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DIGITAL **TECH SPECS** 2025

<https://www.rmb.be> - Last update 14/05/2025



OUR PORTFOLIO



VIDEO



AUDIO



DISPLAY



NATIVE



DISPLAY

VIDEO

AUDIO



VIDEO IN-STREAM



5 DAYS
BEFORE LIVE

Time Limit

Please check your order form

Bumper : 6"

Base : 20"

Max : 30"

Size Limit

7 mb

Format

.mp4

Codec

H.264

Audio Level

-23dB LUFS (R128)

Frame Rate

Min 15/sec

Max 25/sec

Dimensions

720x360 (360p)

1280x720 (720p)

1920x1080 (1080p)

VPAID / VAST / Click command

Allowed

URL

Supply a click-through URL in a .txt file along with the MP4 asset

ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>





DISPLAY AUDIO VIDEO

AUDIO IN-STREAM

**Time Limit**

Please check your order form

Base : 15"

Max : 30"

Size Limit

500 kb

Format

.mp3

Codec

Min 128 kbps

Audio Level

-9dBFS

VPAID / VAST / Click command

NOT Allowed

Impression Tracker

Allowed



5 DAYS
BEFORE LIVE

ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>



VIDEO DISPLAY AUDIO



DISPLAY



5 DAYS
BEFORE LIVE

Time Limit	Base : 15"
Loop Limit	3 (no infinite loop on GIFs)
Weight	Max 150 kb
Format	HTML5/ GIF / JPG
Audio	Off without user interaction
Naming Convention	At least size and device (ex: NAME_728x90_desktop.jpg)
Dimensions	See next slides
VAST / Click command	Allowed
VPAID / VAST / Click command	NOT Allowed
Impression Tracker	Allowed

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DISPLAY CLICK TAG (only HTML5)

- In the creative's main file (index.html), insert the following script within the <head> section :

```
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.1.js"> </script>
```

- In the creative's html file (index.html), declare the variable clickTag and assign the clickthrough URL:

```
<script> var clickTag = "http://www.theclickthroughurl.com"; </script>
```

- Define your clickable area:

```
<a id="clickArea"></a> <script type="text/javascript"> var clickArea = document.getElementById("clickArea");  
clickArea.onclick = function(){ window.open(clickTag, "blank"); } </script>
```

DISPLAY – FORMATS DETAILS

FORMAT	DEVICE	DIMENSIONS	EXTENSION	TIMING	WEIGHT
Floor Ad	Desktop	995x90	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Half-Page	Desktop	300x600	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Half-Page	Mobile	300x250	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Responsive Take Over	Desktop	1920x250*	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Leaderboard	Desktop	728x90	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Leaderboard	Mobile	300x50	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Medium Leaderboard	Mobile	320x50	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Large Leaderboard	Desktop	840x150	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Large Leaderboard	Mobile	320*75	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
IMU	Desktop	300x250	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
IMU	Mobile	300x250	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb

Formats in Bold are mandatory

*only is specified on your order form (sponsoring), see details on next slide.



5 DAYS
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FORMAT EXAMPLES

1) IMU 300 x 250



2) Half Page 300 x 600



3) FLOOR AD 995 x 90



Les formats standards de bannières display - bdesign-web

Attention ces exemples ne sont pas à l'échelle !

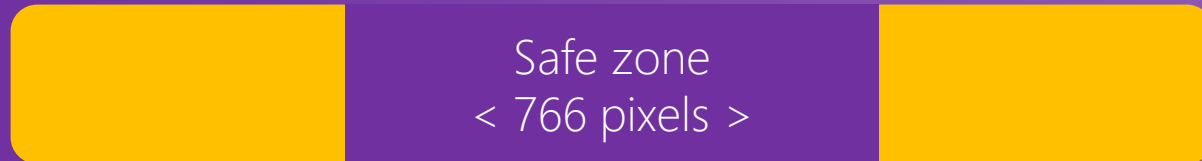
DISPLAY **RESPONSIVE TAKE OVER**



Format	HTML5 / GIF / JPG
Size Limit	150 kb
Dimensions	1920x250
Safe Zone	766 pixels centred
Audio	Off without user interaction
Length	Max 15"
Loop	Max 3
VAST / Click command	Allowed
URL	Supply a click-through URL in a .txt file along with the asset



5 DAYS
BEFORE LIVE



ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>

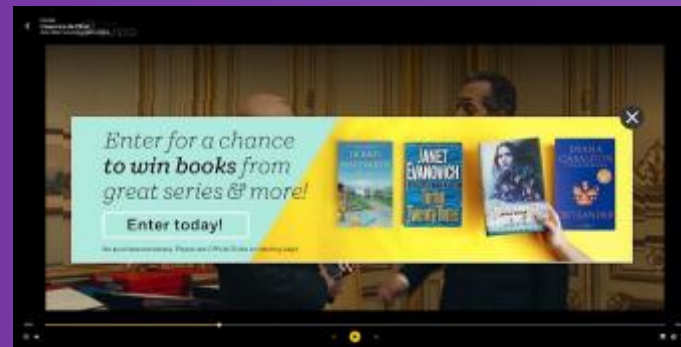
DISPLAY PAUSE BUTTON AUDIO



Format	HTML5 / GIF / JPG
Size Limit	150 kb
Dimensions	950x250
Audio	Off
Length	Max 15"
Loop	Max 3
VAST / Click command	Allowed
URL	Supply a click-through URL in a .txt file along with the asset



5 DAYS
BEFORE LIVE



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VIDEO NATIVE DISPLAY



NATIVE FORMAT



Title	Max 90 characters (spaces included)
Ad Description (optional)	Max 150 characters (spaces included)
Brand Name	Max 25 characters (spaces included)
Call to Action	Max 25 characters (spaces included)
Image Format	JPG
Image Size	Max 1 mb
Image Dimension	1200x627
URL	Supply a click-through URL in a .txt file along with the asset



5 DAYS
BEFORE LIVE



ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>

DRIVE ME

TECH SPECS



TECH SPECS NATIVE – DRIVE ME



Titre : 90 caractères max

Nom de la marque : 25 caractères max

Image : 1200x627 in Jpg (Min 2, Max 3)

Description : 150 caractères max

Call to action (bouton) : 25 caractères max

URL : Lien vers le site (si possible avec UTM)

La page de destination doit être confirmée à la législation GDPR et donc contenir une information sur les cookies

[Cliquez ici pour télécharger le template](#)

TECH SPECS DISPLAY – DRIVE ME



Formats : 300x600, 300x250, 160x600, 728x90, 320x50

Type : .png, .jpg, .gif

Loop : Max 3 Loops and max 15 sec

Nom de la marque : 25 caractères max

URL : Lien vers le site (si possible avec UTM)

La page de destination doit être conforme à la législation GDPR et donc contenir une information sur les cookies

Versions : jusqu'à 3 par format

TECH SPECS VIDEO – DRIVE ME



Formats : 1920x1080

Ratio : 16/9

Type : .mp4

Nom de la marque : 35 caractères max

Durée : max 5 min

Call to action (bouton) : 25 caractères max

URL : Lien vers le site (si possible avec UTM)

La page de destination doit être conforme à la législation GDPR et donc contenir une information sur les cookies

TECH SPECS VIDEO – CTA



INDISPENSABLE – OBLIGATOIRE

Un Call to Action / Bouton est obligatoire sur la video.

Il s'agit d'un bouton 'Visuel', pas un bouton 'Technique'.

Le bouton doit apparaitre endéans les 3 premières secondes.

GENERAL GUIDELINES



Delivery times:

5 business days for standard banners
5 business days for rich media.

Delivery should include:

All necessary creatives.
Active destination URLs.
If applicable, detailed instructions on how material should run

Feedback:

Will be given within 24 hours after reception.
If material does not meet requirements, procedure will restart.

3rd Party:

All active HTTPS 3rd party tags are accepted.
All assets loaded by the 3rd party tag must be HTTPS as well.

HTML5:

We strongly recommend the use of HTML5, but under the following conditions:

- ❑ Must be delivered as zip files.
- ❑ Must be responsive.
- ❑ CSS selector must contain banner-specific prefixes.

Video specifications:

Max 7mb, up to 30 seconds (20 seconds on Auvio) Max 3 creatives per campaign

We recommend the use of VAST tags, especially if there are several creatives

Audio Specifications:

Standard audio off, only on with user interaction, on mouse off the creative, audio should stop.
Sound volume = -9 dBFS.



These are general guidelines, always refer first to the specific guidelines of the chosen formats.



ASSETS DELIVERY SYSTEM

<https://digital-delivery.rmb.be/>

EASY & SAFE

No deliveries by email!

ANY QUESTION ?

GET IN TOUCH



For questions only :

adops@rmb.be

[@RMB Regie Media Belge](#)
[@regiemediabelge](#)