

2016 **MEDIA KIT**  
**MOBILE APP** / SPECS

**LE JOURNAL  
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Le journal  
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# SPECIFICATIONS





## MOBILE APP SPECIFICATIONS MOBILE BANNER



**Platform:**

Mobile

**Placement:**

Ad at the beginning of the articles

**Size :** 320 x 50

**File size (max):** 40K

**Duration:** 3 pages maximum, 3 animation loops maximum (for 30 seconds max)

**Formats :** jpg, gif, flash (.swf). Important: If provided with Flash files, we also need gif files as back-up for web users who don't have Flash (max 39K).



## MOBILE APP SPECIFICATIONS BIG BOX



**Platform:**

Mobile

**Placement:**

Ad placed in the articles

**Size:** 300 x 250

**File size (max):** 100K

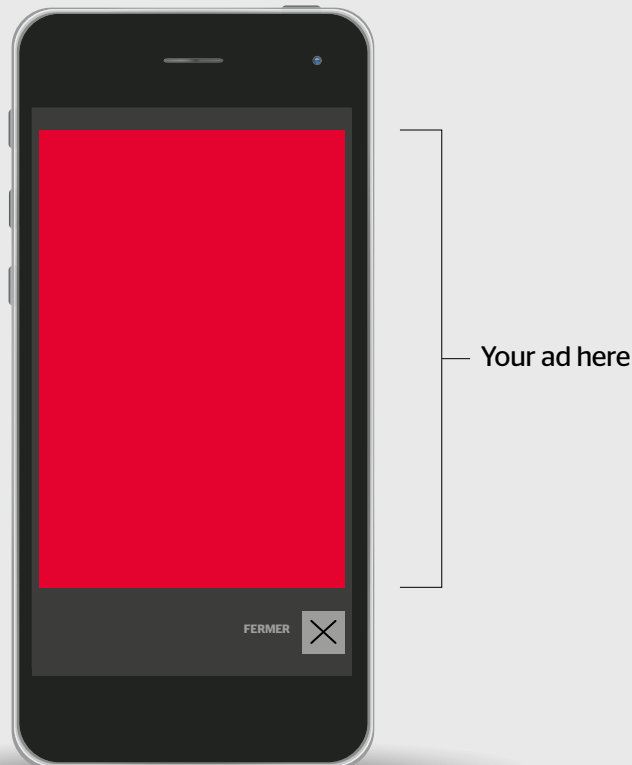
**Duration:** 3 pages maximum, 3 animation loops maximum (for 30 seconds max)

**Formats :** jpg, gif, flash (.swf). Important: If provided with Flash files, we also need gif files as back-up for web users who don't have Flash (max 39K).



# MOBILE APPLICATION SPECIFICATIONS

## INTERSTITIAL WITH BIG BOX OR LEADERBOARD\*

**Platform:**

Mobile

**Definition :**

The interstitial format is activated when you launch the J5 app. It is also active between the following sections: “Thèmes” (themes) and “Chroniqueurs” (columnists). This is a full-screen format that automatically closes after 5 seconds or by tapping the “Fermer” (close) button.

**Required materials :**

- Fixed image; portrait mode  
JPG format, 320 x 480, 75K max
- Fixed image; portrait mode  
JPG format, 640 x 960, 150K max
- Destination URL

**Clickable area :**

- Only a single URL redirect can be provided since the clickable area covers the surface of the image

**Onscreen :**

- Opens automatically when you launch the app
- On iOS, opens automatically when you relaunch the app (after moving it to the background)
- On Android, does not open when you relaunch the app
- Opens when you move from the last article in the 5<sup>th</sup> selected theme to the first article in “Chroniqueurs” (columnists) (vertical navigation)

- Opens when you move from the 5<sup>th</sup> selected theme to the “Chroniqueurs” (columnists) section (horizontal navigation)
- Closes automatically after 5 seconds
- Closes if you press the “Fermer” (close) button
- When you click, you are sent on your phone’s default browser to the advertiser’s landing page

**Business rules :**

- Frequency capping :
  - 1<sup>st</sup> interstitial ad (home page): one display per day per user per campaign
  - 2<sup>nd</sup> interstitial ad (between themes and columnists): one impression per user every 4 hours per campaign

\* To buy interstitial ad space, you must have a big box and/or leaderboard on J5 on the same day.