

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
