

HTTP://GAMERZ.BE

DISPLAY AD : TECH SPECS

2018

THE CONCEPT OF GAMERZ.BE

1. Gaming & HiTech in french speaking Belgium

GamerZ.be was founded 14 years ago, from the same founders of games.skynet.be. It combines gaming and geek news, one of belgium largest forums (> 2 Millions messages), public game and voice servers.

It is a **mobile friendly website** : entirely “responsive”, double density “retina” images, and uses the latest technologies like IPV6, SSL & HTTP/2.

Our ad formats are **designed to be great on desktop AND mobile.**

- On desktop, the Full HD wallpaper looks gorgeous,
- On desktop, the IMU area scrolls with the user,
- The IMU & Filmstrip formats are mobile compatible,
- The center area of the wallpaper is displayed on mobile,
- Splash looks great on desktop and is not intrusive on mobile (text links).



2. Anti Adblock system

Youth and Gamers are advanced internet users, and many of them use adblocking systems.

We decided not to block these users, but rather to develop a technical system that displays your ads to all users – even if they are using adblock.

Our anti adblock system is included in our price, each campaign requires customized work on our side:

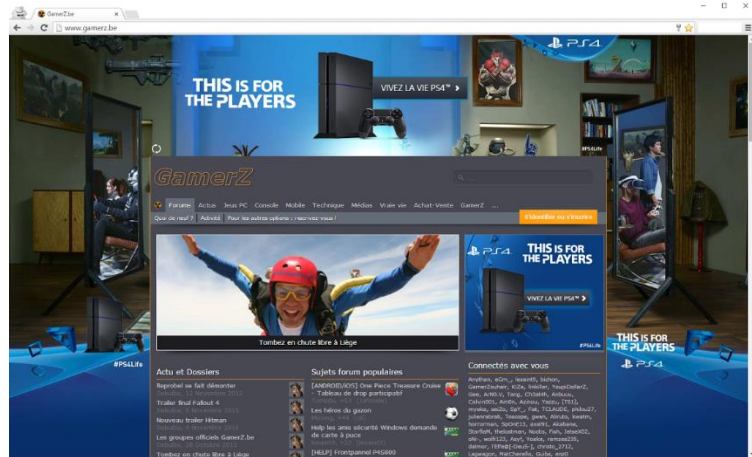
- We develop « backup » images and material from your material, these images get displayed to adblock users and are being served from our own servers.
- We develop impression and click tracking systems (that do not go thru regular adservers). Please take into account that only our servers will have accurate delivery & click stats.
- We develop custom Javascript and redirections, and actively create counter measures if our anti adblock gets tempered with (we monitor public blocking lists like easylist)

AVAILABLE FORMATS ON GAMERZ.BE

3. Take over : Wallpaper + Top Animation + IMU

“Take Over” on GamerZ.be consists of

- A top of page area, usually with product name, release date, and a large animation (flash or HTML5) .
- A clickable background image, called “wallpaper”. The image complements the top logo, is fixed (does not disappear when the user scrolls) and can be clicked anywhere.
- A traditional IMU (300x250), usually for a video.



The “Take Over” is our most popular format ; it runs “RoS” and up to 100% SoV. It uses our anti-adblock system. The top logo & wallpaper can be seen everywhere - on each pageview on the entire website (articles, forums, teamspeak servers, etc). Mobile users see the top logo & IMU too !

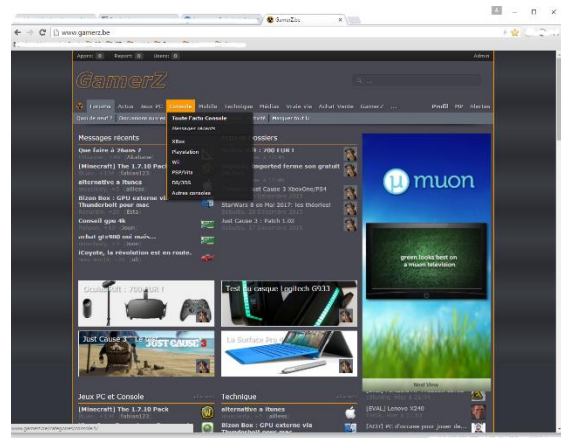
4. IAB IMU or FILMSTRIP (aka “half page”)

This is the standard IMU format

- 300x250 (in case of IMU)
- 300x600 (in case of filmstrip)

Animation as flash of HTML5.

The IMU and Filmstrip appear on the right of the website. GamerZ uses a **lateral scroll system** which means the lateral **ads are always above the fold when the user reads the forum.**



Our IMUs/HalfP formats are seen all the time, and they use our anti-adblock system as well.

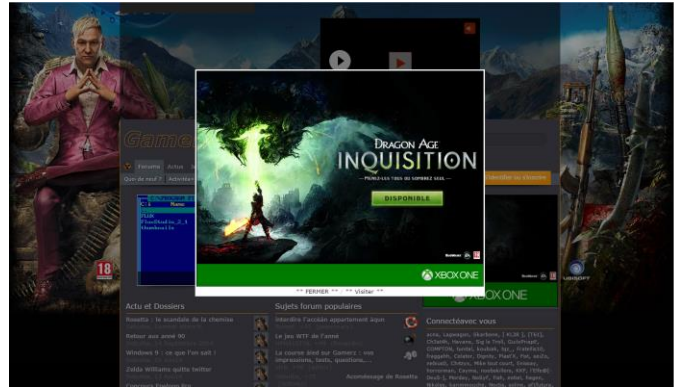
Please follow IAB's new mobile friendly specs if you want your IMU/FS to be mobile friendly (<http://www.iab.net/media/file/IAB-Mobile-Filmstrip-Style-Guide-and-Tech-Specs.pdf>)

5. SPLASH PAGE

Splash page appears once per user session per day, limited by cookies. It is an overlay page that pops-up the first time a visitor comes to GamerZ.be. It hides the background site with a 50% dark mask.

The ad image can be 300x250 (minimum) to 640x480 (maximum) SWF movie, PNG or JPG image

For mobile surfers, our responsive technology will resize the ad, and only show center (or left, or right) of the image and provide a “skip ad” test link.



6. LEADERBOARD / BILLBOARD

These are the standard IAB formats

- 728x90 (IAB leaderboard), or
- 970x250 (IAB billboard)

SWF movie, Flash 5 Animation, PNG or JPG image.

For mobile surfer, responsive will only show center (or left, or right) of the image so please try to concentrate logos and important stuff (like product name) in a 320 pixels wide zone.

In this example, the “Battlefield 3” logo is centered, and the center zone will get displayed on mobile.



TECHNICAL SPECS

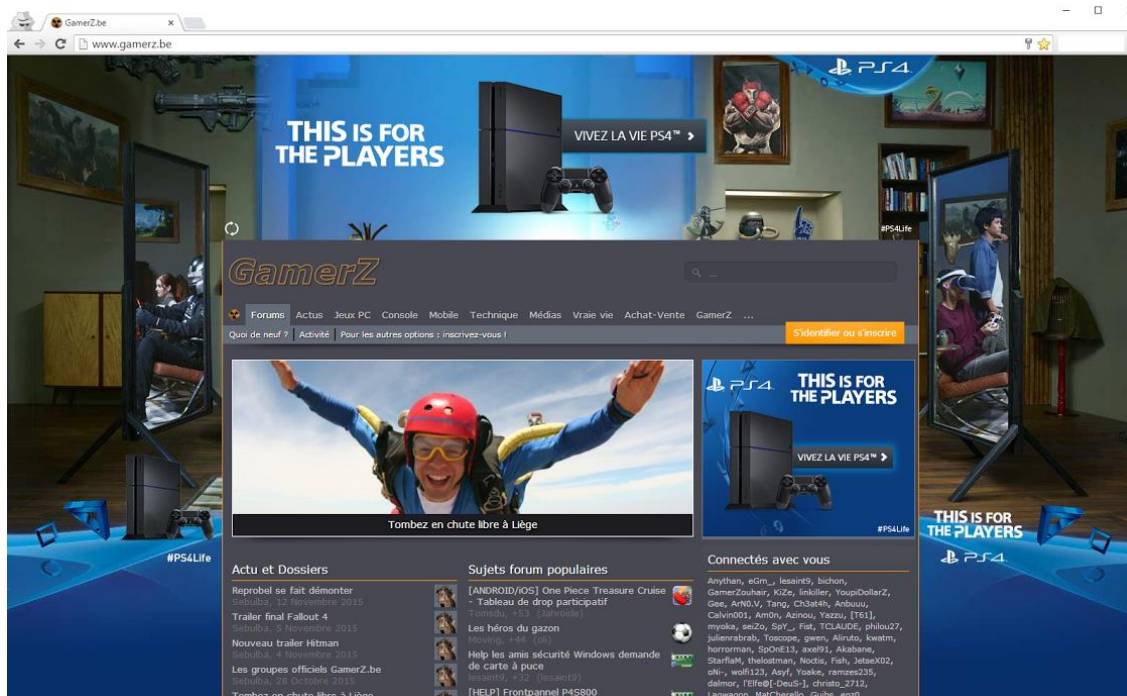
All tags need to be HTTPS (SSL) compliant. If they are not, we'll try to add a "s" to each "http" url.

ITEM	SPECS	EXTRAS
Wallpaper background image	1920x1080 or 1920x1200 (approx.) PNG or JPG Max 150KB (for JPG)	We use the click destination of the other tags, or the click tag if any.
"Flash" top of page	982 x 260 pixels (see demo) 1MB Max, video 30 sec, sound initiated by user click. Video : flv or html5, to be integrated and delivered by your own servers.	Clicktag : Mediamind Please try to concentrate logo/product name in a 300 pixels wide area (left or center).
IMU <u>or</u> Filmstrip	300x250 pixels (IAB IMU) <u>or</u> 300x600 pixels (IAB)	Clicktag : Mediamind 1Mb max (video)
Leaderboard <u>or</u> Billboard	728x90 pixels (IAB leaderboard) <u>or</u> 970x250 pixels (IAB billboard)	Clicktag : Mediamind Please try to concentrate logo/product name in a 300 pixels wide area (left or center).
Splash	300x250 minimum to 640x480 max. Recommended NOT to use video, flash or html5, just a plain image.	Clicktag : Mediamind

We need to be able to specify a click destination in your tags in order to count clicks thru our anti-adblock systems. Only our stats take into account all impressions and click, as adserver impressions/clicks are blocked by adblock plugins. These impressions are delivered by our servers.

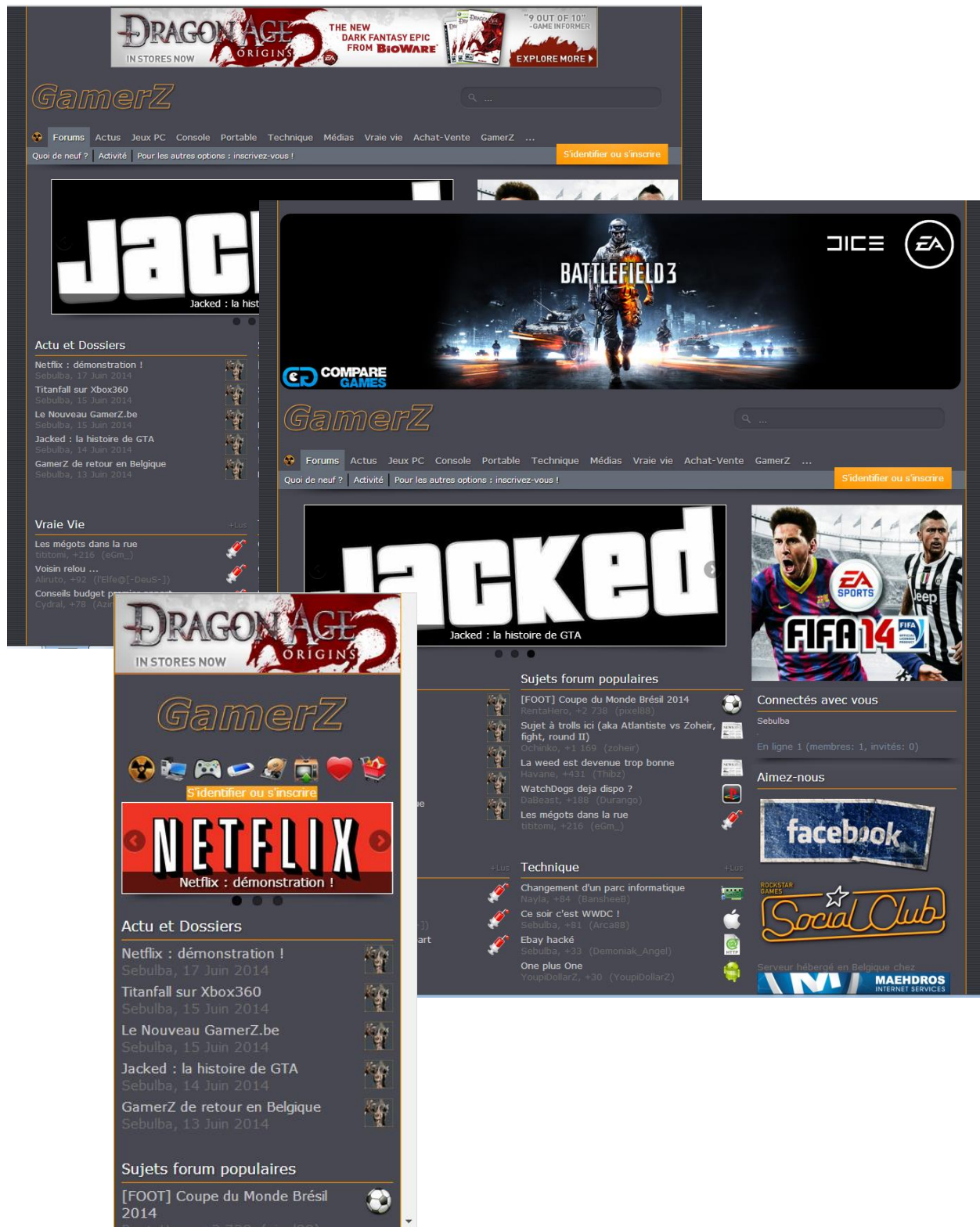
Example of compatible tag : [https://bs.serving-sys.com/BurstingPipe/adServer.bs?cn=rsb&c=28&pli=15714091&PluID=0&w=300&h=250&ord=%%CACHEBUSTER%%&ucm=true&ncu=\\$\\$%%CLICK_URL_UNESC%%\\$\\$](https://bs.serving-sys.com/BurstingPipe/adServer.bs?cn=rsb&c=28&pli=15714091&PluID=0&w=300&h=250&ord=%%CACHEBUSTER%%&ucm=true&ncu=$$%%CLICK_URL_UNESC%%$$)

TAKE OVER DEMOS



OTHER DEMOS

IAB Leaderbaord (top) & Billboard (below). Mobile version of a leaderboard (bottom left)



Technical contact : cedric@cedric.net
Sales contact : Danny@demediamusketiers.be

WALLPAPER IMAGE LAYOUT

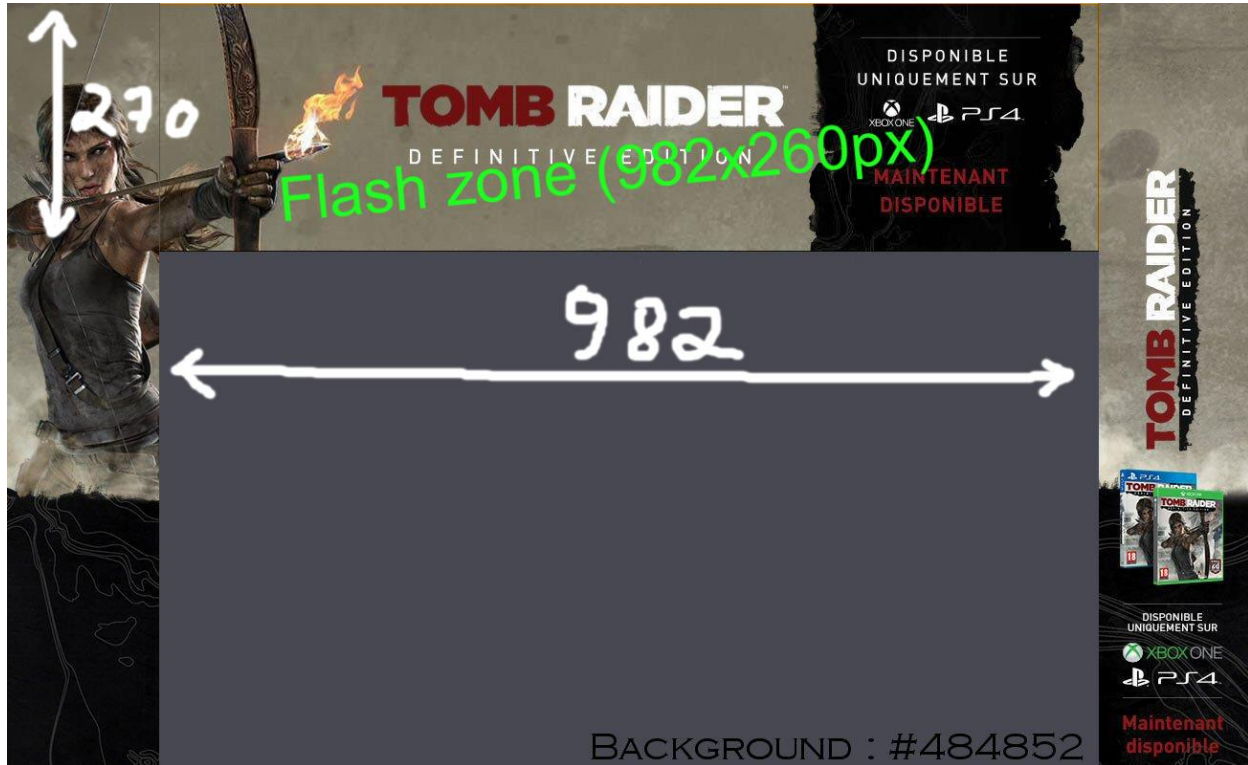


Image is usually **1920x1080 pixels** (in order to cover a full HD monitor)

If your image is smaller than 1920 pixels, you should “fade to black” on the left and right. You can fade to another color ; just give use the color code. If you don’t do the fading, we’ll edit the image to do it !

You should “wipe” the center zone in order to reduce the file size, please use color #484842 to “erase” the center zone. You can also provide the image “as is” but we reserve the right to erase the center area, that can’t be seen anyway, to save bandwidth. (We might also recompress or slightly edit your image.)

Top of page’s height is 260 pixels. This zone will contain the “top flash” element (982x260). This element can be transparent (in which case the background can be seen thru it) or can be opaque, in which case it should contain all the logos, and be aligned “pixel by pixel” with the background as much as possible.

You can use the entire 1920 pixels width for graphical elements, but we suggest to “group” the most important stuff close to the center (in this example, the girl at the left, and the logo at the right are close to the center) the rest of the width can be used for less important elements.