Technical Requirements

Delivery of elements

5 working days before the date of posting your campaign

Contact : **service-coordination@mb-diffusion.com**

General terms and conditions:

Any non-compliance with the technical specifications will result in a non-diffusion of the campaign: clicktag non-functional, high weight, https protocol not respected, ...

Any failure to respect the deadline for the submission of the elements may lead to a delay in the diffusion of the campaign.

MB Diffusion can not be held responsible for the non diffusion or the delay of diffusion the campaign as a result of non-compliance with the technical specifications and / or the deadline for items by the advertiser.
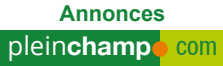
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WEBSITES	FORMATS	DIMENSIONS (PX) BY SUPPORT	ACCEPTED TECHNOLOGIES	MAXIMUM AUTHORIZED WEIGHT	TO BE PROVIDED
Agriaffaires **Machinery**Zone	Leaderboard	Desktop 970x90 Tablet 768x90 Mobile 320x50	GIF or JPEG Animated GIF HTML5	50 kb	1 banner by support *(1 desktop banner + 1 tablet banner + 1 mobile banner)* + URL / Redirection link
	Rectangle banner (listing or ads)	Desktop 300x250 Tablet 300x250 Mobile 300x250	GIF or JPEG Animated GIF HTML5		
	Half page banner	Desktop 300x600 Tablet 300x600 (recent support only) Mobile Does not exist	GIF or JPEG Animated GIF HTML5		
	Wallpaper	Desktop = [Leaderboard 970x100 + Background 1920x700] Tablet [768x100] Mobile [320x100]	GIF or JPEG Animated GIF HTML5 /!\ Background GIF or JPEG exclusively		

WEBSITES	FORMATS	DIMENSIONS (PX) BY SUPPORT	ACCEPTED TECHNOLOGIES	MAXIMUM AUTHORIZED WEIGHT	TO BE PROVIDED
Agritel	Megabanner	**Desktop** 970x90 ou 1240x90 **Tablet** 768x90 **Mobile** 320x50	GIF or JPEG Animated GIF HTML5	50 kb	Redirection link
	Rectangle Banner	**Desktop** 300x250	GIF or JPEG Animated GIF HTML5		
	Half page banner	**Desktop** 300x600	GIF or JPEG Animated GIF HTML5		
Annonces pleinchamp.com	Megabanner	**Desktop** 728x90	GIF or JPEG Animated GIF HTML5	50 kb	Redirection link
	Rectangle Banner	**Desktop** 300x250	GIF or JPEG Animated GIF HTML5		

Technical specifications

1. File size
Maximum authorized weight:
  /// > **50Kb**

This weight limit ensures that your advertising is displayed to all visitors regardless of their type of connection.

2. HTML5
The elements to provide:
  /// A zip file containing the elements of the banner (html, css, images ...).
  /// Or the link to the hosted banner.

Vidéos :

CODEC	EXTENSION	VIDEO ENCODING RATES	AUDIO ENCODING RATES	RECOMMENDED DURATION	MAXIMUM RECOMMENDED WEIGHT
h264, vp9, theora	mp4, webm, ogv	600 kbits/s	96 kbits/s	15 seconds max.	2 mb

The sound must be activated by click and not by mouseover.
Videos with the sound activated by mouseover could be blocked by some browsers.

HTTPS Protocol:
Agriaffaires and MachineryZone sites use the HTTPS procotole to secure and make your sites more reliable.

Absolute URLs * must be called in HTTPS only. It will therefore be necessary Make sure your hosting platform is compatible with this protocol.
URLs called in HTTP will systematically result in the non-publication of the banner.

* Absolute URL: call files on remote servers such as code libraries or images.
(ex: <img src = "https://my-server.com/my-image.jpg">)

Technical specifications

Clicktag :
Integration of the clicktag is mandatory in order to generate the number of clicks.

How to implement a clicktag ?

/// Add before closing the tag </head> :
```
<script src="//ns.sascdn.com/diff/templates/js/banner//sas-clicktag-3.0.js">
</script>
```
/// Add just after the <body > tag the following code by entering the landing page:
```
<script type="text/javascript">
        var clickTag ="http://www.mon_url.com";
</script>
```
/// Implement a « **clickArea** » id on the div containing the animation. If there is already an id go to the next point.
/// Add just before the tag </body> the following code:
```
<script type="text/javascript">
    function customerFunc() {
            var clickArea = document.getElementById("clickArea");
            clickArea.href = clickTag;
    }

        sas.clicktag.register(function(){
            customerFunc();
        });
</script>
```

Set the tag id containing the animation instead of « **clickArea** » if it is different.

How to implement the Google Designer clicktag ?

/// Rename the html file of your banner to ban_iframe.html and then place the index.html file on the same folder than your html file.

/// On the index.html file add your landing page as in the example below:
```
<script type="text/javascript">
        var clickTag ="http://www.mon_url.com";
</script>
```

Template

1. Rectangle banner

⬇	Rectangle banner - 300x250

2. Rectangle video banner

⬇	Rectangle video banner - 300x250

3. Rectangle banner (Google Web Designer)

⬇	Rectangle banner - 300x250

4. Wallpaper

⬇	Wallpaper

Annexes

Annexes

Google Analytics

If you have a Google Analytics account, we recommend you to follow the steps below to measure the performance of your campaign on Google Analytics.

/// Use the following URL builder:
https://ga-dev-tools.appspot.com/campaign-url-builder/

/// Fill in the required fields

Website URL: The full website URL
Campaign source: The referrer (e.g. : Agriaffaires, Machineryzone, Agritel)

It is also possible to fill in other optional fields:

Campaign Medium: Used Format
Campaign Name: (e.g. : Special promotion, open door days, product...)

/// Click on **Convert URL to short Link** and recover the short link.