



Ad Alliance

Delivery specifications 2025

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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 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

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:

* Run of YouTube – Extra restrictions Direct Material

** Run of Ad Alliance – Extra restrictions Direct Material

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

- Video type MP4 with H264 video
- Dimensions: 1920x1080
- ** AAC audio (R128 audio is mandatory)
- Min bitrate: video 10.000 kbps, audio 192 kbps
- Minimum audio sample rate 48kHz
- Minimum file size: 10 mb
- Maximum file size: 200 mb
- Third party trackers must be delivered using an SSL protocol.
- Third party trackers are not allowed on HBOmax, SkyShowtime 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.

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 3rd party measurement vendors that support ADH can provide pixels. See the list [here](#).

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

1.1. Online Video

The creatives for Online Video can be divided into VAST (2 or higher) and direct material.*

- * Please note:
- There are additional restrictions for VAST (2 or higher) when running on YouTube.
 - The delivery for Videoland is only by direct material (MP4).

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.
- 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}`
- The material called behind the VAST tag must be multi-biterate.
- At a minimum, the formats below must be called:

	TYPE	RESOLUTION	BITRATE	BITRATE AUDIO*
HIGH	MP4 & WebM with H264 video	1920x1080	4000	128
MID	MP4 & WebM with H264 video	1280x720	2000	128
LOW	MP4 & WebM with H264 video	640x360	640	96

* Bitrate Audio is mandatory

YouTube stream spot has 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

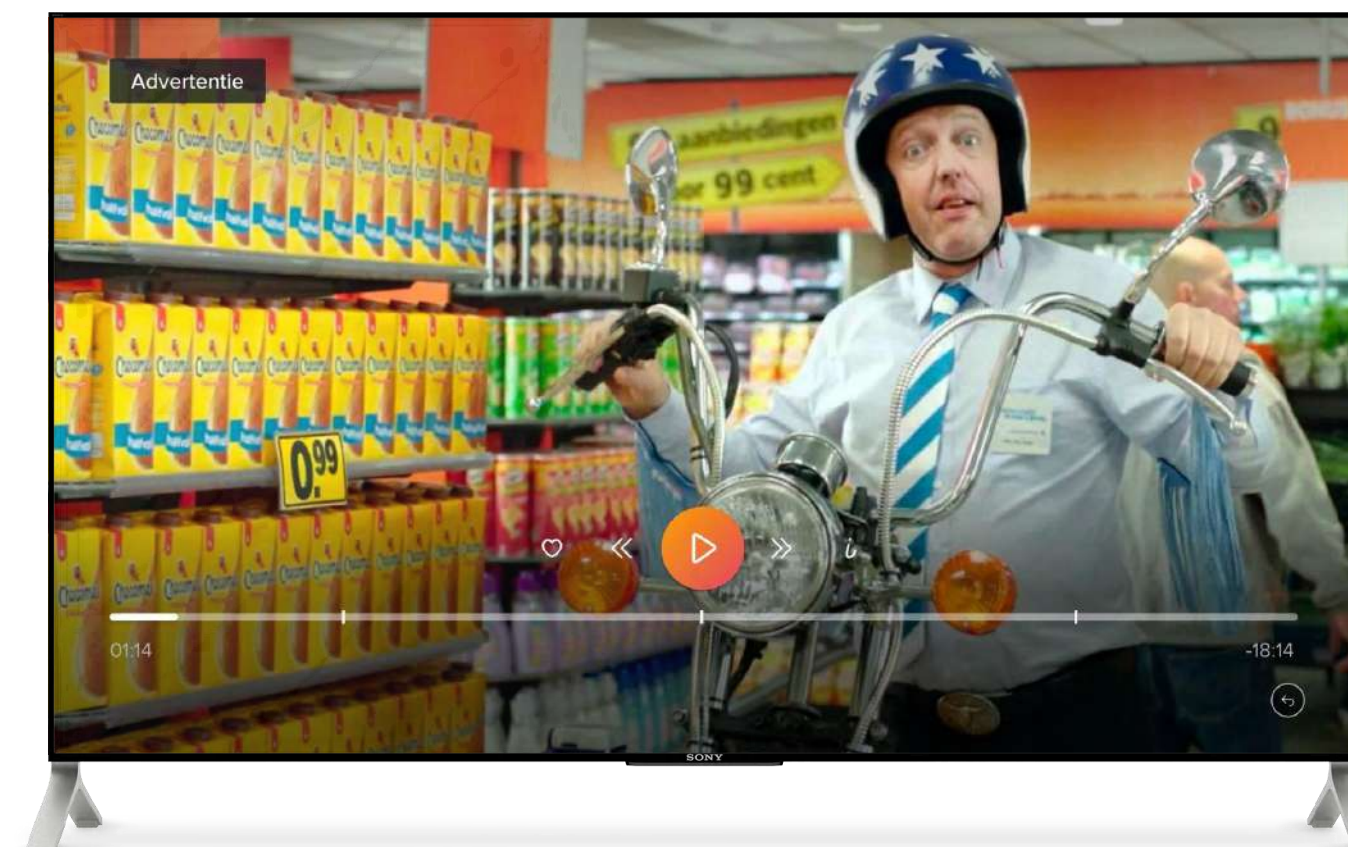
HBOmax take the following properties into account:

- File size: Max. 1 MB
- PNG file only
- High resolution possible (at least 1920x1080)
- Screen ratio 16:9
- The 'Advertisement' label should be added beforehand in the top right corner. The label can be downloaded from the website under the 'Technical Specifications' section.
- The bottom/underside 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 the mobile landscape



Videoland take the following properties into account:

- File size: Max. 1 MB
- Static image or GIF
- High resolution possible (at least 1920x1080)
- Screen ratio 16:9
- Creative' does not need to have an 'Advertisement' label
- The bottom/underside 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 the mobile landscape
- *In case of the Buienradar variant, the position of the logo should be taken into account. The position of the logo is top left, 40 pixel from the left side & 200 pixel from the top



1.3. The Audio Ad

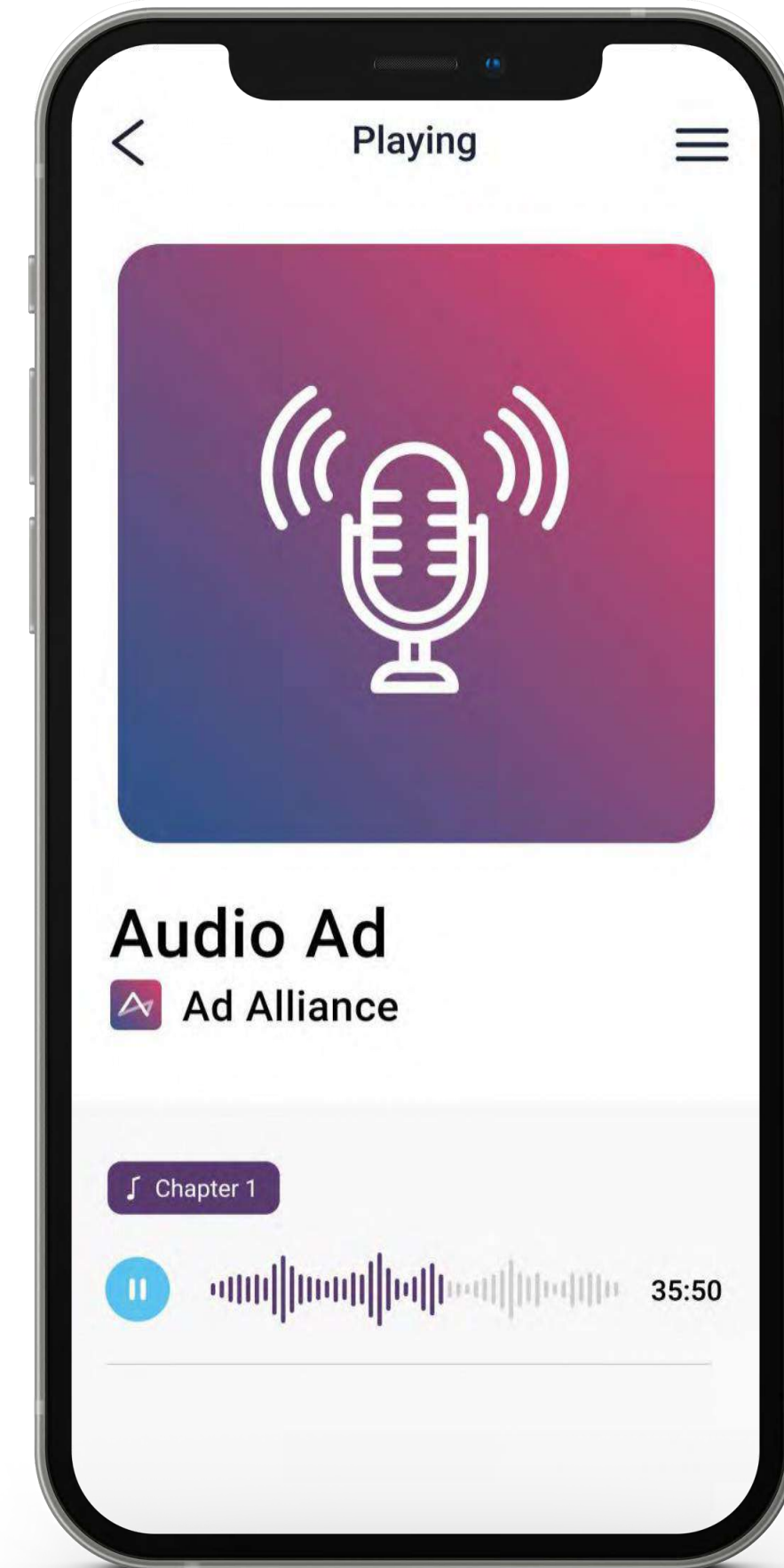
For the audio ad, take the following properties into account:

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**



2. Display Advertisement

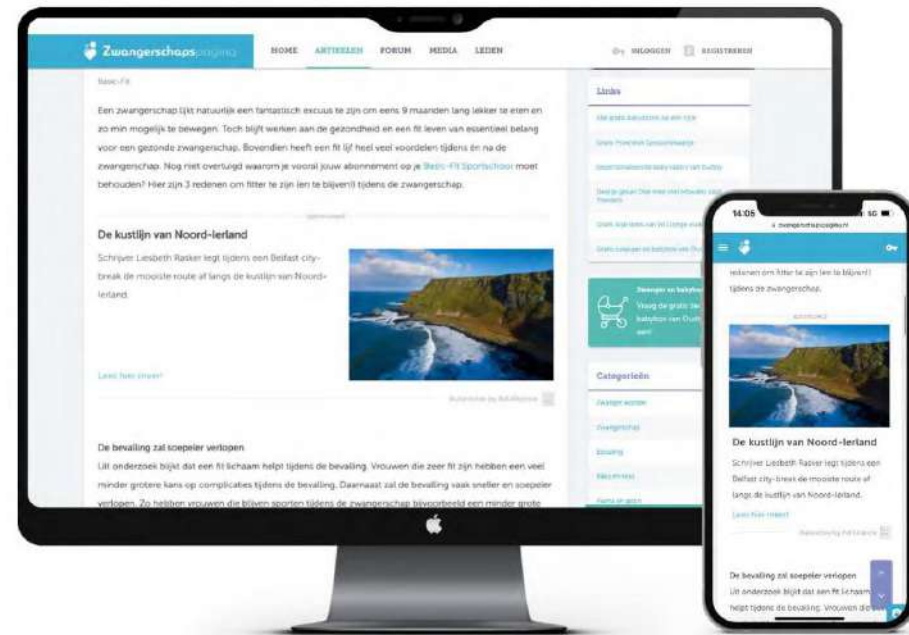
Ad Alliance offers various display formats: from premium display to mixed IAB. These expressions are displayed on a wide network of platforms and websites. Do not hesitate to contact connect@adalliance.nl for alternative options.

Delivery specifications

The material must be delivered to 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 at least 2 weeks in advance.

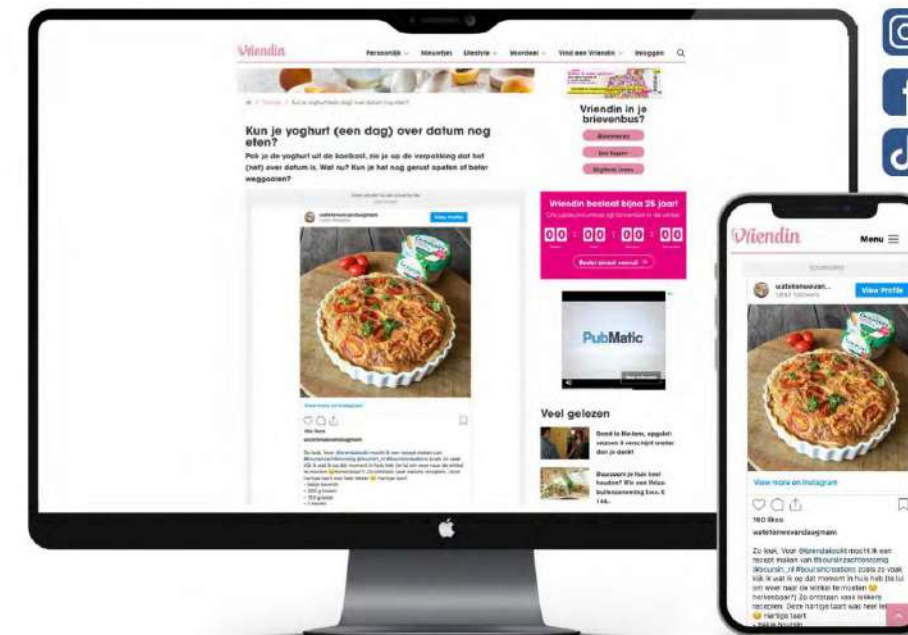
2.1. Ad Alliance Specials

2.1.1. Native



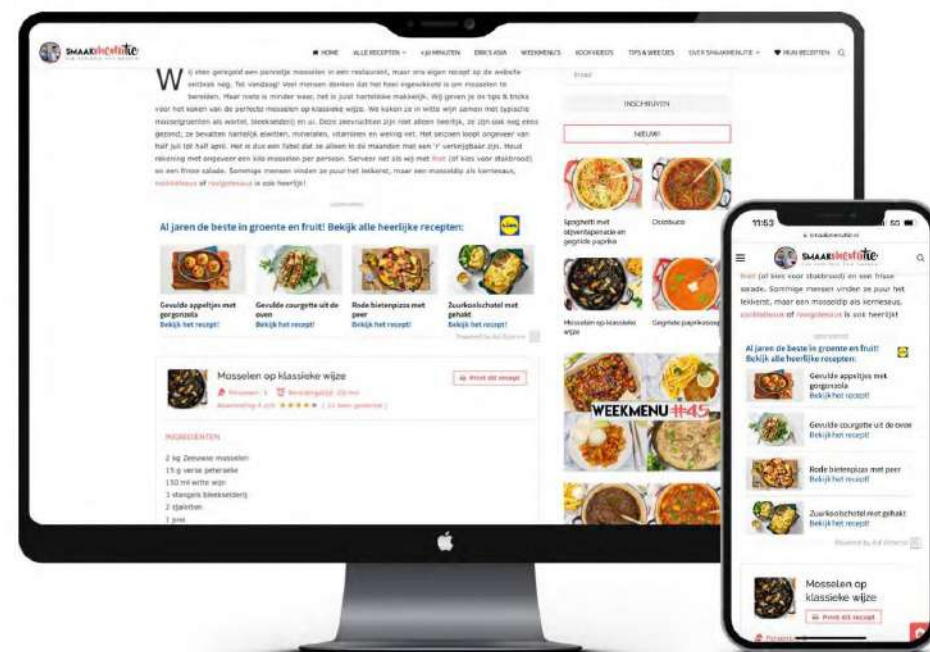
2.1.1. Native: Autonative

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



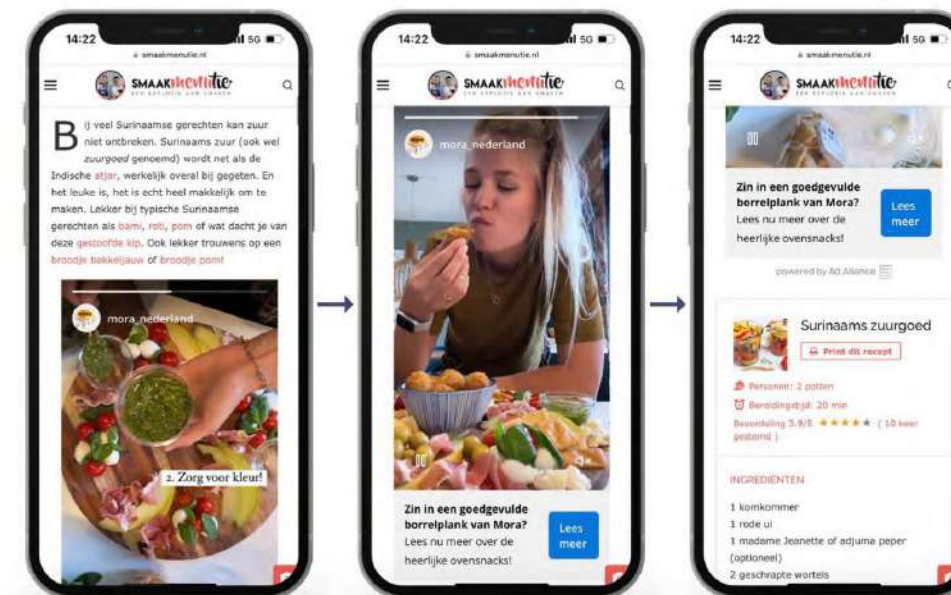
2.1.1. Native: Social Native Post

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



2.1.1. Native: Content Widget

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

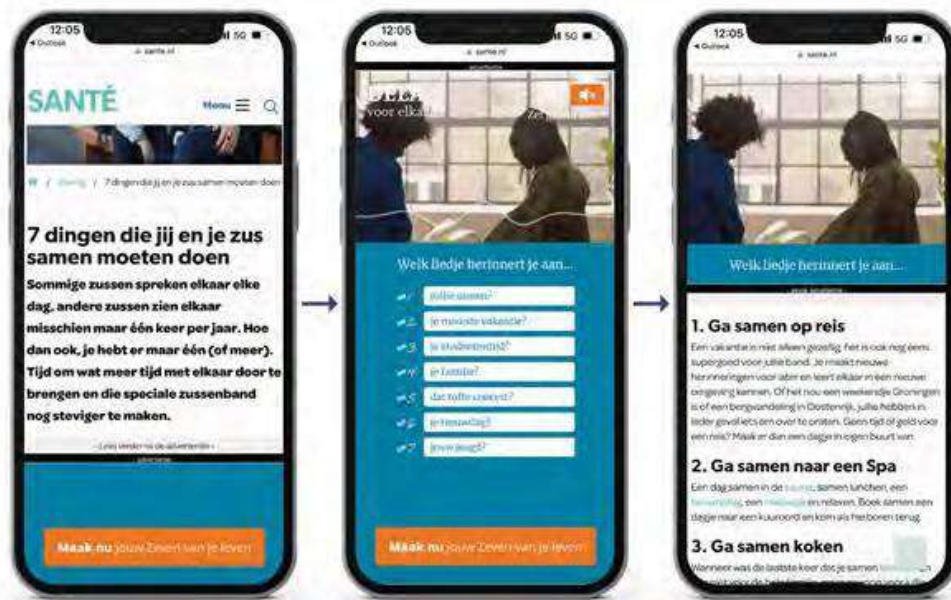


2.1.1. Native: Social Native Story

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

2.1. Ad Alliance Specials

2.1.2. Richmedia



2.1.2. Richmedia: Interscroller

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



2.1.2. Richmedia: Mobile Takeover

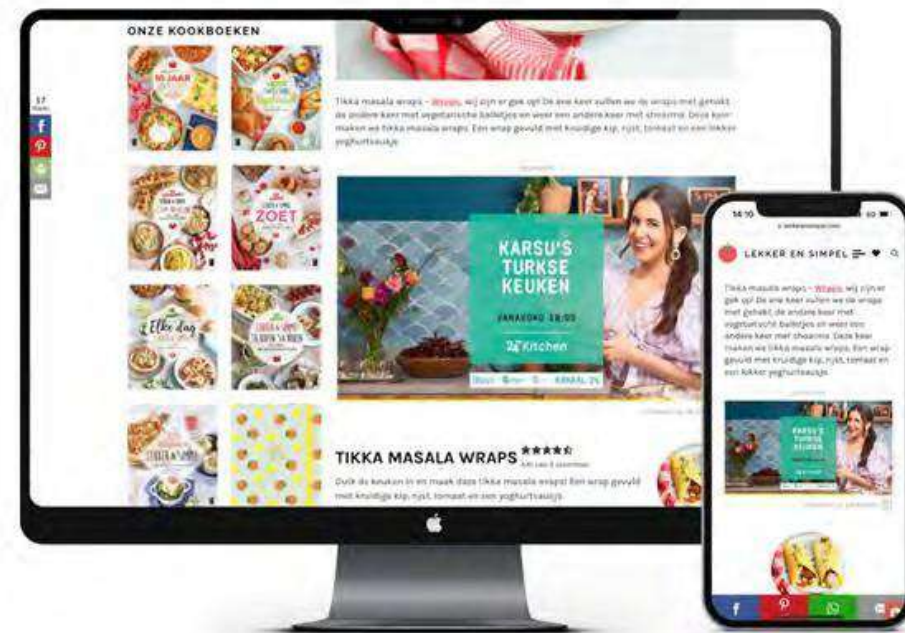
The spec sheet for the Mobile Takeover can be found [here](#). Mock-ups are optional.



2.1.2. Richmedia: Transformer

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

2.1.3. Video



2.1.3. Video: Outstream

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



2.1.3. Video: OVX Header

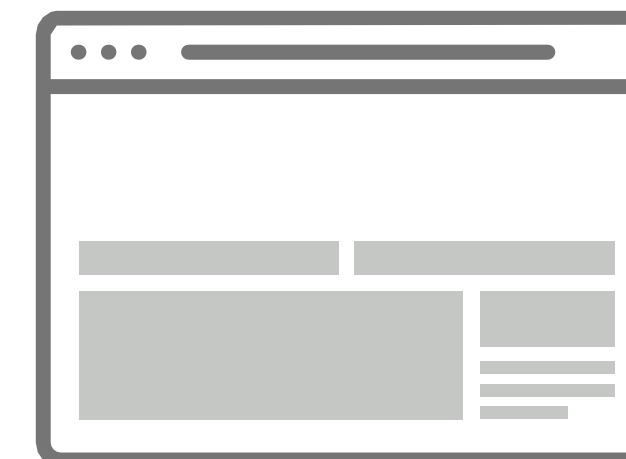
The spec sheet for the OVX Header can be found [here](#). Mock-ups are optional.

2.2. Mixed IAB

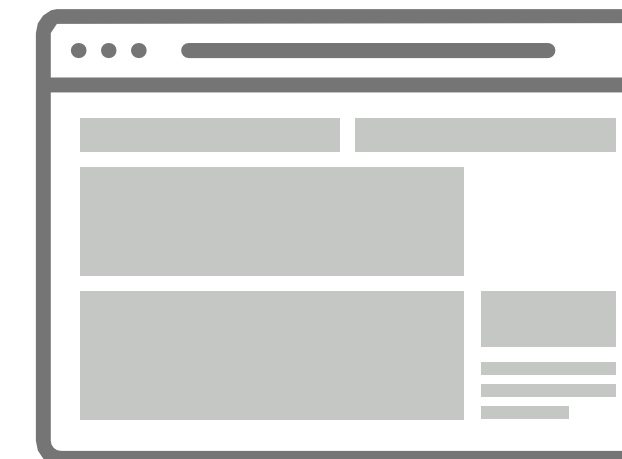
TYPE	DEVICE	FORMAAT	GROOTTE
2.2.1. Billboard	Desktop & Tablet	<ul style="list-style-type: none"> 970 x 250 pixels 	Max. 100KB
2.2.2. Medium Rectangle 2.2.2. Large Rectangle	Cross Device	<ul style="list-style-type: none"> 300 x 250 pixels 336 x 280 pixels 	Max. 100KB
2.2.3. Leaderboard	Desktop & Tablet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

2.2.8. Generally accepted formats

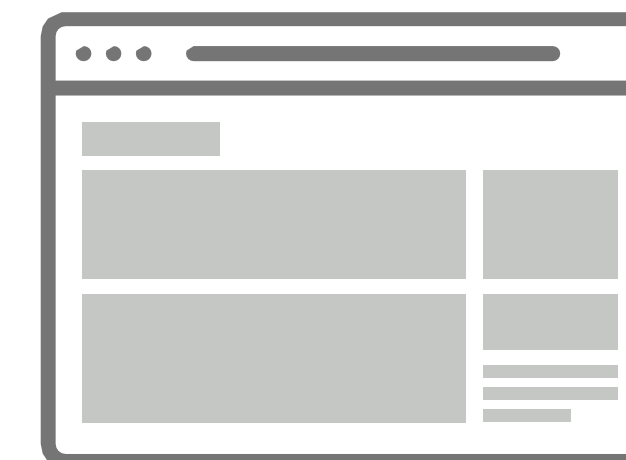
- 3rd party tags: may contain HTML, Javascript
- image: JPG, PNG or (animated) GIF, max 100 KB
- HTML



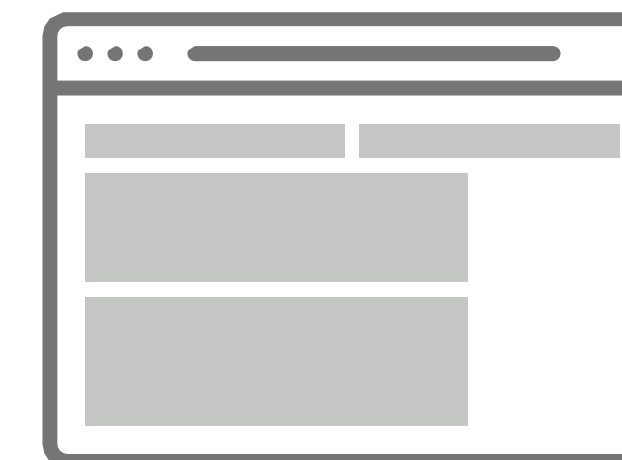
2.2.1. Billboard



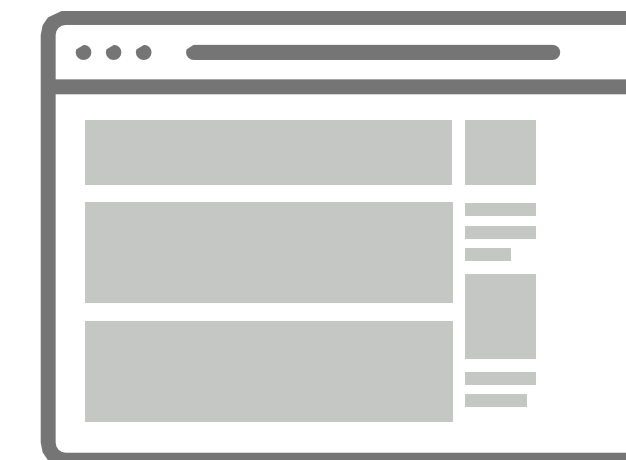
2.2.2. Rectangle



2.2.3. Leaderboard



2.2.4. Halfpage ad



2.2.5. Skyscraper



2.2.6. Mobile



2.2.7. Tablet

