



**TECH SPECS**  
**WWW.FRANCE24.COM**

# HEADLINES

- **General principles**
- **Specs Gif, Flash, Video**
- **Classical formats integrated**
  - MPU 250x250
  - Banner 468x60
  - Skyscraper 120x600

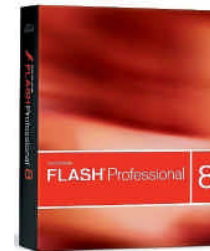
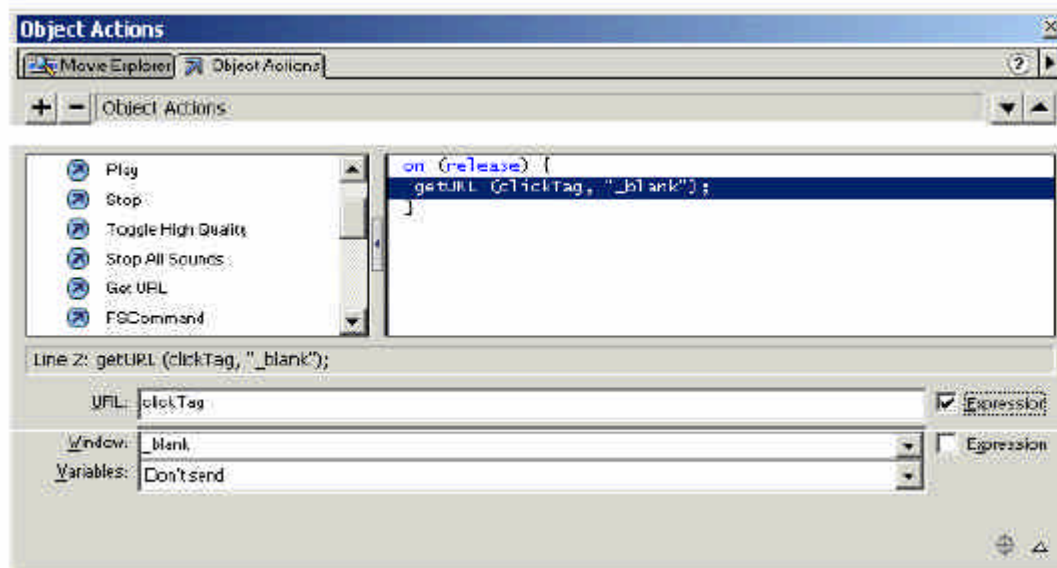


# GENERAL PRINCIPLES

- **Ad server** : DFP
- **Deadlines** :  
Technical elements must be given **5 working days** minimum before putting on line.
- **Sound** :  
Sound **must not be triggered automatically**, but has to be activated on internet user's request.
- **Html Format** :  
This format is not accepted on our ad positions.
- **Redirects are accepted** (*providing they adhere to our specifications*)
- **Weights** :
  - Gif, Jpeg : 25 ko max
  - Flash : 50 ko
  - *Superior weight: contact us (notably videos)*

**THESE PRINCIPLES  
APPLY TO ALL THE  
AVAILABLE ADS  
SLOTS  
on [www.france24.com](http://www.france24.com)**

- Accepted versions : **Flash 4 and above**
- Integrate a "**clickTag**" when creating the .swf file (cf picture below)
- Provide a creative to the same dimensions in an animated **Gif format** for the users who do not accept flash (back up gif), or with a Flash version below 4.



**Elements to provide:**

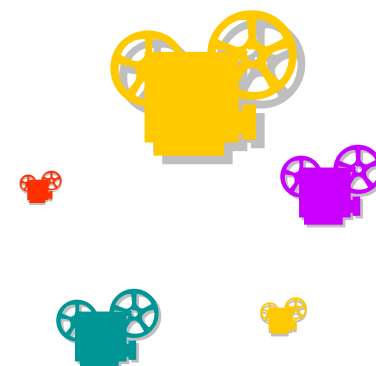
- .swf file
- destination URL
- back up gif

# VIDEO

- **Video creative has to be encoded in Flash**
- **It can be launched automatically.**
- **It has to be launched mute**, and have the possibility for the user to trigger the sound with an icon (🔊) or when the mouse is passed over the creative for example.
- It must include icons enabling the user to **stop, replay** the video when he wants (type ■ ▶ ||). This rule does not apply to interstitials which are aimed to have one and only loop.
- The length of the loop is limited (**30 seconds for video MPU 250x250, 15 seconds for interstitials**)
- It must not be replayed automatically when the video has finished, but give the possibility to the internet user to watch it again if he wants, using the icons.

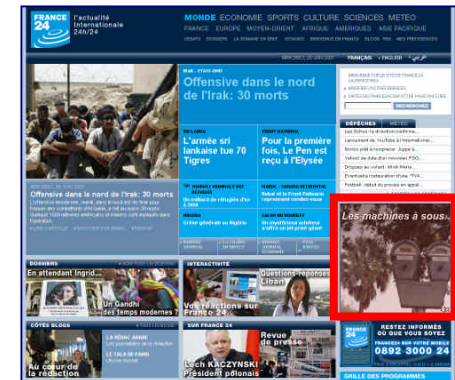
**Elements to provide:**

- .swf file
- destination URL
- back up gif



- **Pages concerned:** all pages of the site in FR, EN, AR
- **Technologies accepted:** gif, animated gif, jpeg, flash, video

*Ad creation must abide by the tech specs indicated for each of the technologies used.*



- **Pages concerned:** every article page
- **Technologies accepted :** Gif, animated gif, Jpeg, Flash

