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DIGITAL TECH SPECS 2026

<https://www.rmb.be> - Last update 16/02/2026



OUR PORTFOLIO



VIDEO



AUDIO



DISPLAY



NATIVE



DISPLAY

VIDEO

AUDIO



CTV



5 DAYS
BEFORE LIVE

Time Limit

Please check your order form

Bumper : 6"

Base : 20"

Max : 30"

Size Limit

7 mb

Format

.mp4

Codec

H.264

Audio Level

-23dB LUFS (R128)

Frame Rate

Min 15/sec

Max 25/sec

Dimensions

720x360 (360p)

1280x720 (720p)

1920x1080 (1080p)

IMP Tracker

Allowed

VAST/VPAID & Click Command

Not allowed (and must be deactivated behind vast tag) even for programmatic

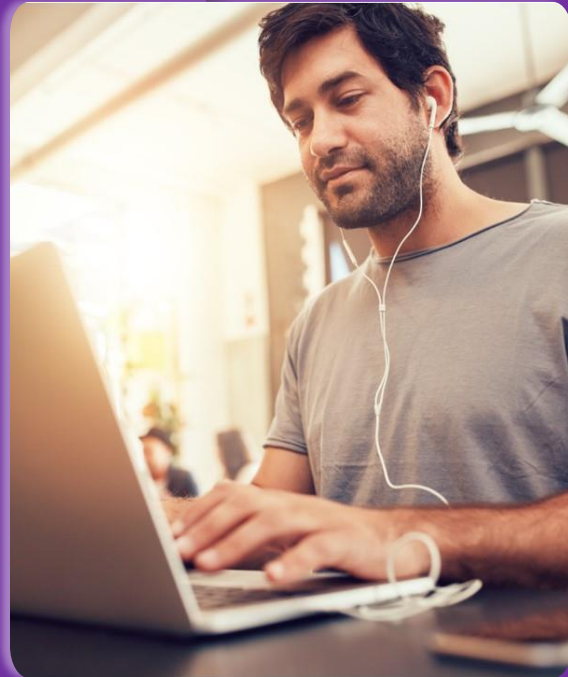
URL

Supply a click-through URL in a .txt file along with the MP4 asset

ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>



VIDEO IN-STREAM



5 DAYS
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VAST / IMP Tracker & Click command

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VPAID

Not allowed (and must be deactivated behind vast tag) even for programmatic

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ATV

Time Limit Please check your order form	Recommended : 20" Max : 30"
Size Limit	X? mb
Format	X?
Codec	D-MAT HD : https://thinkvia.be/fr/d-mat/
Frame Rate	25/sec in progressive mode 50/sec in interlaced mode, top field first
Dimensions	1920x1080 (1080p)
Audio Level	-23dB LUFS (R128)
Sample rate	48 khz
Quantization	16 bits
Channels	Stereo
Phase	Audio must be in phase for at least 50% of the duration of the ad
Loudness	Program Loudness: subjective sound level integrated over 2 time periods - momentary: M (0.4 sec floating window) : maximum -15 db LUFS - integrated: I (entire program) : maximum -23 db LUFS Loudness Range: variation of subjective sound level: free
Max. True Peak Level	electrical technical level: maximum -1 db TP



5 DAYS
BEFORE LIVE

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DISPLAY AUDIO VIDEO



AUDIO IN-STREAM



Time Limit

Please check your order form

Base : 15"

Max : 30"

Size Limit

500 kb

Format

.mp3

Codec

Min 128 kbps

Audio Level

-9dBFS

VPAID / VAST / Click command

NOT Allowed

Impression Tracker

Allowed



5 DAYS
BEFORE LIVE

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AUDIO

DISPLAY

VIDEO



DISPLAY



Time Limit

Base : 15"

Loop Limit

3 loops max in 15 sec (no infinite loop on GIFs)

Weight

Max 150 kb

Format

HTML5/ GIF / JPG

Audio

Off without user interaction

Naming Convention

At least size and device
(ex: NAME_728x90_desktop.jpg)

Dimensions

See next slides

Redirect / Click command

Allowed

VPAID / VAST

NOT Allowed

Impression Tracker

Allowed



5 DAYS
BEFORE LIVE

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DISPLAY CLICK TAG (only HTML5)

- In the creative's main file (index.html), insert the following script within the <head> section :

```
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.1.js"> </script>
```

- In the creative's html file (index.html), declare the variable clickTag and assign the clickthrough URL:

```
<script> var clickTag = "http://www.theclickthroughurl.com"; </script>
```

- Define your clickable area:

```
<a id="clickArea"></a> <script type="text/javascript"> var clickArea = document.getElementById("clickArea");  
clickArea.onclick = function(){ window.open(clickTag, "blank"); } </script>
```

DISPLAY – FORMATS DETAILS

FORMAT	DEVICE	DIMENSIONS	EXTENSION	TIMING	WEIGHT
Floor Ad	Desktop	995x90	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Half-Page	Desktop	300x600	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Responsive Take Over	Desktop	1920x250*	HTML5/GIF/JPG	Max 15' or 3 loops of 5'	150 kb
Leaderboard	Desktop	728x90	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Leaderboard	Mobile	300x50	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Medium Leaderboard	Mobile	320x50	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb
Large Leaderboard	Desktop	840x150	HTML5/GIF/JPG	Max 15' or 3 loops of 5'	150 kb
Large Leaderboard	Mobile	320x75	HTML5/GIF/JPG	Max 15' or 3 loops of 5'	150 kb
IMU	Desktop/mobile	300x250	HTML5/GIF/JPG	Max 15" or 3 loops of 5"	150 kb



5 DAYS
BEFORE LIVE

Formats in Bold are mandatory

*only is specified on your order form (sponsoring), see details on next slide.

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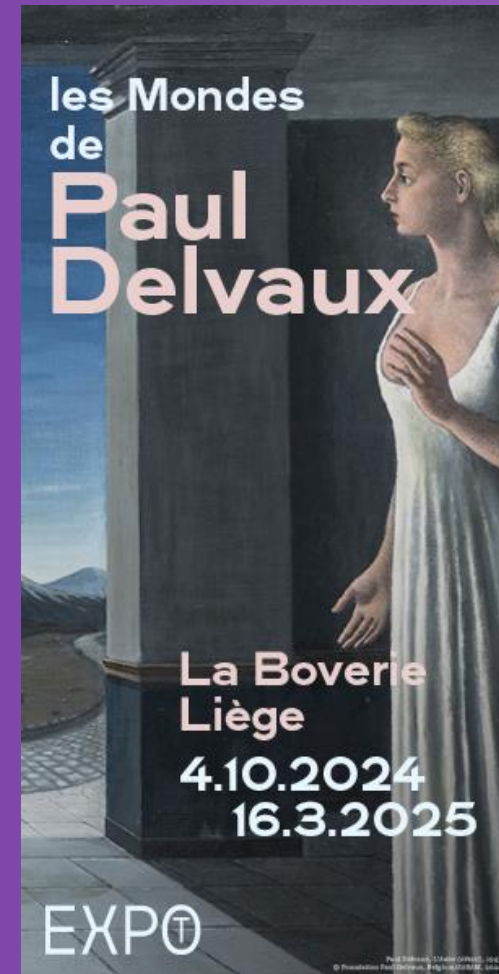


FORMAT EXAMPLES

1) IMU 300 x 250



2) Half Page
300 x 600



3) FLOOR AD 995 x 90



[Les formats standards de bannières display - bdesign-web](#)

Attention ces exemples ne sont pas à l'échelle !



VIDEO NATIVE DISPLAY

GMB

NATIVE FORMAT



Title	Max 90 characters (spaces included)
Ad Description (optional)	Max 150 characters (spaces included)
Brand Name	Max 25 characters (spaces included)
Call to Action	Max 25 characters (spaces included)
Image Format	JPG
Image Size	Max 1 mb
Image Dimension	1200x627
URL	Supply a click-through URL in a .txt file along with the asset



5 DAYS
BEFORE LIVE



ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>

SoMe Image



5 DAYS
BEFORE LIVE

Brand Name	Max 25 characters (spaces included)
Primary text	Max 125 characters (spaces included)
Website Display Link	Max 25 characters (spaces included)
Headline	Max 40 characters (spaces included)
Description	Max 25 characters (spaces included)
Image Format	JPG/PNG
Image Size	Max 1 mb
Image Dimension	Min 500x500px (ratio 1:91 to 4:5)
Logo Image	Min 170x170px (ratio 1:1)
Call to Action	Choose from Pre-defined list (link)
URL	Supply a click-through URL in a .txt file along with the asset
Full Specifications	https://support.teads.tv/support/solutions/articles/36000238201-social-video-image-layout-1-

ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>

SoMe Video



5 DAYS
BEFORE LIVE

Video Format	.mp4
Video Size	Max 100 mb
Video Dimension	Min 540x960px (ratio 9:16)
Video Card	Card required 1 to 3max
Max Duration	15 sec max.
Call to Action	Choose from Pre-defined list (link)(story video vertical)
Logo Image	Min 170x170px (ratio 1:1)
Brand Name	Max 25 characters (spaces included)
URL	Supply a click-through URL in a .txt file along with the asset
Full Specifications	https://support.teads.tv/support/solutions/articles/36000245901-stories-video-vertical

ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>



DRIVE ME

TECH SPECS

FMB

TECH SPECS NATIVE – DRIVE ME



Titre : 90 caractères max

Nom de la marque : 25 caractères max

Image : 1200x627 in Jpg (Min 2, Max 3)

Description : 150 caractères max

Call to action (bouton) : 25 caractères max

URL : Lien vers le site (si possible avec UTM)

La page de destination doit être confirmée à la législation GDPR et donc contenir une information sur les cookies

[Cliquez ici pour télécharger le template](#)

TECH SPECS DISPLAY – DRIVE ME



Formats : 300x600, 300x250, 160x600, 728x90, 320x50

Type : .png, .jpg, .gif

Loop : Max 3 Loops and max 15 sec

Nom de la marque : 25 caractères max

URL : Lien vers le site (si possible avec UTM)

La page de destination doit être confirmée à la législation GDPR et donc contenir une information sur les cookies

Versions : jusqu'à 3 par format

TECH SPECS VIDEO – DRIVE ME



Formats : 1920x1080

Ratio : 16/9

Type : .mp4

Nom de la marque : 35 caractères max

Durée : max 5 min

Call to action (bouton) : 25 caractères max

URL : Lien vers le site (si possible avec UTM)

La page de destination doit être conforme à la législation GDPR et donc contenir une information sur les cookies

TECH SPECS VIDEO – CTA



INDISPENSABLE – OBLIGATOIRE

Un Call to Action / Bouton est obligatoire sur la video.

Il s'agit d'un bouton 'Visuel', pas un bouton 'Technique'.

Le bouton doit apparaitre endéans les 3 premières secondes.

GENERAL GUIDELINES



Delivery times:

5 business days for standard banners
5 business days for rich media.

Delivery should include:

All necessary creatives.
Active destination URLs.
If applicable, detailed instructions on how material should run

Feedback:

Will be given within 24 hours after reception.
If material does not meet requirements, procedure will restart.

3rd Party:

All active HTTPS 3rd party tags are accepted.
All assets loaded by the 3rd party tag must be HTTPS as well.

HTML5:

We strongly recommend the use of HTML5, but under the following conditions:

- Must be delivered as zip files.
- Must be responsive.
- CSS selector must contain banner-specific prefixes.

Video specifications:

Max 7mb, up to 30 seconds (20 seconds on Auvio) Max 3 creatives per campaign

We recommend the use of VAST tags, especially if there are several creatives

Audio Specifications:

Standard audio off, only on with user interaction, on mouse off the creative, audio should stop.

Sound volume = -9 dBFS.



These are general guidelines, always refer first to the specific guidelines of the chosen formats.



ASSETS DELIVERY SYSTEM

<https://digital-delivery.rmb.be/>

EASY & SAFE

No deliveries by email!

ANY QUESTION ?

GET IN TOUCH



For questions only :

adops@rmb.be

[@RMB Regie Media Belge](#)

[@regiemediabelge](#)