

TV5 unisTV

technical specifications

digital elements

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digital platform

TV5
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The new platform

Created for users and advertisers alike, tv5unis.ca offers a quality environment without all the ad clutter.

General products

- Non-skippable video ads
- Billboards (static or animated)
- Big box (available on mobile)
- Video banners

Sponsorship

- Program sponsorship that links to your site
- Customized sponsorship of a themed collection



Digital platform
with a large inventory of content from both channels



210,000
unique visitors per month



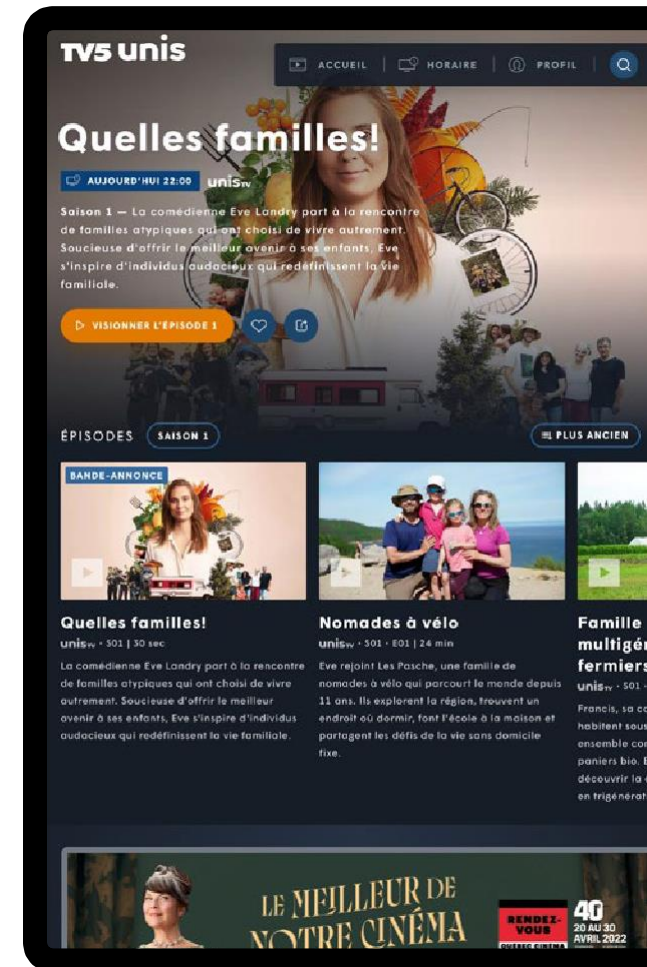
95%
video ad completion rate



>1 million
video ads per month



75%
A18-54



Advertising at the beginning of or during a video content

- Non-skippable
- 3 times more effective than a banner ad
- 95% completion rate
- Guaranteed views
- Variable length, 30 seconds maximum



Specifications

Size: 1920 x 1080 pixels (16:9 ratio recommended)

Maximum length: 30 seconds

Maximum size: 512 MB hosting limit per video

Redirect link: Must link to a French website

Accepted formats

Preferred: MP4, VAST tags, HTML5

Also accepted: WebM, MPEG-4, AVI, MOV, MPG, HLS files



If the advertiser wants to track the campaign, a UTM link is required.

video ad

web banner

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Specifications

Size: 970 x 90 pixels (desktop) • 480 x 70 pixels (mobile) + destination URL

Accepted formats: JPG, PNG, GIF

Maximum size: 950 KB

Redirect link: Must link to a French website

Integrate your brands into the mobile version* of our show pages in big box format

*Only available for mobile



If the advertiser wants to track the campaign, a UTM link is required.

video ad

pause ad

Specifications

Size: High-resolution image, 1920 x 1080 pixels (desktop, tablet and mobile)

Accepted formats: Transparent PNG or JPG file only

Maximum size: 500 KB

Redirect link: Must link to a French website

- Creative appears on a dark grey background
- Do not overload the creative with text
- Only the “Learn more” section should be clickable



If the advertiser wants to track the campaign, a UTM link is required.

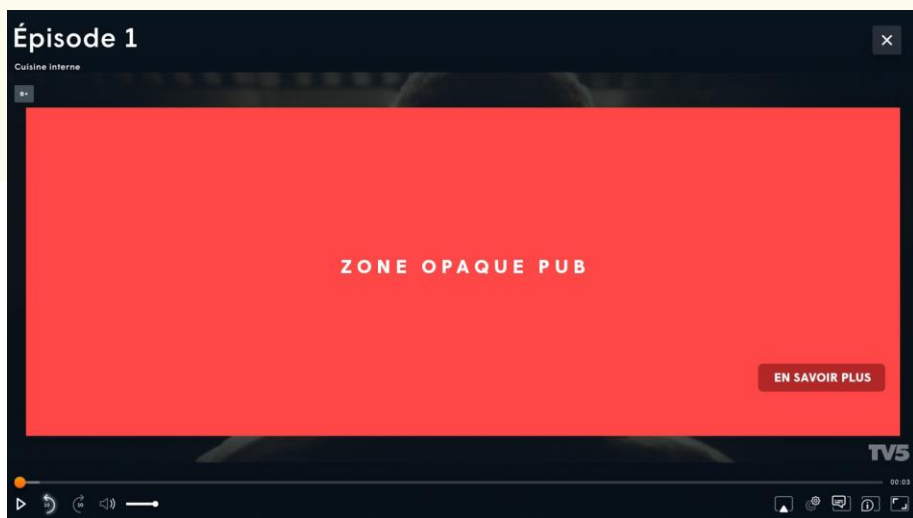
video ad

pause ad

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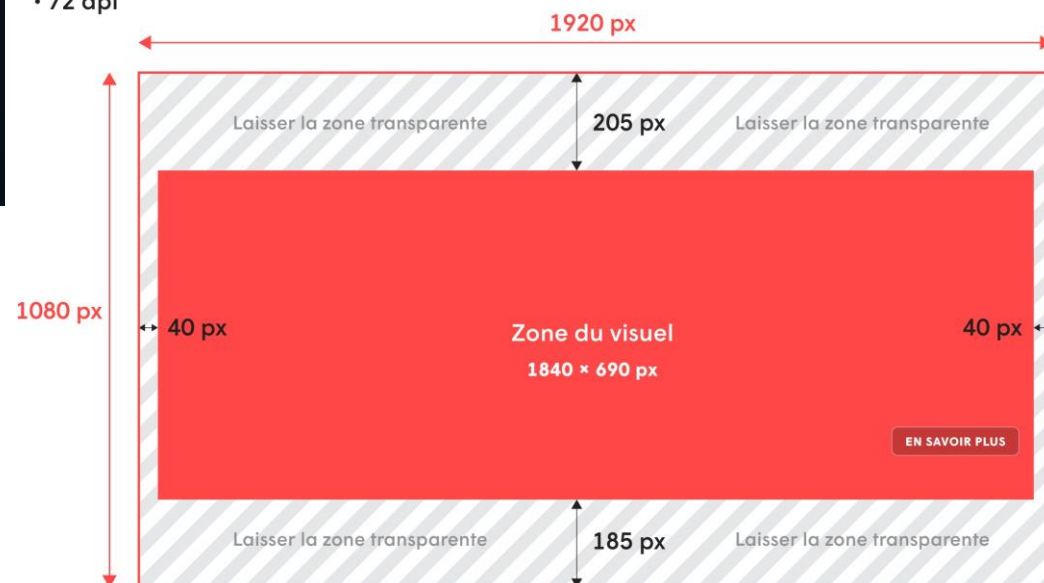
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Template



Fichier à fournir:

- taille: 1920 × 1080 px
- png transparent
- 72 dpi



sponsorship

TV5 and Unis TV offer solutions to meet your needs. Opt for a customized sponsorship offer, such as:

- Program sponsorship
- Customized sponsorship of a themed collection

*Available on all three platforms (desktop, tablet and mobile)

Specifications

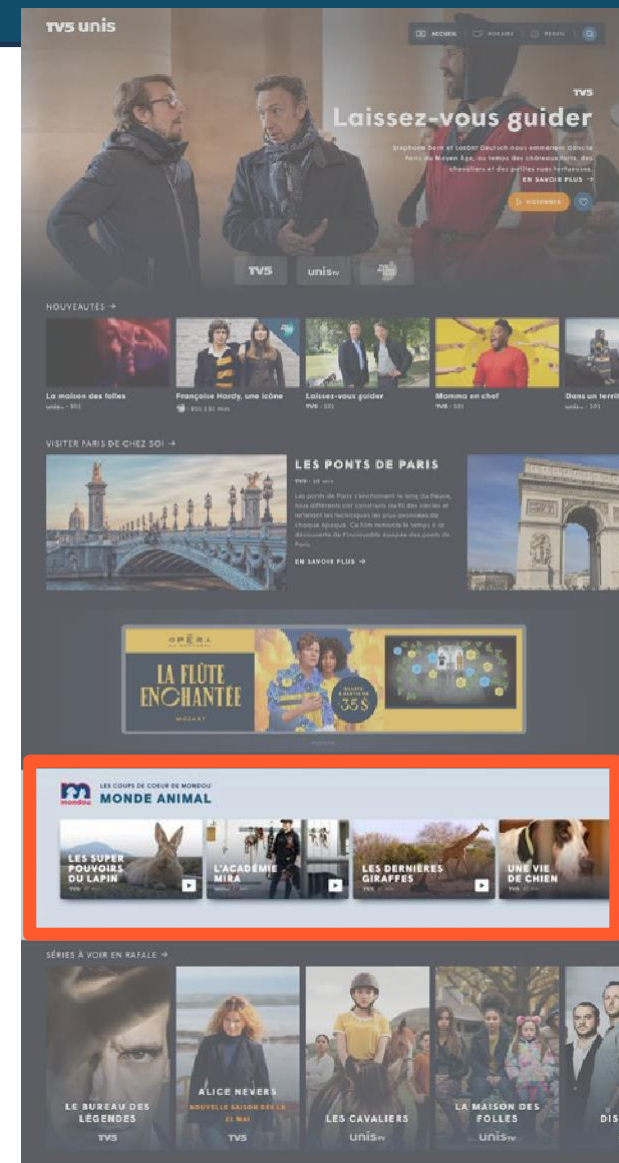
Logo size: 500 x 500 pixels

Redirect link: Must link to a French website

Accepted formats: EPS, AI, PSD, JPEG, PNG



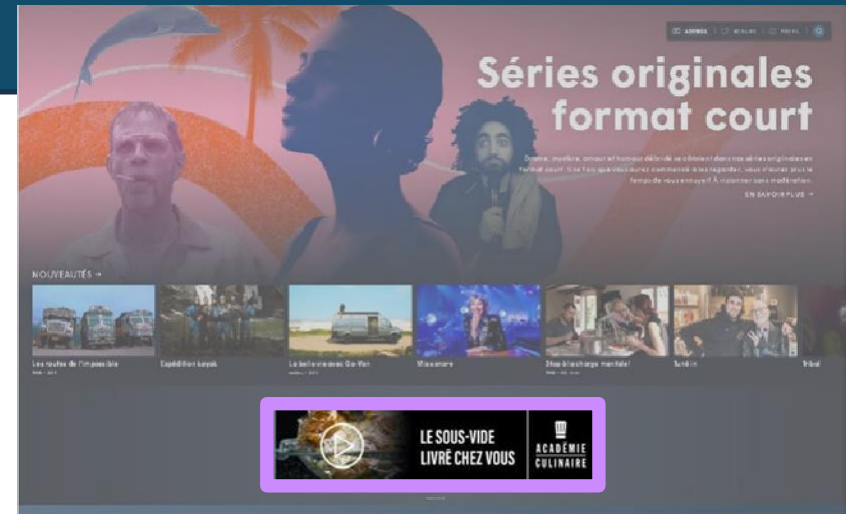
If the advertiser wants to track the campaign, a UTM link is required.



billboard

Integrate your brands into our show pages with banner ads:
A versatile and creative solution!

- Ads can be static or animated
- Banner format can include an integrated video



Specifications

Size: 970 x 250 pixels

Maximum size: Static - 200 KB • Animated - 950 KB

Redirect link: Must link to a French website

Accepted formats: JPEG, PNG, GIF, HTML5, third-party tags

Banner with video

Maximum length: 15 seconds

Size: 16:9 image ratio

Video link: YouTube or Vimeo (physical formats not accepted)

Graphic elements must reflect video placement

970 x 250: 340 x 200 area on the right



The complementary 300 x 250 static format is recommended for an optimal and responsive online presence across all platforms (desktop, tablet and mobile).

big box

Integrate your brands into our program pages in big box format

*Only available for mobile

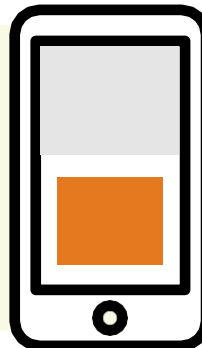
Specifications

Size: 300 x 250 pixels

Accepted formats: JPEG, PNG, GIF, HTML5, third-party tags

Maximal static size: 200 KB

Redirect link: Must link to a French website



If the advertiser wants to track the campaign, a UTM link is required.



weekly newsletters

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Reach our audience via our weekly TV5 and Unis TV newsletters

*Available on all three platforms (desktop, tablet and mobile)

Specifications

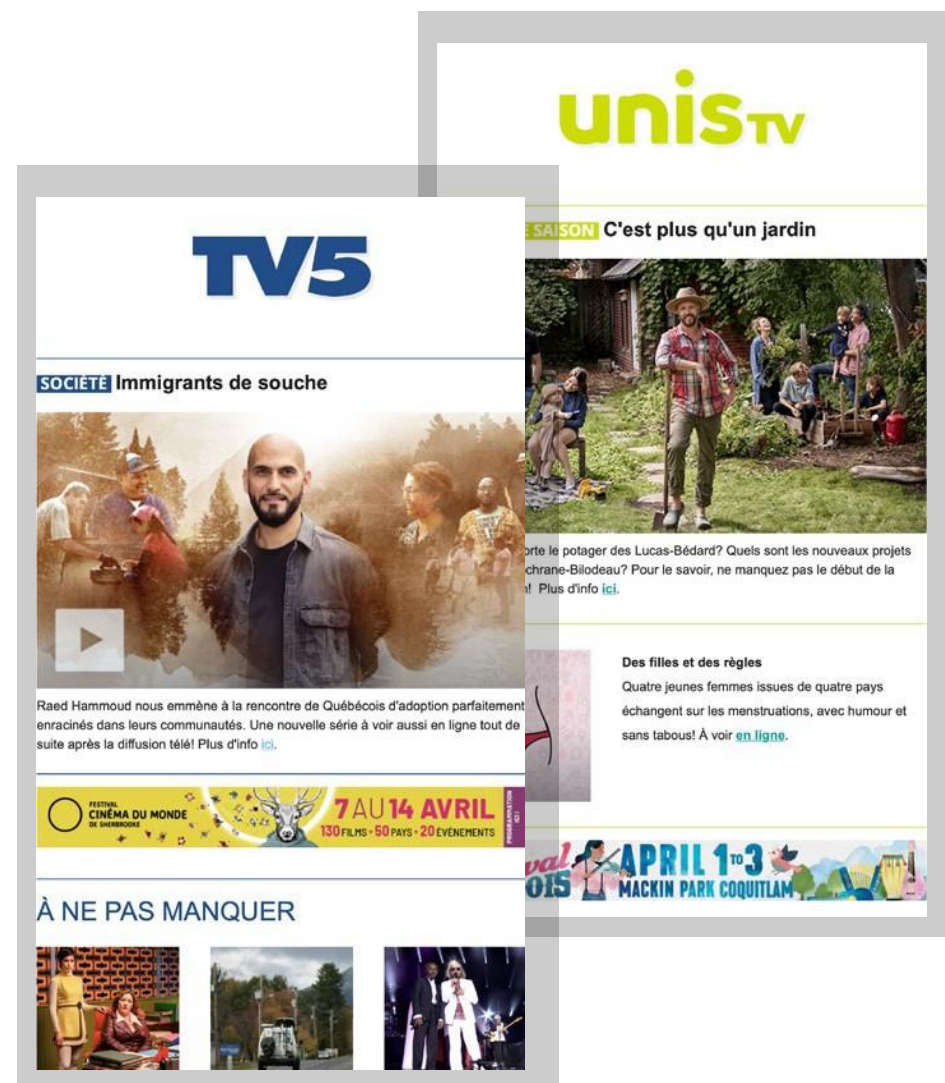
Size: 300 x 250 pixels or 728 x 90 pixels

Redirect link: Must link to a French website

Accepted formats

Preferred: JPG, PNG

Also accepted: PSD, AI, EPS



If the advertiser wants to track the campaign, a UTM link is required.

general information sending materials

Digital advertising

Type	Platform	Format	Maximum weight		Accepted files
			Static	Animated	
Video (pre-roll)	Full screen (desktop) Mobile	1920 x 1080 pixels (16:9 ratio recommended)	Not available	512 MB	Preferred MP4, VAST tags, HTML5 Also accepted WebM, MPEG-4, AVI, MOV, MPG, HLS files
Video banner	Full screen (desktop) Tablet	728 x 90 pixels (desktop) 480 x 70 pixels (tablet) + destination URL	200 KB	Up to 950 KB	JPEG, PNG, GIF
Pause ad	Full screen (desktop) Tablet Mobile	1920 x 1080 pixels	500 KB	Not available	Transparent PNG
Billboard	Full screen (desktop)	970 x 250 pixels	200 KB	Up to 950 KB	JPEG, PNG, GIF, HTML5, third-party tags
Big box	Mobile	300 x 250 pixels	200 KB	Up to 950 KB	JPEG, PNG, GIF, HTML5, third-party tags
Sponsorship	Full screen (desktop) Tablet Mobile	500 x 500 pixels	200 KB	Up to 950 KB	Preferred JPEG, PNG Also accepted EPS, AI and PSD
Weekly newsletters	Full screen (desktop) Tablet Mobile	Big box (300 x 250 pixels) Super banner (728 x 90 pixels)	40 KB	Not available	JPEG, PNG, PSD, AI, EPS (preferably JPEG, PNG) No HTML5

Redirect link: Must link to a French website

UTM link: If the advertiser wants to track the campaign

Deadline for sending materials: 3 business days before the campaign start date

By email: ventesnumeriques.tv5.unis@tv5.ca

Maximum size: 10 MB

Please send your items in a ZIP file or via a WeTransfer link

For more information on advertising regulations: see Google's content policy.