



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](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

### 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:

\* Ad Alliance YouTube— Extra restrictions Direct Material

\*\* Ad Alliance Network — Extra restrictions Direct Material

\*\*\* SAVOD – 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
- CFR (Constant Frame Rate) van minimaal 24 fps (frames per seconde)
- Minimum audio sample rate 48kHz
- Audio: Stereo (L) (R)
- Minimum file size: 10 mb
- Maximum file size: 200 mb
- Third party trackers are not allowed on HBOmax, SkyShowtime and Videoland.
- Third party trackers must be delivered using an SSL protocol.
- 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 Disney+ 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	10000	192
MID	MP4 & WebM with H264 video	1280x720	2000	128
LOW	MP4 & WebM with H264 video	640x360	640	96

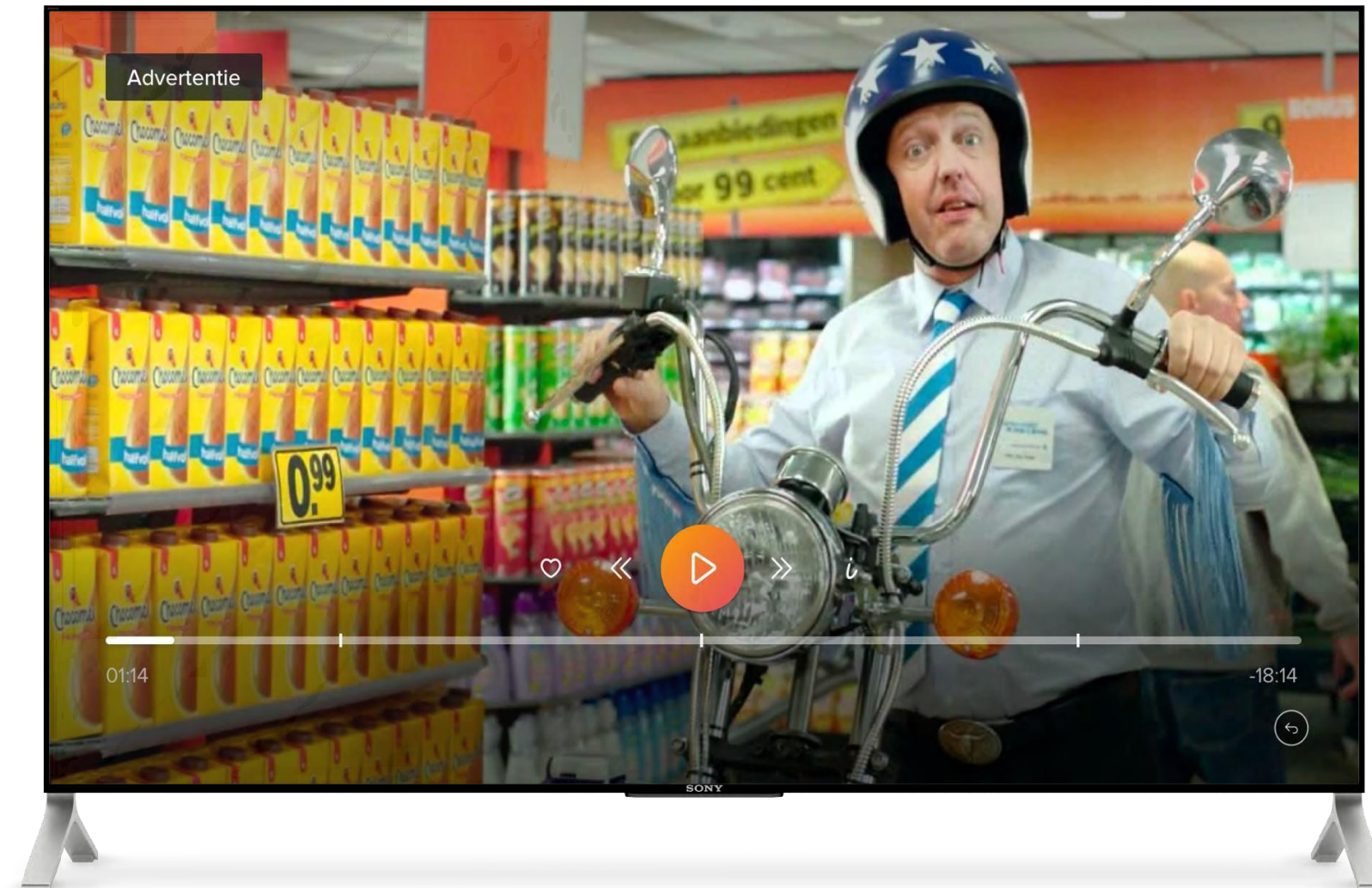
\* Bitrate Audio is mandatory

YouTube stream 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

For Videoland take the following properties into account:

- Delivery of 2 formats is required: 1280x720 and 1920x1080
- File size: Max. 1 MB
- Static image or GIF
- 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:

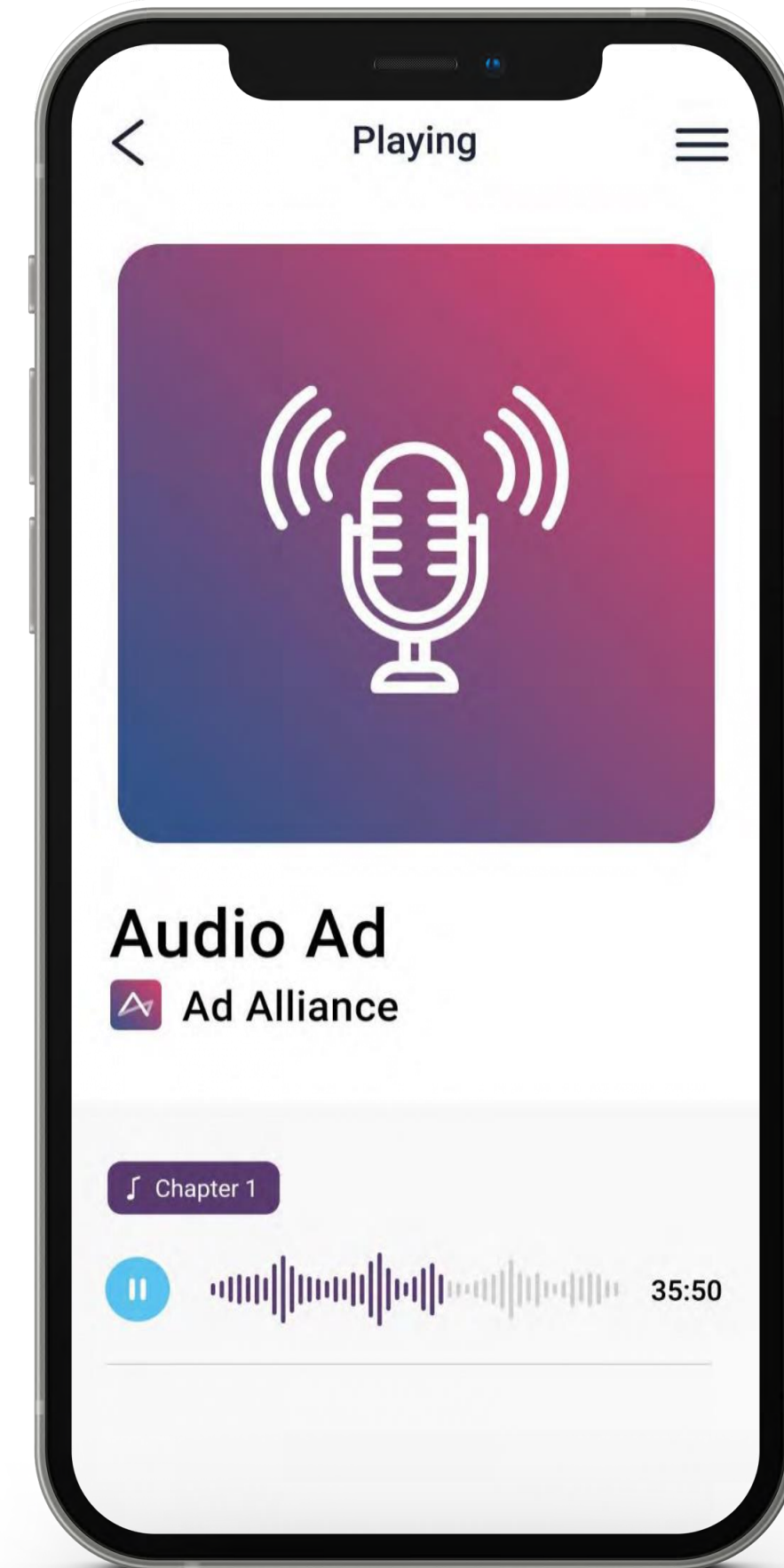
### Audio File

- 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



## 1.4. Addressable TV

- Material specifications are the same as for linear: MXF-files and XML-files only  
<https://adalliance.nl/inkoopinformatie/inkoopvoorwaarden-en-specificaties-tv/>
- Audio specifications are also the same as for linear:  
<https://adalliance.nl/inkoopinformatie/inkoopvoorwaarden-en-specificaties-tv/>
- Measurement by use of third-party tag isn't possible.
- 'tag-on' campaigns are not supported within ATV and NPVR.
- Delivery of ATV and NPVR 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.

### NPVR Specific

- Spot lengths are identical to online video's.

### Material delivery

Delivery of ATV or NPVR materials should be done in the same way as with linear campaigns.

This can be done via an SFTP upload. Request an FTP account by sending an email to Avs@rtl. With the login details, you can connect to the FTP and upload the required materials.

Make sure that both the MXF and XML files have the exact same name and must be uploaded simultaneously.

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



# 2. Display Advertisement

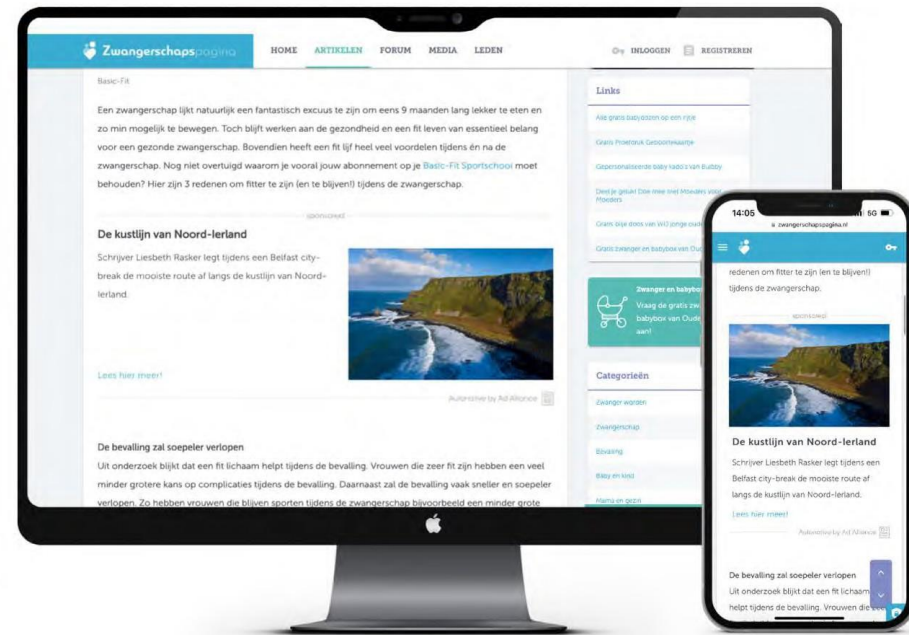
Ad Alliance offers various display formats: from premium display to mixed IAB. These expressions are displayed on a wide network of platforms and websites. Do not hesitate to contact [connect@adalliance.nl](mailto:connect@adalliance.nl) for alternative options.

## 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.

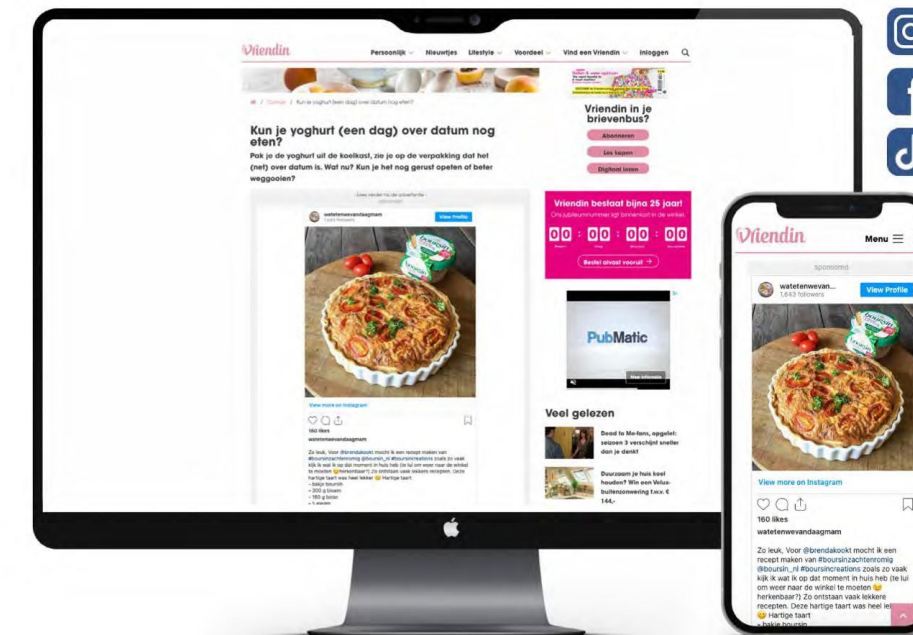
# 2.1. Ad Alliance Specials

## 2.1.1. Native



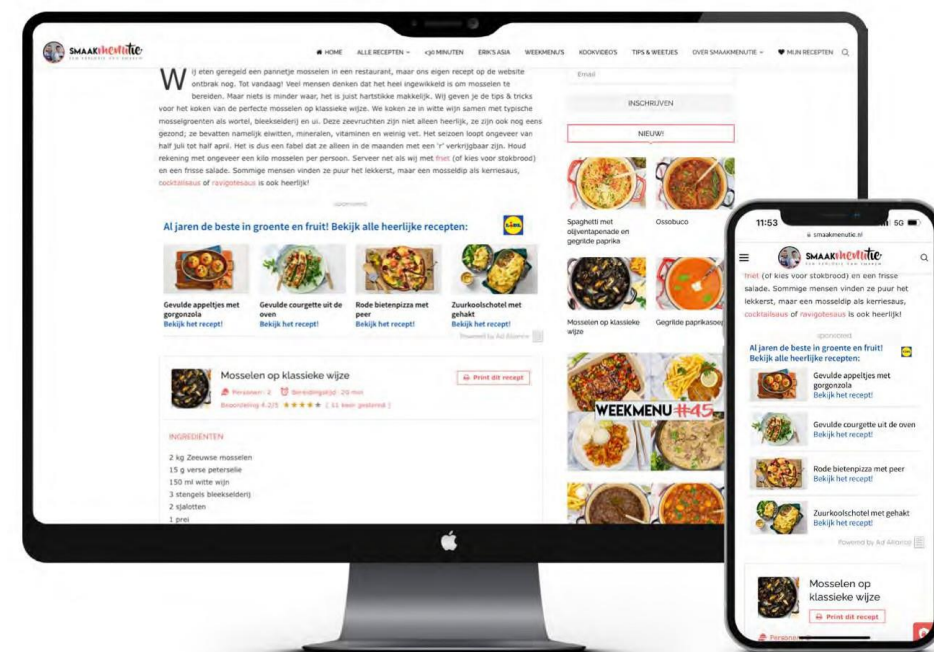
### 2.1.1. Native: Autonative

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



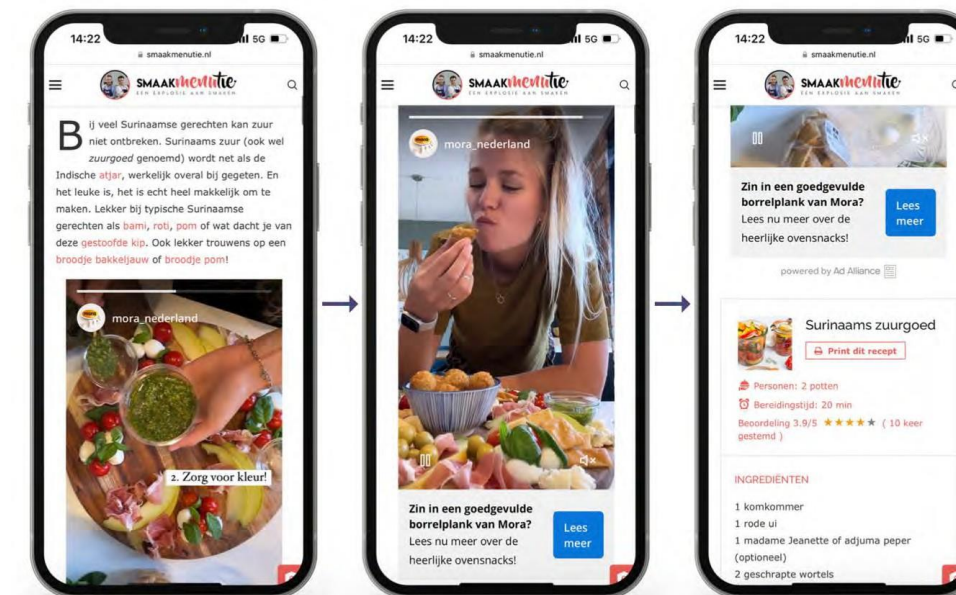
### 2.1.1. Native: Social Native Post

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.

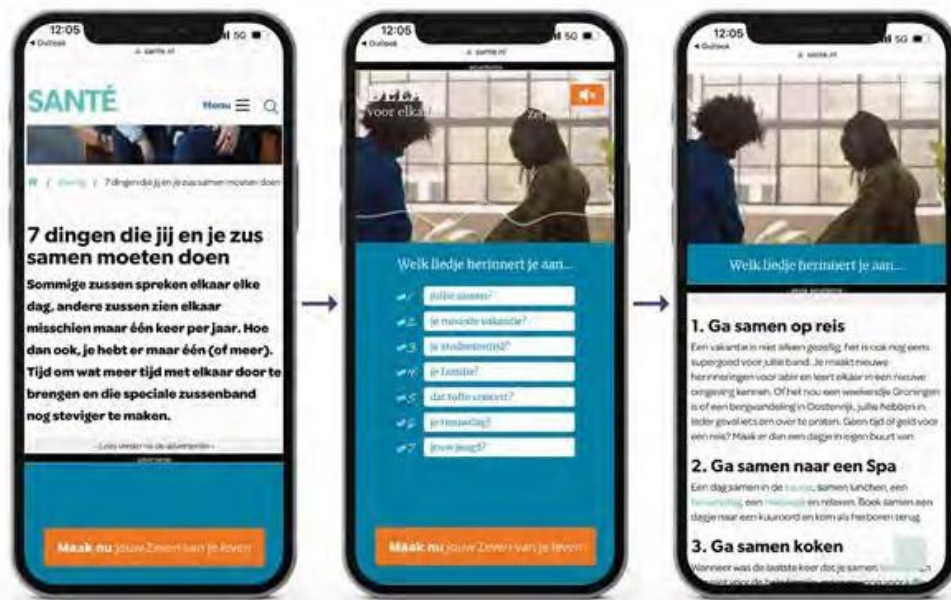


### 2.1.1. Native: Social Native Story

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

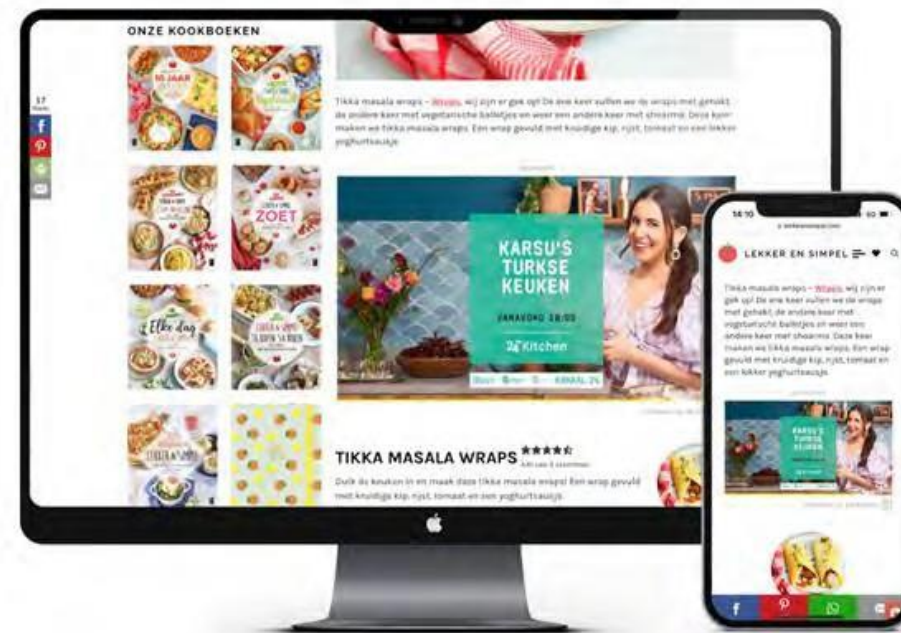
The spec sheet for the Mobile Takeover can be found [here](#). Mock-ups are optional.



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



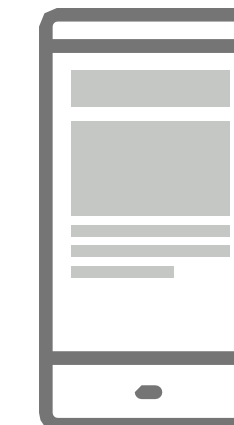
2.2.3. Leaderboard



2.2.4. Halfpage ad



2.2.5. Skyscraper



2.2.6. Mobile



2.2.7. Tablet

