



ELMA
ONLINE



Elma Online

Exclusief partner van Marktplaats.nl en 2dehands.be

Technische Specificaties

 **Marktplaats**

 **2dehands**

Standard IAB

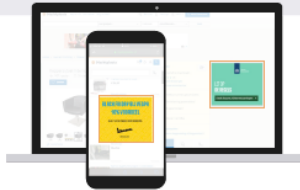
Leaderboard

| | |
|-------------------|----------------------------|
| Dimensions | 728x90 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web/app) |



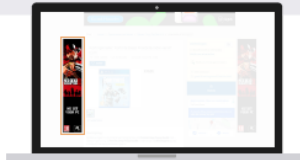
Medium Rectangle

| | |
|-------------------|---|
| Dimensions | 300x250 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web/app) + Mobile (web/app) |



Skyscraper

| | |
|-------------------|--------------------------|
| Dimensions | 120x600 px or 160x600 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web) |



Mobile Banner

| | |
|-------------------|---------------------|
| Dimensions | 320x50 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Mobile (web/app) |



Double Banner

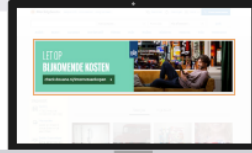
| | |
|-------------------|---------------------|
| Dimensions | 320x100 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Mobile (web/app) |



High Impact IAB

Billboard

| | |
|-------------------|------------------------|
| Dimensions | 970x250 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web) |



Halfpage

| | |
|-------------------|------------------------|
| Dimensions | 300x600 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Desktop + Tablet (web) |



Mobile Half Page

| | |
|-------------------|---------------------|
| Dimensions | 320x240 px |
| Max. initial load | 100kb |
| Filetype | .JPG, .GIF or HTML5 |
| Device | Mobile (web/app) |



Native

Native Content Ad

| | |
|--------|--|
| Images | Logo: aspect ratio 1:1 - max 150KB, .JPG/.PNG Large, primary image: aspect ratio 15:9, max 150KB, .JPG/.PNG |
| Title | Max 25 characters |
| Text | Max 90 characters + call-to-action of max 15 characters |
| Device | Desktop + Tablet (web) |



In-app Lead Generator

| | |
|------------|---|
| Dimensions | 1 logo of max 90x40 px (width x height). (.PNG/.JPEG) |
| Text | Max 40 characters |
| Device | Mobile (app) |





Item page button

| | |
|-------------------|---|
| Dimensions | 80x20 px – Transparent background |
| Text | Title text: max 30 characters Body text: max. 2 lines, max. 31 characters per line Call-to-action text (CTA): max. 10 characters |
| Device | Desktop +Tablet (web) |

