

Audio

- [Digital Audio](#)
 - [Shake Me](#)
 - [Audio Spot](#)
 - [6Break](#)
 - [Companion Banner](#)
- [Display](#)
 - [Display Format](#)

Digital Audio

Shake Me

Shake and Interact

General Information

- **Ad server used:** SmartClip
- **Deadline for receiving technical assets:** Minimum 3 days before the campaign launch.
- **Format contextualization:** Encourage listeners to shake or tap their smartphone or smartwatch to trigger an action.

Video Creation Guidelines

The action trigger must remain active during the ad and for 10 seconds after the end of the video.

1. **What should the listener do:** "*Secouez votre téléphone*" ("*Shake your phone*")
2. **When should they do it:** Add a time cue in the creative and repeat it halfway through. "*Regardez maintenant*" ("*Look now*")
3. **What should they expect:** "*Télécharger un coupon*" ("*Download a coupon*") or "*Ouvrir notre site web*" ("*Open our website*")

Deliverables

- Audio Creative
- Formats: .mp3 / .wma / .aac

Actions to Trigger

- Redirect the listener to a website
- **Smartphone / smartwatch deliverable:** Provide a phone number (auto-filled through the vibration feature)
- Make a phone call
- **Smartphone / tablet deliverable:** URL
- Download a coupon
- **Smartphone / tablet deliverable:** URL / Backup image URL for Android users and tablets / Coupon in .pkpass format (QR code included)

Android: PTo access the coupon, the listener must already have a wallet application installed or download one from Google Play (for example, PassWallet).

If no application is installed, the backup image previously uploaded to AudioMatic will automatically

be saved to their image gallery.

iOS : On iOS devices (including iPad), the .pkpass file will be added directly to the pre-installed Apple Wallet app.

Digital Audio

Audio Spot

General Information

- **Adserver used :** SmartClip
- **Deadline for receiving technical assets:** Minimum 3 days before the campaign launch.

Deliverable

- Audio creative
- Format: .mp3

6Break

General Information

- **Adserver used** : DFP (Google/ Doubleclick)
- **Deadline for receiving technical assets** : 5 business days before campaign launch
- **Formats**: png, gif ou jpeg
- **Format contextualization**: The advertising message must be contextualized around a break or pause moment (e.g., “Melt into a LINDOR break”).

Deliverables

Device	Formats	Size	Weight	Type
Desktop	Horizontal	600x400	< 400 ko	jpeg png gif
Mobile	Vertical	300x600	< 400 ko	jpeg png gif

Formats

Companion Banner

General Information

- **Adserver used :** Smartclip
- **Deadline for receiving technical assets:** Minimum 3 days before campaign launch

Deliverables

Format	Taille	Type	Redirection
Desktop / Mobile / Tablette	300x300	.gif / .jpg / .jpeg / .png	URL (Visuel cliquable)
	150x150		

Format

Display

Display Format

General Information

Display formats are identical across our three websites: RTL, FUN Radio, and RTL2.

Desktop

Placement	Size	Assets Required
Leaderboard Top	1000x250 1000x90 728x90	Image file in JPG, PNG, or GIF format
MPU Top	300x250 300x600	Image file in JPG, PNG, or GIF format
In Feed	300x600 300x250	Image file in JPG, PNG, or GIF format

Tablet

Placement	Size	Assets Required
Leaderboard Top	728x90 320x100	Image file in JPG, PNG, or GIF format
MPU Top	300x250 300x600	Image file in JPG, PNG, or GIF format
In Feed	300x600 300x250	Image file in JPG, PNG, or GIF format

Mobile

Placement	Size	Assets Required
Leaderboard Top	320x50 320x100	Image file in JPG, PNG, or GIF format
MPU Top	300x250 300x600	Image file in JPG, PNG, or GIF format

Placement	Size	Assets Required
In Feed	• 300x250 • 300x600	• Image file in JPG, PNG, or GIF format