

# ***spot-on***

**TV5 uniSTV**



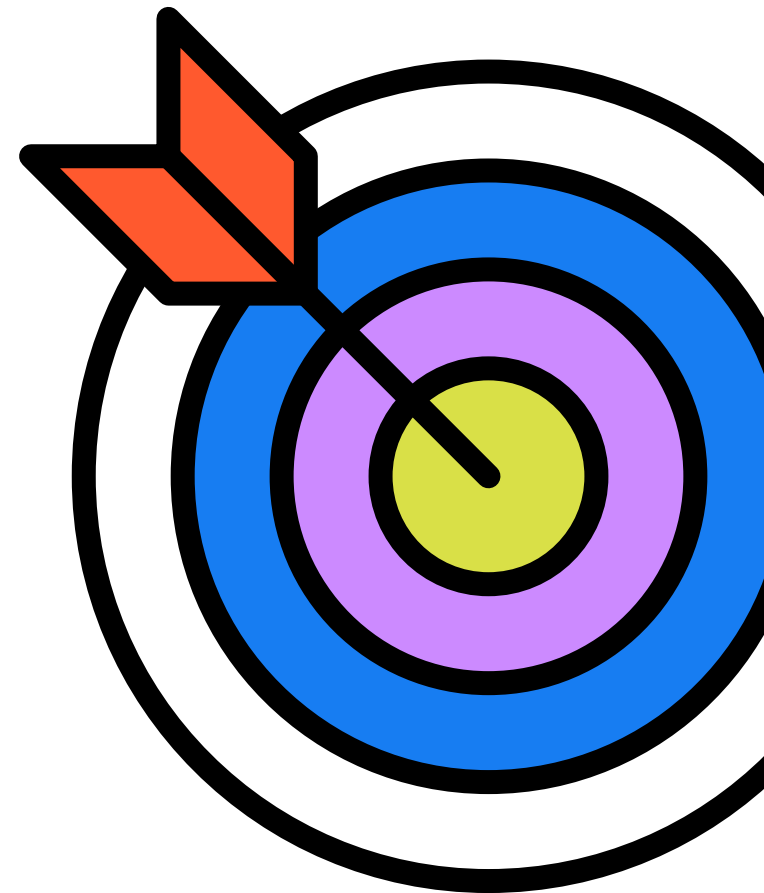
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***technical specifications***

***digital elements***

# ***table of contents***

digital platform	<b>3</b>
video ad: <b>pre-roll</b>	<b>4</b>
video ad: <b>web banner</b>	<b>5</b>
video ad: <b>pause ad</b>	<b>6</b>
sponsorship	<b>8</b>
billboard	<b>9</b>
big box	<b>10</b>
weekly newsletters	<b>11</b>
general Information • <b>sending materials</b>	<b>12</b>



# digital platform

TV5  
unisTV

3

## 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



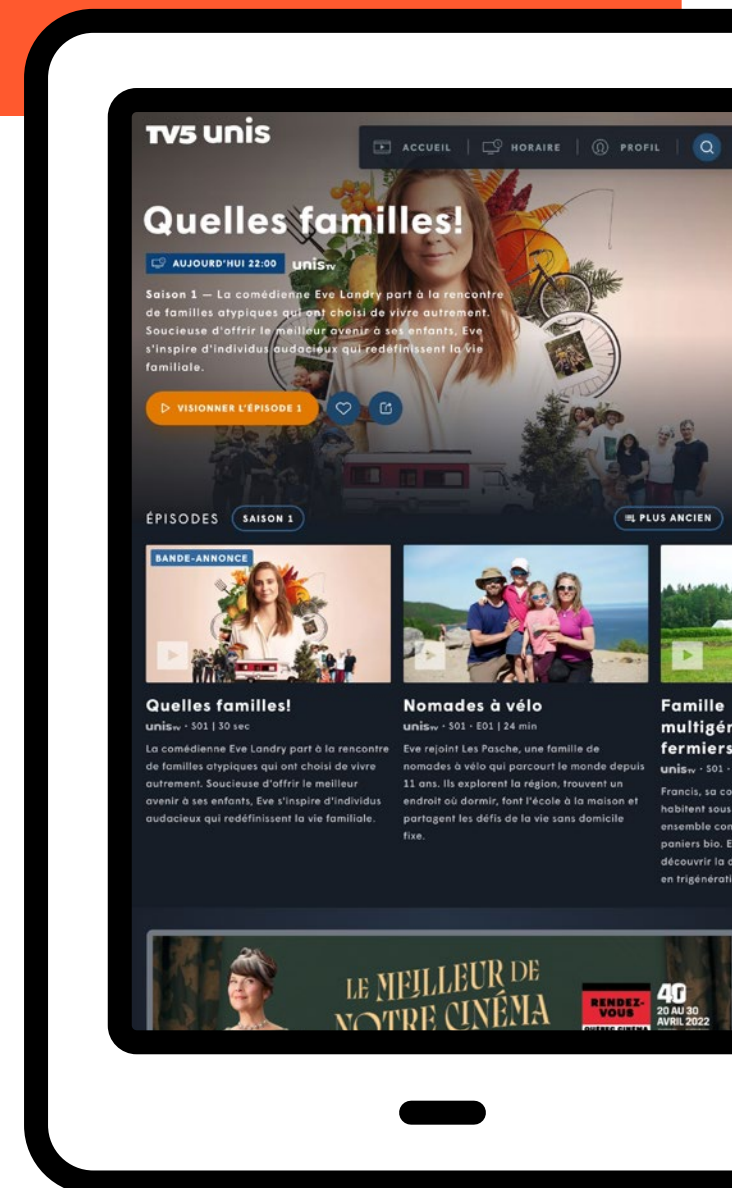
**95%**  
video ad completion rate



**>1 million**  
video ads per month



**75%**  
A18-54



# video ad

pre-roll

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4

## *Advertising at the beginning of or during a content video*

- 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 site

### **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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5

## 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 site

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 file only

**Maximum size:** 500 KB

**Redirect link:** Must link to a French site

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

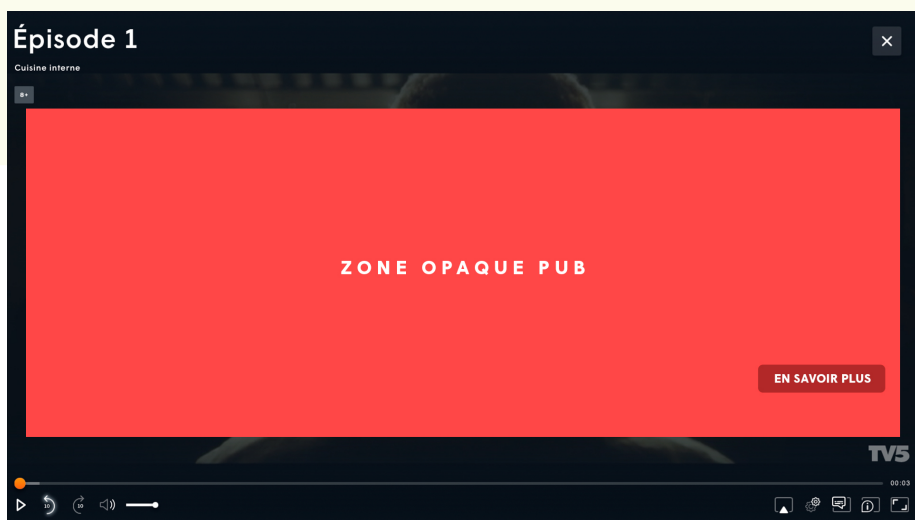


If the advertiser wants to track the campaign, a UTM link is required.

# video ad

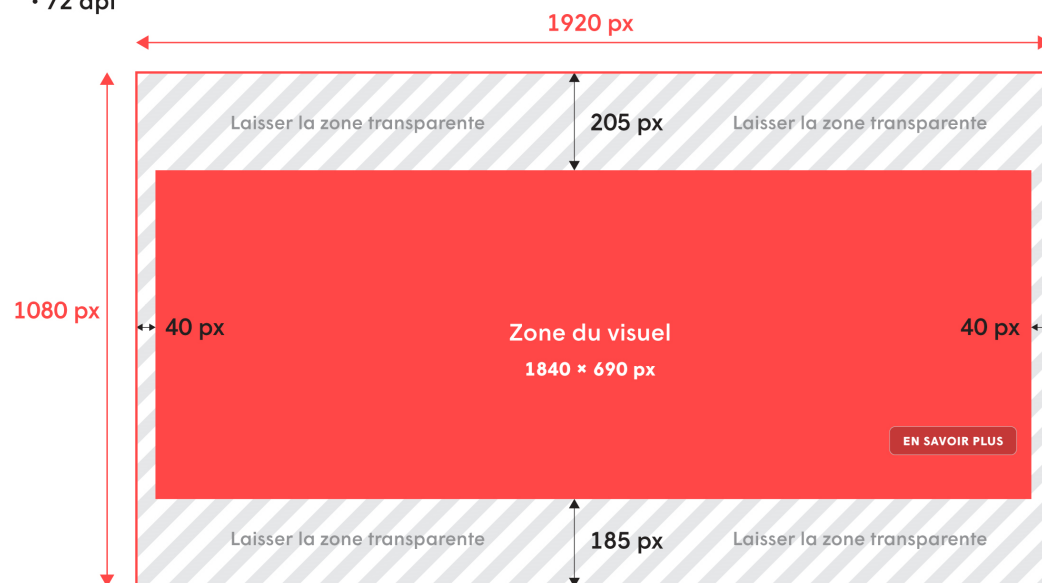
*pause ad*

## Template



Fichier à fournir:

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



# sponsorship

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8

**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

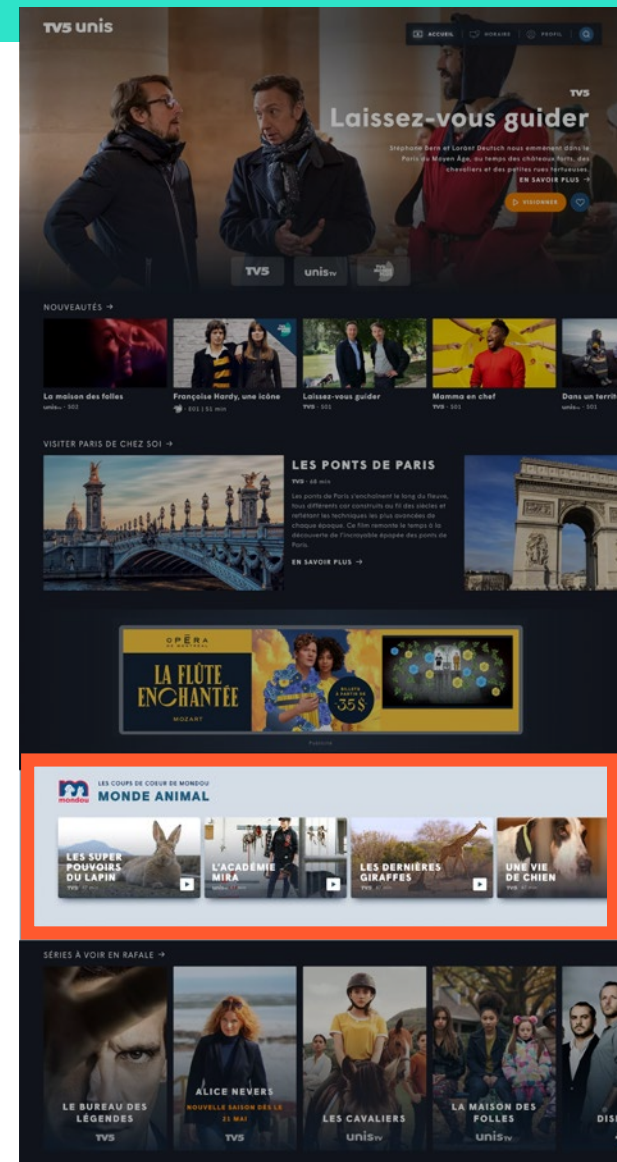
**Logo size:** 500 x 500 pixels

**Redirect link:** Must link to a French site

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



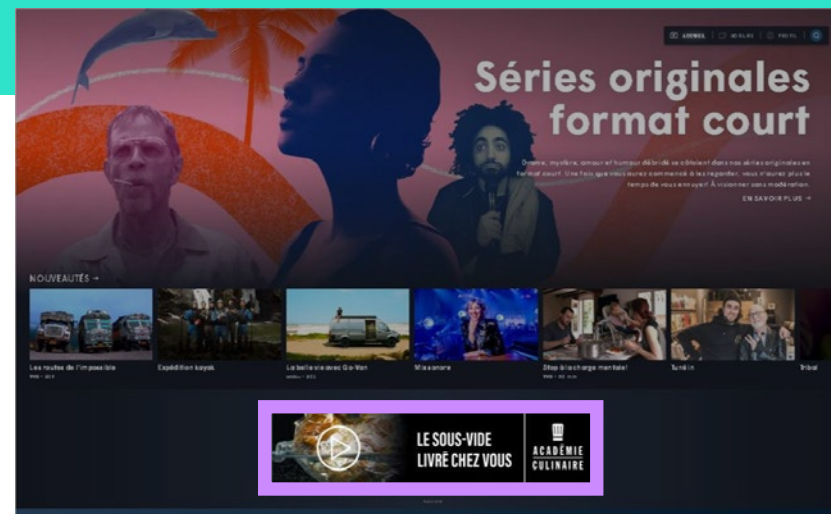
If the advertiser wants to track the campaign, a UTM link is required.



# 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 site

**Accepted formats:** JPEG, PNG, GIF, HTML5, 3rd party tags

### Banner with video

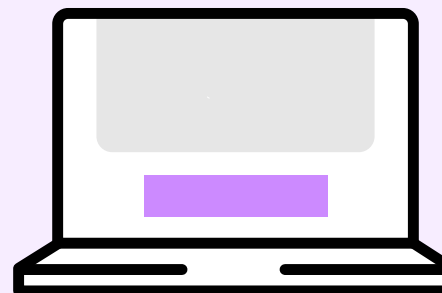
**Maximum length:** 15 seconds

**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

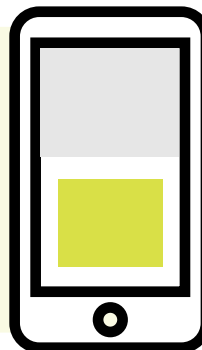
### Specifications

**Size:** 300 x 250 pixels

**Accepted formats:** JPEG, PNG, GIF, HTML5, 3rd party tags

**Maximal static size:** 200 KB

**Redirect link:** Must link to a French site



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



# weekly newsletters

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11

**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 site

### 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

### Maximum weight

Format	Platform	Format	Static	Animated	Accepted files
<b>Video (pre-roll)</b>	Full screen (desktop) Mobile	1920 x 1080 pixels (16:9 ratio recommended)	Not available	512 MB	<b>Preferred</b> MP4, VAST tags, HTML5 <b>Also accepted</b> WebM, MPEG-4, AVI, MOV, MPG, HLS files
<b>Video banner</b>	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
<b>Pause ad</b>	Full screen (desktop) Tablet Mobile	1920 x 1080 pixels	500 KB	Not available	Transparent PNG
<b>Billboard</b>	Full screen (desktop)	970 x 250 pixels	200 KB	Up to 950 KB	JPEG, PNG, GIF, HTML5, 3rd party tags
<b>Big box</b>	Mobile	300 x 250 pixels	200 KB	Up to 950 KB	JPEG, PNG, GIF, HTML5, 3rd party tags
<b>Sponsorship</b>	Full screen (desktop) Tablet Mobile	500 x 500 pixels	200 KB	Up to 950 KB	<b>Preferred</b> JPEG, PNG <b>Also accepted</b> EPS, AI and PSD
<b>Weekly newsletters</b>	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 site

**UTM link:** If the advertiser wants to track the campaign

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

**By email:** ventes-sales.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.