded at the same time.

Materials must be delivered 3 working days before the start of the campaign.

## 2 Display Advertisement

Ad Alliance offers various display formats: from premium display to mixed IAB. These expressions are displayed on a wide network of platforms and websites. Do not hesitate to contact [connect@adalliance.nl](mailto:connect@adalliance.nl) for alternative options.

Delivery specifications:

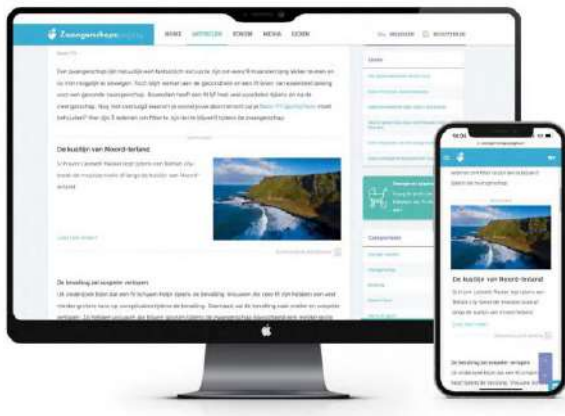
The material must be delivered to [connect@adalliance.nl](mailto:connect@adalliance.nl) at least 3 working days before the start of a campaign. Material for a Transformer must be delivered to [connect@adalliance.nl](mailto:connect@adalliance.nl) at least 2 weeks in advance.

### 2.1 Ad Alliance Specials

#### 2.1.2 Native

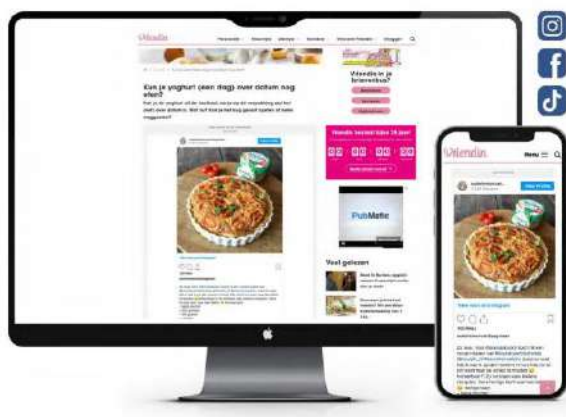
- Native: Autnative

The spec sheet for the Autnative can be found [here](#). Mock-ups are optional



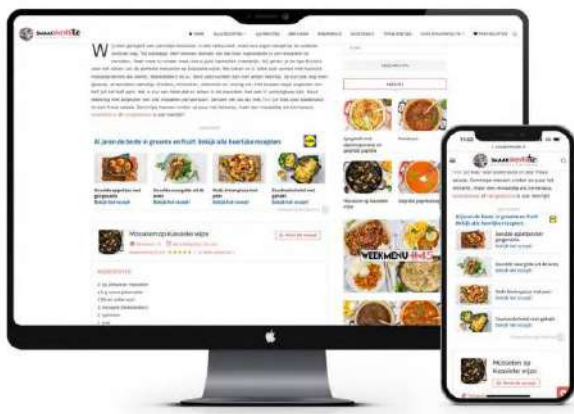
- Native: Social Native Post

The spec sheet for the Social Native Post can be found [here](#). Mock-ups are optional.



- Native: Content Widget

The spec sheet for the Content Widget can be found [here](#). Mock-ups are optional.



- Native: Social Native Story

The spec sheet for the Social Native Story can be found [here](#). Mock-ups are optional



### 1.1.2. Richmedia

- Richmedia: Interscroller

The spec sheet for the Interscroller can be found [here](#). Mock-ups are optional.



- Richmedia: Mobile Takeover

The spec sheet for the Mobile Takeover can be found [here](#). Mock-ups are optional.



- Richmedia: Transformer

The spec sheet for the Transformer can be found [here](#). Mock-ups are optional



### 1.1.3. Video

- Video: Outstream

The spec sheet for the Outstream can be found [here](#). Mock-ups are optional.



- Video: OVX Header

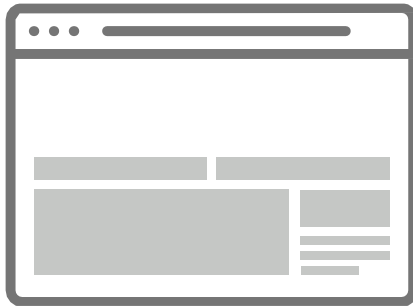
The spec sheet for the OVX Header can be found [here](#). Mock-ups are optional.



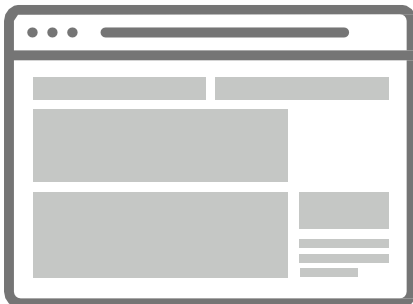
## 2.2 Mixed IAB

| TYPE                    | DEVICE           | FORMAAT                                                            | GROOTTE    |
|-------------------------|------------------|--------------------------------------------------------------------|------------|
| 2.2.1. Billboard        | Desktop & Tablet | <ul style="list-style-type: none"> <li>970 x 250 pixels</li> </ul> | Max. 100KB |
| 2.2.2. Medium Rectangle | Cross Device     | <ul style="list-style-type: none"> <li>300 x 250 pixels</li> </ul> | Max. 100KB |
| 2.2.2. Large Rectangle  |                  | <ul style="list-style-type: none"> <li>336 x 280 pixels</li> </ul> |            |
| 2.2.3. Leaderboard      | Desktop & Tablet | <ul style="list-style-type: none"> <li>728 x 90 pixels</li> </ul>  | Max. 100KB |
| 2.2.4. Halfpage ad      | Cross Device     | <ul style="list-style-type: none"> <li>300 x 600 pixels</li> </ul> | Max. 100KB |
|                         |                  | <ul style="list-style-type: none"> <li>336 x 600 pixels</li> </ul> |            |
| 2.2.5. Skyscraper       | Desktop & Tablet | <ul style="list-style-type: none"> <li>120 x 600 pixels</li> </ul> | Max. 100KB |
| 2.2.5. Wide Skyscraper  |                  | <ul style="list-style-type: none"> <li>160 x 600 pixels</li> </ul> |            |
| 2.2.6. Mobile           | Mobile           | <ul style="list-style-type: none"> <li>320 x 240 pixels</li> </ul> | Max. 100KB |
|                         |                  | <ul style="list-style-type: none"> <li>320 x 100 pixels</li> </ul> |            |
|                         |                  | <ul style="list-style-type: none"> <li>320 x 50 pixels</li> </ul>  |            |
|                         |                  | <ul style="list-style-type: none"> <li>300 x 250 pixels</li> </ul> |            |
|                         |                  | <ul style="list-style-type: none"> <li>300 x 100 pixels</li> </ul> |            |
|                         |                  | <ul style="list-style-type: none"> <li>300 x 50 pixels</li> </ul>  |            |
| 2.2.7. Tablet           | Tablet           | <ul style="list-style-type: none"> <li>468 x 60 pixels</li> </ul>  | Max. 100KB |

### 2.2.1. Billboard



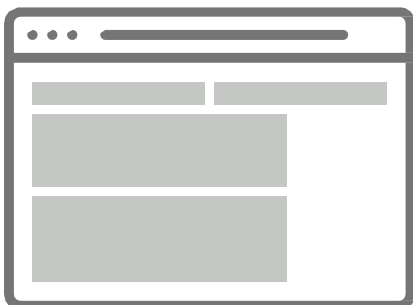
### 2.2.2. Rectangle



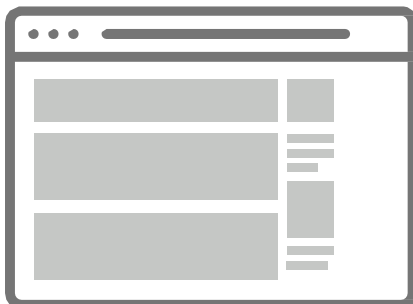
### 2.2.3. Leaderboard



### 2.2.4. Halfpage ad



### 2.2.5. Skyscraper



### 2.2.6. Mobile



### 2.2.7. Tablet



### 2.2.8. Generally accepted formats

- 3rd party tags: may contain HTML, JavaScript
- image: JPG, PNG or (animated) GIF, max 100 KB
- HTML