

## IMU Video



**Size:** 300x250

**Weight:** 100KB

**Type:** HTML5 & 3rd party tag

**Supports:**     

**Desposit website for the finished material:**

<https://regie-internet.filemail.com/>



**Video:**

2.2 Mbps 25 fps Progressive.  
Unlimited duration.

**Audio:**

**Use the standard EBU R128**  
**No sound triggered automatically.**  
**Setting up a sound management button.**  
**First click to turn on the sound : 1 sec. mute + 1 sec. fade-in**  
**Second click to mute : mute**  
**On-click : mute**

**HTML5 / Richmedia:**

Standard file size initial download  
5Mb progressive download.

It's highly recommended to use responsive HTML5.  
Please also deliver static back-up material in GIF or JPG.

**The material should be centered.**

**The default margin & padding should be initialized to 0.**

We also accept size : 250x250.

**HTTPS Compliancy:**

To be compliant all traffic has to be served over "https".  
This includes 3rdParty tag and external downloads

**Redirection URL:**

The redirection link provided must be a direct link to the landing page and not a double / triple / ... redirection (ex: no use of bit.ly)

**Delivery terms**

Standard, no HTML5 & 3rdParty tag: **3 working days**  
HTML5: **5 working days** The material must be sent attached to a mail or in an archive or with server link.  
We accept up to 3 different materials for integration in rotation for the same campaign.  
Any additional material will generate additional costs.



