

Formats

A **format** specifies the requirements, such as file size and dimensions, that a creative must meet to prevent errors when uploading the creative file. A format does not have to be limited to online banner ads; it can also be a native ad or a video ad. All formats are acceptable as long as they fit within your inventory structure, website design and strategy.

Refer to the Appendix [Online advertising formats](#) for a definition of the most important formats and a representation within their environment. The overview is not exhaustive. A publisher can implement custom formats as well.

Create a format

The *Formats* screen consists of a table with three columns:

1. The *No* column displays the ID of the format.
2. The *Format* column shows the name of the format and its dimensions.
3. The *Template file* column shows the template file that belongs to the format.

To create a new format:

1. Click *Admin* in the left navigation menu. This opens the *Administration* screen.
2. Click *Formats*. The *Formats* screen opens:





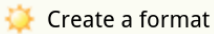
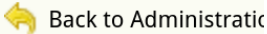









Formats

N°	Format	Template file	Trigger Order	Has completion rate events		
9	audio_10_125 (1 * 1)		0	no		
2	Billboard (970 * 250)		1	no		
11	bladibla (0 * 0)		0	no		
8	Cavai Bubble (1 * 1)		0	no		
46	DOOH Landscape (1920 * 1080)		0	no		
3	Halfpage (300 * 600)		1	no		
1	Halfpage_a_main (300 * 600)		1	no		
105	Halfpage_a_sub (300 * 600)		2	no		
19	Halfpage_stack (300 * 600)		3	no		
13	headsupfiltertest (1000 * 1000)		0	no		
107	Leaderboard New (728 * 90)		0	no		
16	Main / sub test 3 (0 * 0)		0	no		
14	Main test 1 (0 * 0)		0	no		
15	Main test 2 (0 * 0)		0	no		
4	Medium Rectangle (300 * 250)		2	no		
99	new_format (0 * 0)		0	no		
10	Preroll video (640 * 360)		0	no		
89	Preroll video 5sec (1280 * 720)		0	yes		
23	Selenium Test Format (1 * 1)		0	no		
25	Selenium Test Format (2 * 2)		0	no		
92	Selenium Test Format (0 * 0)		0	no		
95	Selenium Test Format (0 * 0)		0	no		
17	Selenium Test Format (0 * 0)		0	no		
98	Skin (1800 * 1000)		0	no		
6	Skyscraper (120 * 600)		0	no		
5	Skyscraper Wide (160 * 600)		0	no		
7	Textlink (300 * 200)		0	no		
12	Textlink Sam (0 * 0)		0	no		

3. Click the *Create a format* button. This opens the *Create a new format* screen.

Create a new format

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Name						
Part of	--					
Template file	--					
Trigger Order						
	File 1	File 2	File 3	File 4	File 5	File 6
Width	0	0	0	0	0	0
Height	0	0	0	0	0	0
Max size (kB)	0.0	0.0	0.0	0.0	0.0	0.0
Add URL?	yes					
Tag	yes					
Open creative previews in a new tab?	no					
Has completion rate events	no					
Transcodable	no					
Use in headsup file	no					
Code import						
Code book						
Code mdb						
Code tag						
Code export						
Type	☒ 3rd. Party Image - image/gif ☒ 3rd. Party URL - iframe ☒ Adheses Advar - application/x-adheses-advar ☒ Adheses Advar - application/x-adheses-advar ☒ Animated GIF - image/gif ☒ Audio Mpeg - audio/mpeg ☒ DHTML - text/dhtml ☒ generated mp4 - video/x-adheses-mp4 ☒ generated webm - video/x-adheses-webm ☒ GIF file - image/gif ☒ helper zip - application/x-adheses-zip ☒ HTML - text/html ☒ html 5 zip - application/octet-stream ☒ html 5 zip - application/x-adheses-html5 ☒ html 5 zip - application/zip ☒ Http redirect - redirect ☒ JavaScript - text/javascript ☒ JPEG file - image/jpeg ☒ JPEG file - image/pjpeg ☒ MP4 Video - video/mp4 ☒ mpeg video - video/mpeg ☒ PDF doc - application/pdf ☒ PNG file - image/png ☒ PNG file - image/x-png ☒ quicktime video - video/quicktime ☒ SWF file - application/octet-stream ☒ SWF file - application/x-shockwave-flash ☒ Text Ad - text/ad ☒ Text Advertorial - text/advertorial ☒ Text Link - text/plain					

4. Enter a name in the **Name** field. Choose a clear and logical name, such as Leaderboard or Interstitial.
5. Determine whether the format is part of a stack from the **Part-of** drop-down.

A Stack format sends a list of ads that are available for display for that position. A stack is always a client-specific implementation.

6. (Optional) Select a JavaScript template file in the **Template file** drop-down. Refer to [Templates](#) for more information about template files.
7. If you choose to deliver multiple campaign bookings simultaneously (see [Delivery multiples](#)), you will need to specify the order of the formats on the web page. In the **Trigger Order** field, enter a number that indicates the position of the format within the sequence of formats.
8. Enter the dimensions of the format in pixels in the **Width** and **Height** fields.

You can configure a format to contain up to six images.

9. Enter the maximum file size of the format in kiloBytes in the **Max size (kB)** fields.
10. Skip the next property (Add URL?) as it is of no significance anymore.
11. In the **Tag** drop-down:

- Select yes if the format is the main format.

Do not forget to enter a code tag in the **Code tag** field (step 19), as a new tag is necessary for the main format.

- Select *no* if the format is a subformat.

Do not forget to refer to the main format in the **Code book** field (step 17).

12. **Open creative previews in a new tab?** The default setting is *no*. When set to yes, the preview of a creative is shown in a new tab.
13. Select yes or *no* from the **Has completion rate events** drop-down to activate video reporting for the new format.

14. The transcodable option is currently not supported. Leave it on *no*.

15. If the format will be used in [Digital Out of Home \(DOOH\)](#) positions, assets can be pre-loaded and cached by selecting yes in **Use in headsup file** (if the headsup endpoint is configured).
16. (Optional) Specify the foreign key of the format in the **Code Import** field to link Adhese to an existing external CMS.
17. Enter the name of the tag variable in the **Code book** field. If the format is a subformat, enter the tag code of the main banner. (Optional)
18. The Code MDB field is deprecated
19. Enter the name of the tag variable in the **Code tag** field. The code tags themselves are usually defined in the setup stage.

A code tag is only required if the format is the main format (step 11). For example, if your main format runs on the BANNER tag, the tag code is BANNER.

20. (Optional) Provide a key in the **Code export** field to establish a link with an external database.

The following table gives a few examples of completing the *Code tag* and *Code book* input fields for main and sub formats.

Format name	Format type	Code tag	Code book
Leaderboard	Main format	leaderboard	leaderboard
Homepage takeover (leaderboard + wallpaper)	Sub format		leaderboard
Medium rectangle	Main format	rectangle	rectangle
Large rectangle	Sub format		rectangle

21. Specify the **Type** of the format, such as a third-party URL or image, video, animated GIF, or text ad. As a format can take many forms, you can select more than one type.
22. (Optional) Enter a comment in the **Comment** field.
23. Click the *Save* button beneath the form to save your new format.

You must save the main format again after creating a new subformat. For all existing main format positions, subformat positions will also be available on the booking screen.

Edit a format

To edit a format:

1. Go to the *Administration* screen. Click *Admin* in the left navigation menu.
2. Click *Formats*.

3. In the list of formats, click the format's name or click the edit icon  for the format you want to edit. The *Edit template* screen opens:

Edit template

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Name	Halfpage					
Part of	--					
Template file	--					
Trigger Order	1					
	File 1	File 2	File 3	File 4	File 5	File 6
Width	300	0	0	0	0	0
Height	600	0	0	0	0	0
Max size (kB)	1000.0	0.0	0.0	0.0	0.0	0.0
Add URL?	yes					
Tag	yes					
Open creative previews in a new tab?	no					
Has completion rate events	no					
Transcodable	no					
Use in headsup file	no					
Code import						
Code book	300x600;halfpage					
Code mdb						
Code tag	300x600;halfpage					
Code export						
Type	☒ 3rd. Party Image - image/gif ☒ 3rd. Party URL - iframe ☒ Adhese Advar - application/x-adhese-advar ☒ Adhese Advar - application/x-adhese-advar ☒ Animated GIF - image/gif ☐ Audio Mpeg - audio/mpeg ☒ DHTML - text/dhtml ☐ generated mp4 - video/x-adhese-mp4 ☐ generated webm - video/x-adhese-webm ☒ GIF file - image/gif ☐ helper zip - application/x-adhese-zip ☒ HTML - text/html ☒ html 5 zip - application/octet-stream ☒ html 5 zip - application/x-adhese-html5 ☒ html 5 zip - application/zip ☒ Http redirect - redirect ☒ JavaScript - text/javascript ☒ JPEG file - image/jpeg ☒ JPEG file - image/pjpeg ☐ MP3 Audio - audio/mpeg ☒ MP4 Video - video/mp4 ☒ mpeg video - video/mpeg ☒ PDF doc - application/pdf ☒ PNG file - image/png ☒ PNG file - image/x-png ☒ quicktime video - video/quicktime ☒ SWF file - application/octet-stream ☒ SWF file - application/x-shockwave-flash					

4. Change any of the format's details.
5. Click *Save*.

Stacked format

A *Stack* format sends a list of ads available to display for that position. The client (browser) decides which ad(s) to display. An example of a stacked format is a text link ad.

To create a stacked format, add a new format:

1. Click *Admin* in the left navigation menu. This opens the *Administration* screen.

2. Click *Formats*. The *Formats* screen opens:

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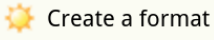
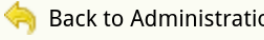









Formats

N°	Format	Template file	Trigger	Order	Has completion rate events		
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2	Billboard (970 * 250)			1	no		
11	bladibla (0 * 0)			0	no		
8	Cavai Bubble (1 * 1)			0	no		
46	DOOH Landscape (1920 * 1080)			0	no		
3	Halfpage (300 * 600)			1	no		
1	Halfpage_a_main (300 * 600)			1	no		
105	Halfpage_a_sub (300 * 600)			2	no		
19	Halfpage_stack (300 * 600)			3	no		
13	headsupfiltertest (1000 * 1000)			0	no		
107	Leaderboard New (728 * 90)			0	no		
16	Main / sub test 3 (0 * 0)			0	no		
14	Main test 1 (0 * 0)			0	no		
15	Main test 2 (0 * 0)			0	no		
4	Medium Rectangle (300 * 250)			2	no		
99	new_format (0 * 0)			0	no		
10	Preroll video (640 * 360)			0	no		
89	Preroll video 5sec (1280 * 720)			0	yes		
23	Selenium Test Format (1 * 1)			0	no		
25	Selenium Test Format (2 * 2)			0	no		
92	Selenium Test Format (0 * 0)			0	no		
95	Selenium Test Format (0 * 0)			0	no		
17	Selenium Test Format (0 * 0)			0	no		
98	Skin (1800 * 1000)			0	no		
6	Skyscraper (120 * 600)			0	no		
5	Skyscraper Wide (160 * 600)			0	no		
7	Textlink (300 * 200)			0	no		
12	Textlink Sam (0 * 0)			0	no		

3. Click the *Create a format* button. The *Create a new format* screen opens:

Create a new format

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Name	Textlink					
Part of	stack					
Template file	textlinks.txt					
Trigger Order						
	File 1	File 2	File 3	File 4	File 5	File 6
Width	300	0	0	0	0	0
Height	200	0	0	0	0	0
Max size (kB)	100.0	0.0	0.0	0.0	0.0	0.0
Add URL?	yes					
Tag	yes					
Open creative previews in a new tab?	no					
Has completion rate events	no					
Transcodable	yes					
Use in headsup file	no					
Code import						
Code book	textlink					
Code mdb						
Code tag	textlink					
Code export						
Type	☒ 3rd. Party Image - image/gif ☒ 3rd. Party URL - iframe ☒ Adhese Advar - application/x-adhese-advar ☒ Adhese Advar - application/x-adhese-advar ☒ Animated GIF - image/gif ☐ Audio Mpeg - audio/mpeg ☒ DHTML - text/dhtml ☒ generated mp4 - video/x-adhese-mp4 ☒ generated webm - video/x-adhese-webm ☒ GIF file - image/gif ☐ helper zip - application/x-adhese-zip ☒ HTML - text/html ☒ html 5 zip - application/octet-stream ☒ html 5 zip - application/x-adhese-html5 ☒ html 5 zip - application/zip ☒ Http redirect - redirect ☒ JavaScript - text/javascript ☒ JPEG file - image/jpeg ☒ JPEG file - image/pjpeg ☒ MP4 Video - video/mp4 ☒ mpeg video - video/mpeg ☒ PDF doc - application/pdf ☒ PNG file - image/png ☒ PNG file - image/x-png ☒ quicktime video - video/quicktime ☒ SWF file - application/octet-stream ☒ SWF file - application/x-shockwave-flash ☒ Text Ad - text/ad					

4. Define the following properties that are necessary for the correct implementation of a stacked format:
 1. From the **Part-of** drop-down, select *Stack* to define the format as a stack format.
 2. Select the correct JSON template from the **Template file** drop-down. Do not select a template if you plan to use an [Advar template](#) to return a JSON object.
 3. Indicate the **Type** of the format, such as a third-party URL or image, video, animated GIF, or text ad.
 5. Click the *Save* button beneath the form to save your new format.
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Revision #24

Created 2024-06-07 13:36:22 UTC by Casper Steuperaert

Updated 2026-03-27 15:11:52 UTC by Casper Steuperaert