

Delivery specification digital Ster

At this page you'll find the delivery specifications needed for digital advertising (in general, for banners and for online video). Looking for the general/selling terms and conditions, check the PDF files at the bottom of this page.

For more information, please contact digital@ster.nl

General accepted files

- 3rd party tags: HTML, Javascript
- Banners: JPG, PNG of (animated) GIF
- HTML
- Automated video play in banner is possible (audio must be user initiated)

Pre-roll (online video)

- Extension: mp4
- Length: max 36 seconds
- Frame-rate: 25 fps
- Audio standard: Full scale digital audio
- Resolution: Full HD (1920x1080)
- Please do not use any special reading sign in de name of file (for example ?/" etc.)
- As the Ster logo is placed in the player in the left corner, we advise to place the advertisers logo in the right upper corner of the video.

Please note: when the campaign is deployed within the no-consent route, the video (as mp4 file) and the URL of the landing page must be submitted separately to digital@ster.nl.

In-banner video

- Share the video in the right bannersize as MP4
- Max. 3,95 MB
- Border: 1x1 contrasting border is suggested.
- Frame rate: Minimum 14 frames-per-second (30 FPS recommended)
- Autoplay is allowed
- Max 36 seconds
- Audio: user initiated
- It's not allowed to implement any cookies

Banner formats and max width

Formaat	Pixels	Recommended pixels	Max weight
Desktop & mobile web			
Billboard	970x250		1mb
Halfpage ad	300x600		500 Kb
Medium rectangle	300x250		500 Kb
Large rectangle	336x280		500 Kb

Skyscraper	120x600		500 Kb
Wide skyscraper	160x600		500 Kb
Leaderboard	728x90		500 Kb
Banner	468x60		500 Kb
Mobile double banner	320x100; 300x100		500 Kb
Rich media			
Mobile midscroller	320x240		500 Kb
Mobile portrait	320x400		500 Kb
Video in banner	alle formaten		3,95mb (max 20sec)
Mobile in app			
Mobile halfpage ad	300x250 & 600x500 & 900x750	600x500, 1200x1000, 1800x1500	500 Kb
Mobile banner	320x50 & 640x100 & 960x150	1280x200, 1920x300	500 Kb
Mobile interstitial	320x480; 768x1024	640x960; 1536x2048	500 Kb

When click tags are set within Html-5 display files, follow the Ad Manager guidelines.

<https://support.google.com/admanager/answer/7046799?hl=en>

The online Ster network permits exclusively Messages of General Public Interest. Ster determines whether a Contracting Party may use the Purchase option Messages of General Public Interest and may place online Pre-rolls and/or Banners. Thereby Ster applies the following conditions:

- a. Advertiser is an institution of a scientific, cultural, religious, ideological, political or charitable nature;
- b. Advertiser has a CBF quality mark for charities or has public benefit organisation status (ANBI-status); T
- c. The Pre-roll or Banner of Advertiser does not relate to the purchase of a certain product or the use of a certain service available in the market, yet to the call for support of or to create an opinion favourable to Advertiser.

Note: When purchasing an online video or display campaign, the creation (pre-roll or banner) must not be related to purchasing a particular product or using any particular service available. The creation may, however, call for support for or favoring the advertiser. Ster uses the following guidelines:

1. The online advertisement may never contain a call for the purchase or reservation of tickets or to register for a course or event.
2. The online advertisement may never contain a 'call to action', such as 'Visit the Ster Museum now' or 'Join the live stream of the Ster Opera on Sunday'. Instead use: 'Now in the Ster Museum' or 'De Ster Opera presents'.
3. The advertiser's website may be mentioned in the online advertisement. Reference should never be made to a specific ticket page, such as ster.nl/tickets. Use the homepage or another