

**MED/A
F/GARO**

TECHNICAL
SPECIFICATIONS
DIGITAL **2024**

"MEDIA FIGARO is committed to implementing actions to reduce the carbon impact of digital campaigns.

Find out more with our barometer

+5 284

+11%

new advertising creatives dedicated to CSR

2022 vs 2021

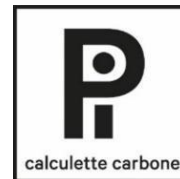
**BAROMÈTRE
DE LA COMMUNICATION
RESPONSABLE**

Measure with our "PI carbon calculator "

32%

of each individual's carbon impact comes from advertising seen or received

+11% increase in advertising industry emissions between 2019-2022



Take action with our "Greenview" and "Direct Deal" solutions

2,5%

of France's digital carbon impact

et représente 10% de la consommation électrique

GREENVIEW

DIRECT DEAL

**MEDIA
F/GARO**



Solution for reducing the carbon impact of video campaigns by up to 80%.



Thanks to the **GREENVIEW** technological innovation, developed in partnership with the French start-up Vidmizer, MEDIA FIGARO is reducing the weight of its video campaigns by **40 to 70%**. In this way, Media Figaro is **helping to reduce the carbon impact** of communications and is working to promote **energy efficiency**.

We compress and encode videos while maintaining the same image quality.



Prix d'argent Good & Impact – Pub Responsable

Solution financed by Media.figaro



TECHNICAL SPECIFICATIONS / GENERALITIES

You too can limit your carbon impact by complying with these specifications.

➤ **ADVERTISING NETWORK ADSERVER: GOOGLE AD MANAGER**

➤ **Deadline for receipt of standard technical components :**

4 working days before the launch of the campaign.

➤ **Deadline for receipt of technical elements Cover :**

7 working days before the launch.

➤ **!! Your redirects, pixel impressions, click tracking and all your creatives hosted outside our site must have a secure "HTTPS" url.**

➤ **Rules for non-consensual environments :**

Systematically provide at least one set of untracked creatives for exclusives and file sponsorship (failure to do so will result in volume estimates being neither guaranteed nor compensated).

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SOMMAIRE

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FORMATS
DISPLAY & VIDEO

TECHNICAL SPECIFICATIONS DISPLAY / STANDARDS IAB

	DESKTOP		WEB MOBILE		WEB TABLETTE		Files types	Comments
BANNER	Choice 728 x 90 1000 x 90 970 x 250 1000 x 260 1000 x 300	50 ko max 80 ko max 120 ko max 130 ko max 150 ko max	Choice 320 x 50 320 x 100	35 ko max 50 ko max	728 x 90	50 ko max	HTML5*, JPEG, GIF ou Redirect	Video format: we do not host video Sound OFF by default, click to activate
MPU & Haft Page	Choice 300 x 250 300 x 600	50 ko max 100 ko max	Choice 300 x 250 300 x 600 (parallaxe)	50 ko max 100 ko max	Choice 300 x 250 300 x 600	50 ko max 100 ko max	HTML5*, JPEG, GIF ou Redirect	

For multi-device distribution, the Desktop + Mobile Web + Tablet Web elements must be provided.
For webmobile exclusives, one or two formats will be displayed depending on the type of page

*Clicktag GAM

•Insert click tags in the <head> section of your HTML documents:

```
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
  var clickTag = "http://www.google.com";
</script>
</head>
```

•Use the clickTAG variable as the destination in creations :

```
<a href="javascript:void(window.open(clickTag))">

</a>
```

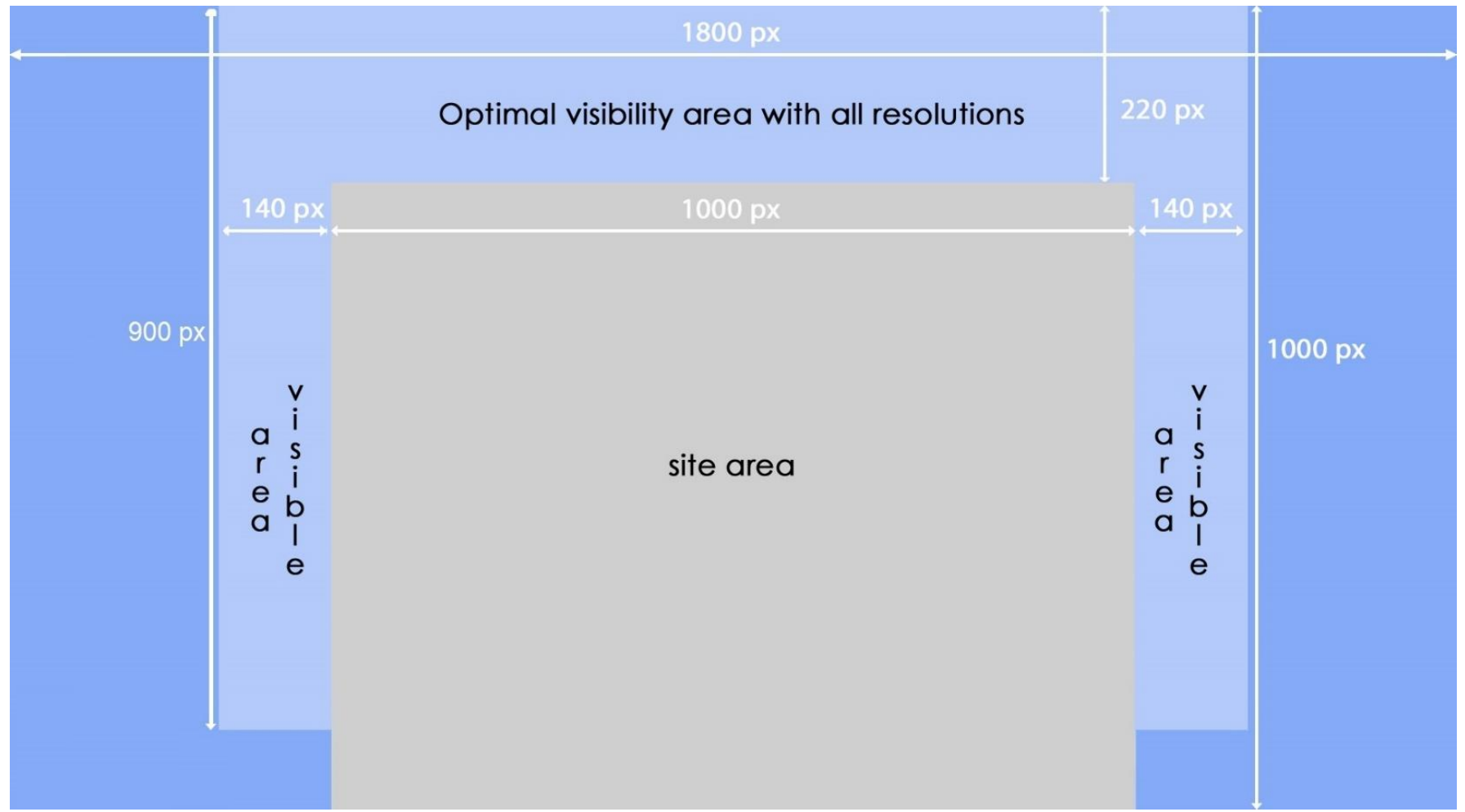
More info on : https://support.google.com/admanager/answer/7046799?ref_topic=7041998

SPECIFICATIONS TECHNIQUES / HABILLAGE dimensions

	SIZE	FILE TYPES	MAX WEIGHT	COMMENTAIRES
Skindesktop (all sites except PHONANDROID)	1800 x 1000	JPEG	150 Ko max	The gutters are fixed by default. Usable area: 1280x900 (small screen) The useful area is the area that will be visible on all screen resolutions. All elements outside this area are likely to be cut off or not visible depending on the resolution of the screen on which they are displayed. (To see the gabarit)
Skin desktop PHONANDROID	1920 x 1024	JPEG	150 Ko max	Useful area: 1580x1000 (small screen) The useful area is the area that will be visible on all screen resolutions. All elements outside this area are likely to be cut off or not visible depending on the resolution of the screen on which they are displayed. (To see gabarit)
Mobile version	320x100	HTML5, JPEG, GIF ou Redirect	50 Ko max	
Tablet version	728x90	HTML5, JPEG, GIF ou Redirect	50 Ko max	

For multi-device distribution, the Desktop + Mobile Web + Tablet Web elements must be provided.
For webmobile exclusives, one or two formats will be displayed depending on the type of page

TECHNICAL SPECIFICATIONS DISPLAY TAKEOVER - TEMPLATES



PSD

SPECIFICATIONS TECHNIQUES / HABILLAGE – gabarit PHONANDROID



SPECIFICATIONS TECHNIQUES / HABILLAGE ANIMÉ

	SIZE	FILE TYPES	MAX WEIGHT	COMMENTS
animated dressing Desktop only	1800 x 1000	REDIRECTION	2 Mo max	<p>Certified redirects: MassMotionMedia, Piximedia, Sizmek</p> <p>Animation of max 10s capped at 1</p> <p>-Default sound OFF with click activation (dedicated button)</p> <p>-Replay" button available with click activation</p> <p>-Usable area: 1280x600 (small screen)</p> <p>-> Subject to validation by the editor.</p>
Skin with video in header Desktop only	1800 x 1000			See WEBSKIN specifications

SPECIFICATIONS TECHNIQUES DISPLAY / NATIVE

	SIZE	FILE TYPES	MAX WEIGHT	COMMENTS
NATIVE	<ul style="list-style-type: none">- Title: 25 characters (including spaces)- Description: 90 characters (including spaces)<ul style="list-style-type: none">- Image: 600 x 315 px- Call To Action: 15 characters (space included)- Sponsored by : 25 characters (space included)	JPEG ou GIF	100 Kb per format	3 sets of creations and/or messages maximum accepted Tracking possible: clickcommand, pixel image (no js)

Exemples :



Rapport Presto Infolegale
Toute l'information sur l'entreprise de votre choix en un clic.
Accédez en un clic à des informations décisionnelles sur vos partenaires commerciaux.

JE COMMANDE

Ad



Ad

Investir au Canada

Canada, votre deuxième chez-vous

Développez-vous là où le taux d'imposition des sociétés est l'un des plus faibles du G7.

EN SAVOIR PLUS

PROPULSEZ VOS AFFAIRES DANS LE PAYS DU G7 OU LE TAUX D'IMPOSITION DES SOCIÉTÉS EST L'UN DES PLUS FAIBLES

TECHNICAL SPECIFICATIONS DISPLAY / VIDEO FORMATS

FORMATS	SIZE	FILE TYPES	MAX WEIGHT	COMMENTS
PREROLL	1280 x 720	MP4 ou VAST (Vast 4.2 recommended)	10 Mo	30 sec max (skip triggered from 16 seconds) Short format recommended
INREAD	1280 x 720	MP4 ou VAST (Vast 4.2 recommended)	10 Mo	30 sec max Please note: the location of the CTA in the bottom right-hand corner of the video cannot be changed. Be careful not to have any visual elements in this area, as they will be systematically hidden.  Lundi matin, Olaf Scholz a mis la pression sur les conservateurs en assurant qu'ils

TECHNICAL SPECIFICATIONS / MOBILE & TABLET APPS

FORMATS	SIZE	FILE TYPES	MAX WEIGHT	COMMENTS
INTERSTITIEL MOBILE	320 x 480	JPEG ou GIF ou HTML5 Reponsive	100 Ko	<p>The "close" button is managed by us. Leave a space without text or logo in the top right or left corner.</p> <p>For video formats, sound OFF by default; we do not host the video.</p> <p>HTML5 formats must be RESPONSIVE, as these creatives can be broadcast on mobile or tablet devices.</p>
INTERSTITIEL TABLET	768 x 1024 + 1024 x 768	JPEG ou GIF ou HTML5 Reponsive	150 Ko	
BANNER MOBILE	320x50	JPEG ou GIF ou HTML5 Responsive	35 Ko	<p>HTML5 formats must be RESPONSIVE</p>
BANNER TABLETTE	728x90	JPEG ou GIF ou HTML5 Responsive	50ko	
PAVE MOBILE&TABLET	300x250 300x600 (parallaxe)	JPEG ou GIF ou HTML5 Responsive	50 Ko 100 ko	

SPECIFICATIONS TECHNIQUES / NEWSLETTER

NEWSLETTERS	SIZE	FILE TYPES	MAX WEIGHT	COMMENTS
BANNIÈRE NL	650x200	GIF ou JPEG	100 Ko	NLs from the Le Figaro and Madame websites
PAVÉ NL	300x250	GIF ou JPEG	70 Ko	NLs from the Journal des Femmes, Linternaute, Journal du Net, CCM, Droit Finances, Health Medicine, Hugo l'Escargot

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**FORMATS
EVENTS**

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COVER

TECHNICAL SPECIFICATIONS COVER STATIC

8 visuals to provide

A SINGLE TRACKING SYSTEM FOR THE ENTIRE FORMAT

	DESKTOP	TABLETTE	MOBILE
CLOSED POSITION	HD image formats: 300 Kb max 30%: 1920x300px - usable area: 1296x266px 10%: 1920x300px - usable area: 1816x86px	HD image formats: 200 Kb max 30%: 1450x300px - usable area: 676x226px 10%: 1450x300px - usable area: 1446x66px	HD image formats: 200 Kb max 30%: 1560x400px - useful area: 724x272px 10%: 1560x400px - usable area: 1515x196px
OPEN POSITION :	HD image formats: 500 Kb max Expand Portrait: 1100x1400px - usable area: 946x736px Expand Landscape: 1920x900px - usable area: 1516x356px		

- The useful zones for each visual are specified on the control PSDs below: : [PSD](#)
- Demo link

TECHNICAL SPECIFICATIONS VIDEO COVERAGE

9 visuals to provide

A SINGLE TRACKING SYSTEM FOR THE ENTIRE FORMAT

	DESKTOP	TABLET	MOBILE
CLOSED POSITION :	HD image formats: 300 Ko max 30% : 1920x300px - zone utile : 1296x266px 10% : 1920x300px - zone utile : 1816x86px	HD image formats : 200 Ko max 30% : 1450x300px - zone utile : 676x226px 10% : 1450x300px - zone utile : 1446x66px	HD image formats : 200 Ko max 30% : 1560x400px - zone utile : 724x272px 10% : 1560x400px - zone utile : 1515x196px
OPEN POSITION :	HD image formats: 500 Kb max Expand Portrait: 1100x1400px - usable area: 946x736px Expand Landscape: 1920x900px - usable area: 1516x356px	AND	A CHOICE of HD video formats: 500 Kb max Horizontal Expand: 1920x1080px Expand Square: 1080x1080px Expand Vertical: 1080x1920px

- The useful zones for each visual are specified on the control PSDs below : [PSD](#) / [vidéo horizontale](#) / [vidéo carrée](#) / [vidéo verticale](#)
- Link of [démonstration](#)

TECHNICAL SPECIFICATIONS COVER HTML5

UN SEUL TRACKING POUR TOUT LE FORMAT

	DESKTOP	TABLET	MOBILE
CLOSED POSITION :	HD image formats : 300 Ko max 30% : 1920x300px - zone utile : 1296x266px 10% : 1920x300px - zone utile : 1816x86px	HD image formats : 200 Ko max 30% : 1450x300px - zone utile : 676x226px 10% : 1450x300px - zone utile : 1446x66px	HD image formats : 200 Ko max 30% : 1560x400px - zone utile : 724x272px 10% : 1560x400px - zone utile : 1515x196px
OPEN POSITION :	HD image formats: 500 Kb max Expand Portrait: 1100x1400px - usable area: 946x736px Expand Landscape: 1920x900px - usable area: 1516x356px		

Produce the formats in our Sizmek HTML5 templates, taking into account the format scripting.

A ReadMe.txt file is available in the Zip to guide you.

Plan the portrait and landscape ratio within a single HTML5 file. If you wish to use a static element for one or more positions, you must respect the specifications of the static cover when creating the element(s).

[Download the Sizmek cover HTML5 template](#)

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MARIE LOUISE

TECHNICAL SPECIFICATIONS MARIE LOUISE

	SIZE	TYPE OF FILE	MAX WEIGHT
RIGHT EAR	150x60	JPEG	25 Ko
LEFT EAR	150x60	JPEG	25 Ko

The navigation bar includes the following elements from left to right:

- Logo for *madame* magazine with the text "Lire le magazine" below it.
- Logo for LOUIS VUITTON Myojo Kusama.
- Logo for FIGARO.
- Logo for LOUIS VUITTON Myojo Kusama.
- A yellow button with the text "Abonnez-vous 0,99€ le premier mois".
- A series of category dropdown menus: MASTERCLASS, Style, Beauté & Bien-être, Prénoms, Société & Business, Art de vivre, Cuisine & recettes, Culture, Le Petit Club, Podcasts, and Astro.

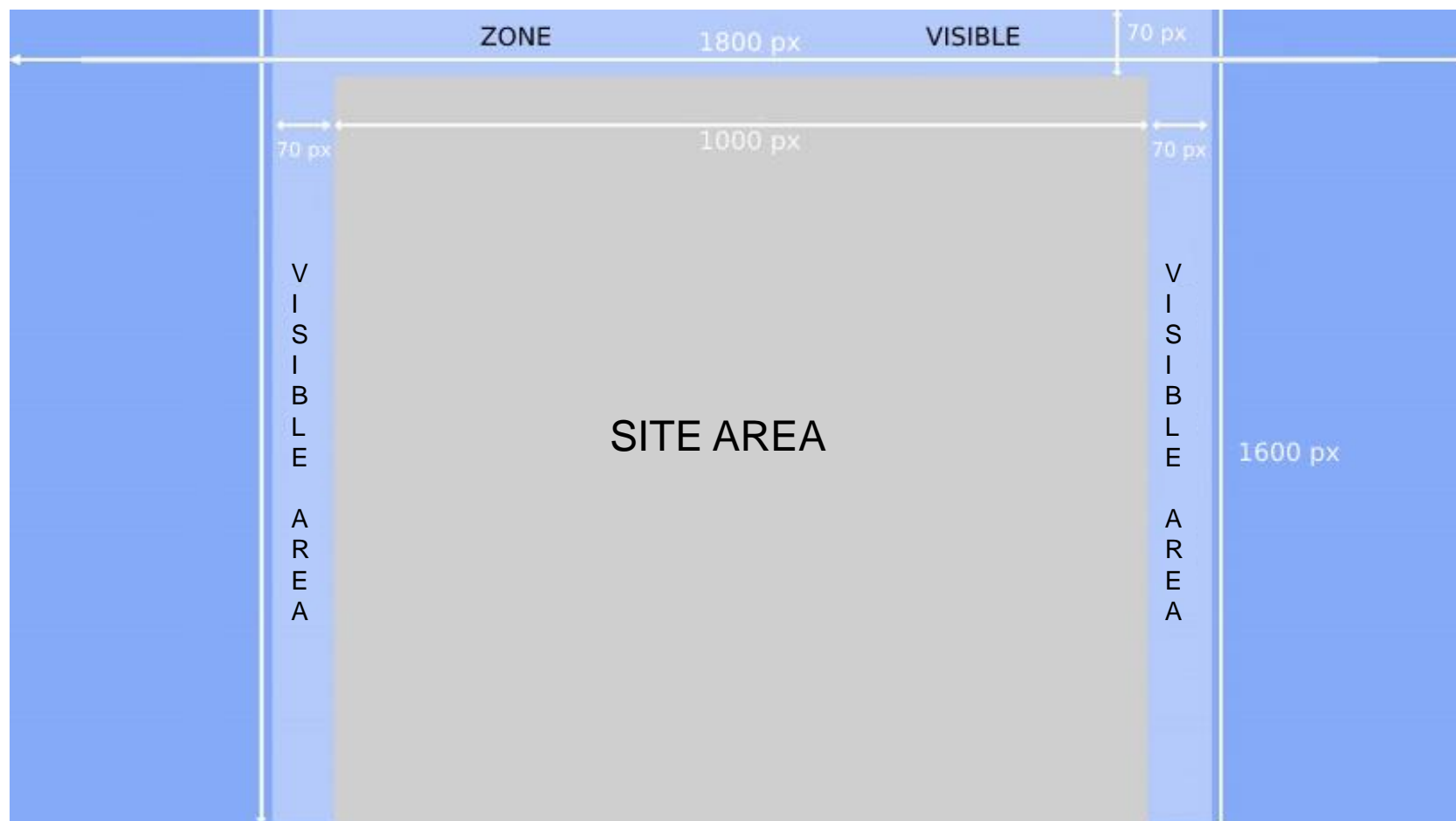
TECHNICAL SPECIFICATIONS MARIE LOUISE

Home Page template



TECHNICAL SPECIFICATIONS MARIE LOUISE

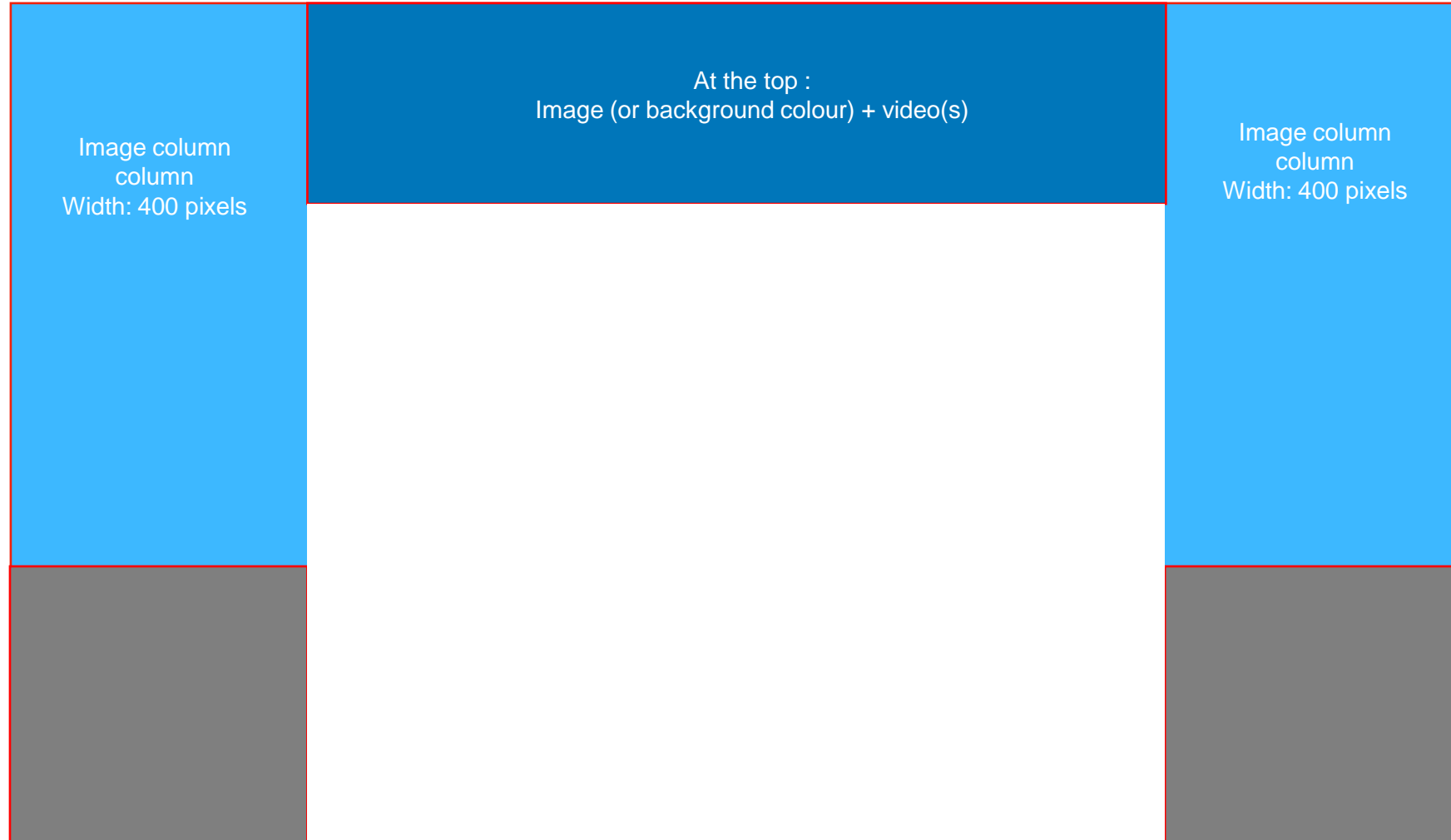
Template Page Article



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WEBSKIN

WEBSKIN TECHNICAL SPECIFICATIONS



WEBSKIN TECHNICAL SPECIFICATIONS

	Quantity	Width	Height	Weight	Format
Column	2	Min 100px à 400px max	900px	250 ko	Png, jpg, gif
Header	1	1000px	220px	100 ko	Png, jpg, gif
Video (16:9)	1-5	387px	220px	-	Mp4, mov

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SKINPREROLL

SPECIFICATIONS TECHNIQUES SKINPREROLL

	Format	WEIGHT
Video	1920x1080	4 Mo
Skin	1920x1080	100 Ko



1

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INTERSCROLLER

INTERSCROLLER TECHNICAL SPECIFICATIONS

	SIZE	TYPE OF FILE	MAX WEIGHT	VIDEO LENGHT
VIDEO	540x960 max	Mp4	2 Mo	20 seconds max
IMAGE	540x960 max	Gif, JPG or PNG	150 Ko	

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BRAND RECALL

TECHNICAL SPECIFICATIONS BRAND RECALL

	SIZE	WEIGHT
PACKSHOT DISPLAY (.PNG, .JPG, .JPEG, .GIF)	1920 x 1080 px MAX	100 Ko
BACKGROUND VIDEO (3s) (.mp4 H264 ACC)	1920 x 1080 px ratio 16:09	100 Ko

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SOCIAL DISPLAY

TECHNICAL SPECIFICATIONS INREAD SOCIAL

Required elements :

- An active facebook or instagram post url (not a group or page but a post).
- Redirect url

À lire aussi | [Moncler, la doudoune de tous les records](#) 🏆



The image shows a screenshot of a Facebook post from the official Paco Rabanne page. The post is sponsored and features a black and white advertisement for 'Invictus & Invictus Platinum' perfume. The ad includes a shirtless male model, several trophies, and two bottles of the perfume. The text in the post asks if the user is ready to take on all challenges. Below the image is a 'DÉCOUVRIR' button and interaction icons for 'J'aime', 'Commenter', and 'Partager'.

Paco Rabanne ✓
Sponsorisé

Invictus & sa nouvelle déclinaison Invictus Platinum, parfums légendaires de Paco Rabanne. Prêt à relever tous les défis ?

paco rabanne
Invictus & Invictus Platinum, la nouvelle eau de parfum

Découvrez Invictus Platinum de Paco Rabanne DÉCOUVRIR

👍 J'aime 💬 Commenter ➦ Partager

La marque née en 1952 à Monestier-de-Clermont dans l'Isère (et rachetée en 2003 par l'Italien Remo Ruffini, qui l'a

S'ABONNER

➦ 1

💬 0

SPECIFICATIONS TECHNIQUES INFEEED STORY

Required elements :

Active Instagram account name

or

	number	width	height	weight	Format
Visuals (Images or Videos ratio 9:16)	1-6	Min 540px to 720px max	Min 960px to 1280px max	Images : 2 Mo Videos : 100 Mo	jpeg,png,MP4,mov
Logo	1	70px	70px	100 ko	Png, jpg, gif
Brand name	1	25 characters maximum		-	-
CTA	1	25 characters maximum		-	-



Concentrez-vous sur votre nuit

Cela nous fait affectivement business, mais

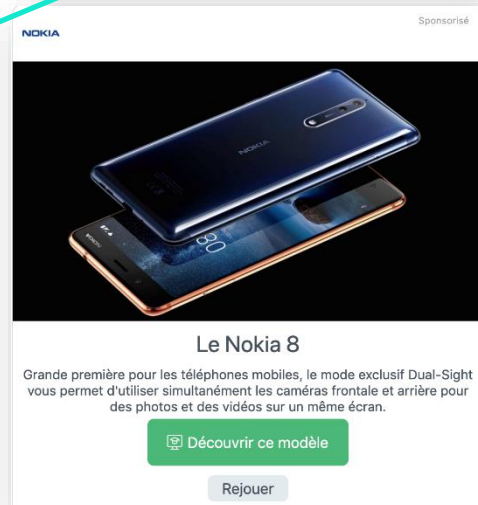
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**FORMATS
CONVERSATIONAL**

FORMATS

ADVISOR

This format directs the audience to the right product in a range with one or more questions.



CARROUSEL

This format is dedicated to the rapid presentation of a range of products by horizontal scrolling.



QUESTION

Ask a simple question to invite the user to interact with your brand.



TECHNICAL ELEMENTS VALID FOR ALL FORMATS

	Questions	Proposed responses	Final result screen
<p>Static / animated GIF .jpg ou .png / .gif</p> <p>HD image formats : 50Mo</p>	<p>HD image formats :</p> <p>16:9 (1920x1080 px) 32:9 (3840x1080 px)</p>	<p>HD image formats :</p> <p>1:1 (1000x1000 px) 4:3 (1440x1080 px)</p>	<p>HD image formats :</p> <p>4:3 (1440x1080 px) 16:9 (1920x1080 px) 32:9 (3840x1080 px)</p>
<p>Videos .mov, .mp4, .avi ou .mkv</p> <p>Max file size: 1GB</p>	<p>HD Video Formats: 16: 9 (1920x1080 px) Max recommended duration: 45s Max supported duration: 15min</p>	<p>HD Video Formats: 16: 9 (1920x1080 px) Max recommended duration: 45s Max supported duration: 15min</p>	<p>HD Video Formats: 16: 9 (1920x1080 px) Max recommended duration: 1min Max supported duration: 15min</p>

External media supported: those hosted on YouTube, Dailymotion, Brightcove, Twitter, Instagram.

DEADLINE :

Items to be sent to us at least 72 working hours before the start of the campaign

WORDINGS / VALID FOR ALL FORMATS

	Questions	Suggested answers	Final result screen
Maximum number of characters	600 characters	200 characters	No limitation

Despite these technical constraints, however, we recommend to keep questions and answers **short** for better visibility.

GOOD TO KNOW

Models can be made:

- by the client -> and will be staged by the creative team
- by the creative team -> who will be a source of proposals and who will adjust them according to customer feedback

In either case, there are no additional technical costs.

VISUALS INTEGRATION

QUESTION

Whatever format you choose, the image can be integrated with the question in 3 different ways:

- above the question,
- behind the question,
- under the question



Visual under the question



Visual behind the question

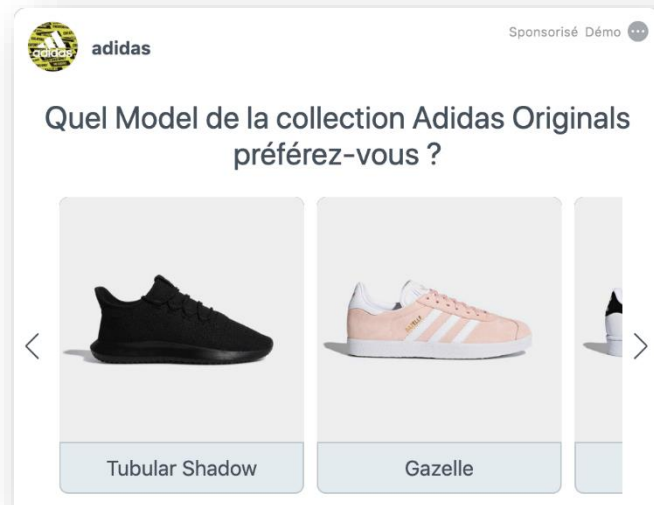


Visual above the question

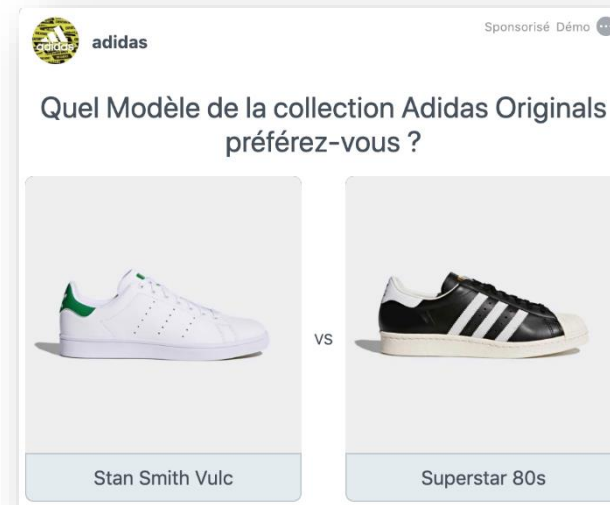
VISUELS INTEGRATION

ANSWERS

Whatever the chosen format, the suggested answers with images or videos can be visible in 2 different options: Carousel or Duel.



Carousel

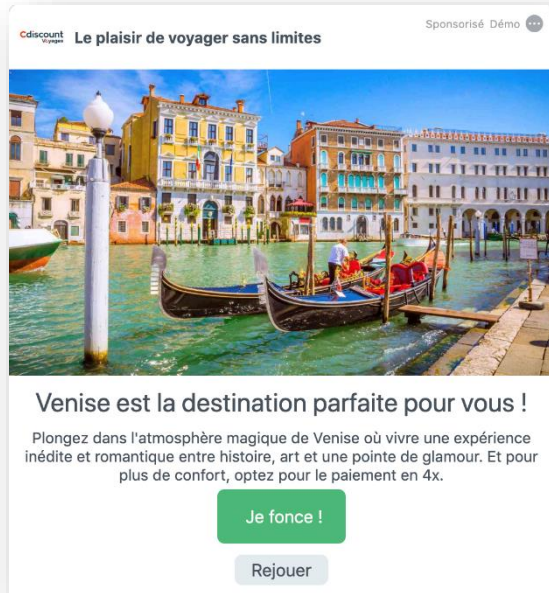


Duel

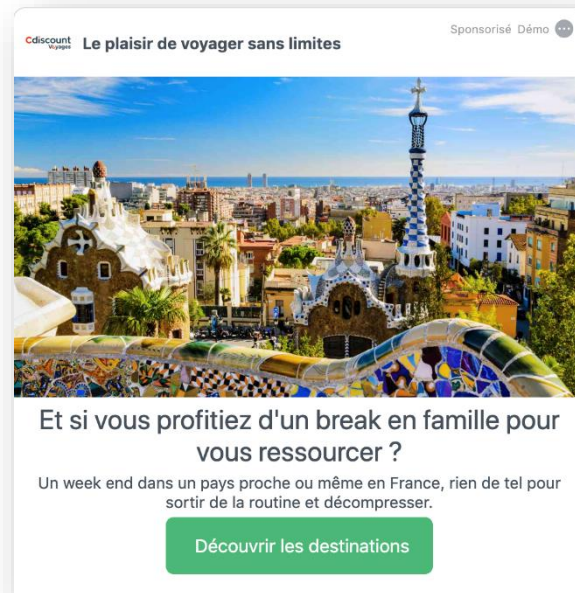
VISUELS INTEGRATION

Final result screen

The final screen is specific to each format.
We can embed any image or video in each of them.



Advisor



Question or Carousel
Custom end message



Question or Carousel
End of survey

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EMAILING

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EMAILING PERFORMANCE
CREATION BY OUR TEAM

RETROPLANNING - EMAILING PERFORMANCE

D-10



Brief

Brief for the creation of the mail kit with wording, typo, visuals and HD logo

D-7



First Mock-up

Validation or modification of the model with a maximum of 2 graphic designer reviews

D-5



HTML INTEGRATION

Integration of the mail kit once the model has been validated

Note: Delivery of redirection urls and trackings

D-2



BAT validation

Validation of redirects urls and the subject via a proof

Note : 48h maximum before launch

Before Friday 2 p.m. for a weekend broadcast

D-day



Campaign diffusion

Activation of the campaign and start of the broadcast

EXPECTED ELEMENTS - DEDICATED PERFORMANCE EMAILING

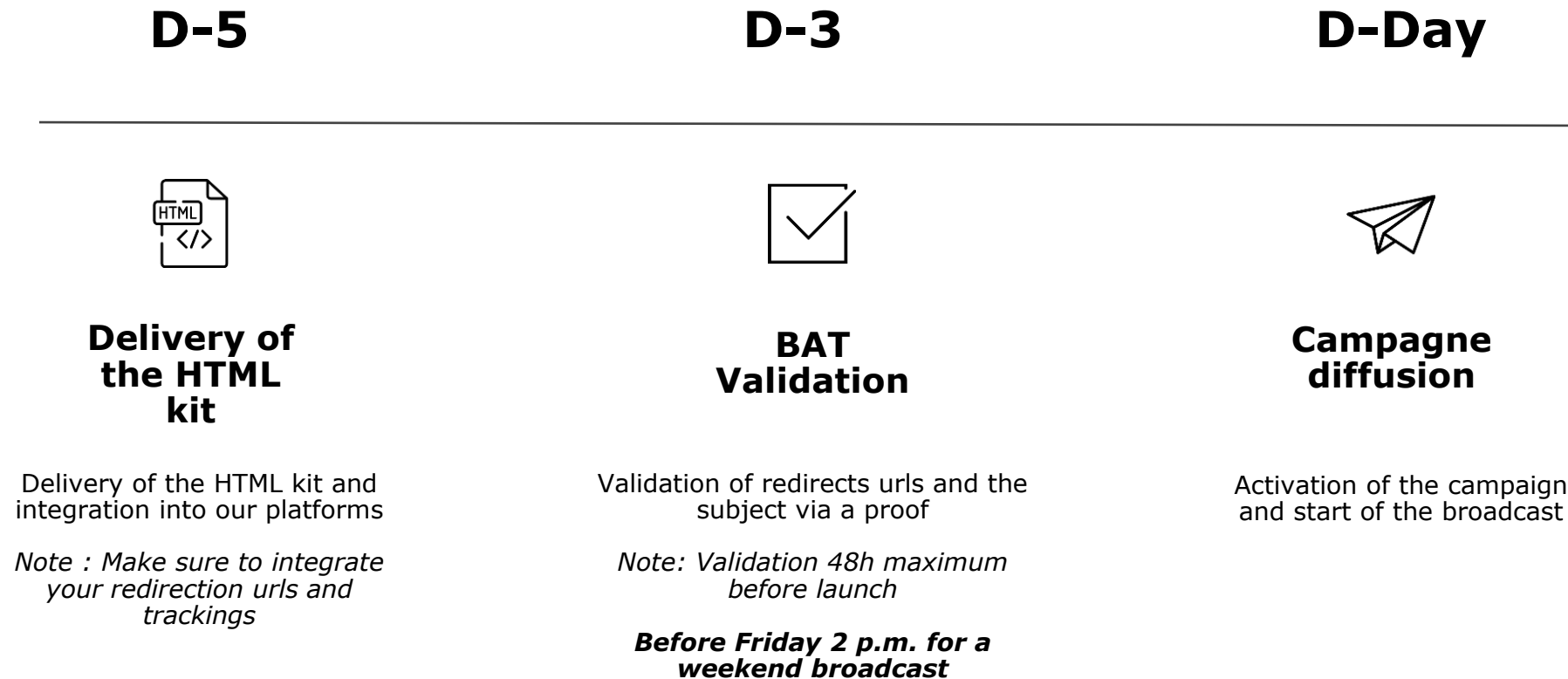
Start graphic design:

- > HD visuals
- > HD logo
- > Font / Typo
- > Elements of the offer (price, wordings, etc.)
- > Legal notice
- > The sender used for shipments
- > The subject used for shipments (A short subject of about 60 characters)
- > Redirection urls

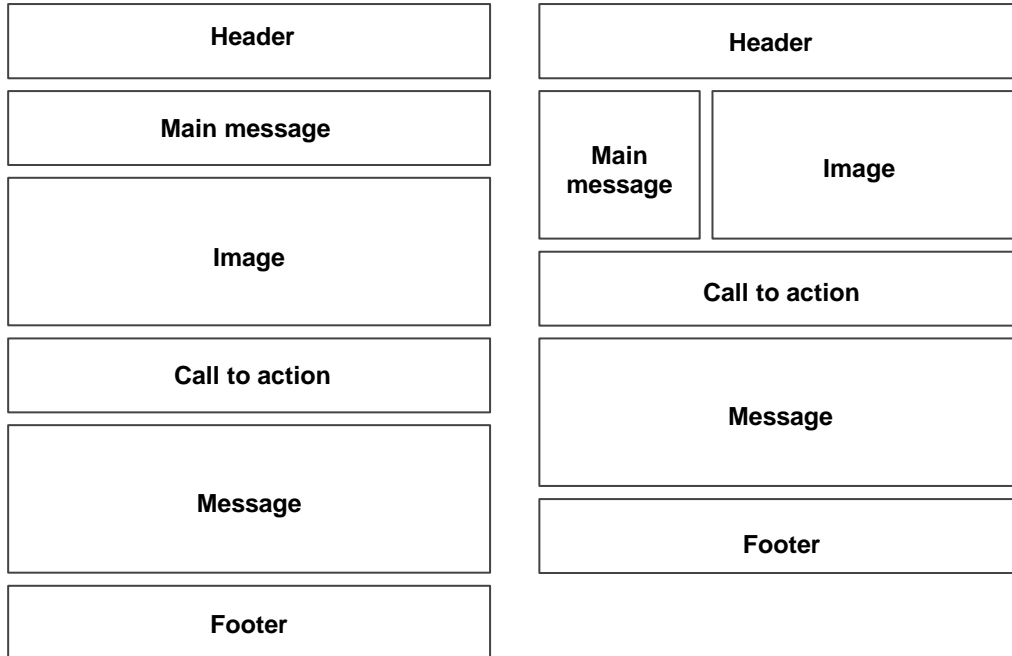
**MED/A
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EMAILING PERFORMANCE
CREATED BY THE
CUSTOMER

CUSTOMER DEDICATED EMAILING - PERFORMANCE



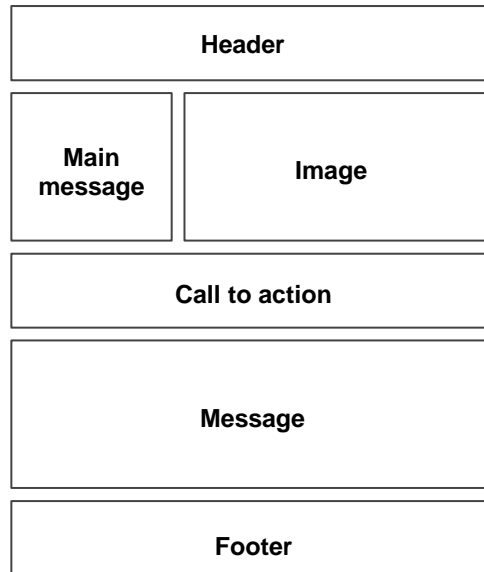
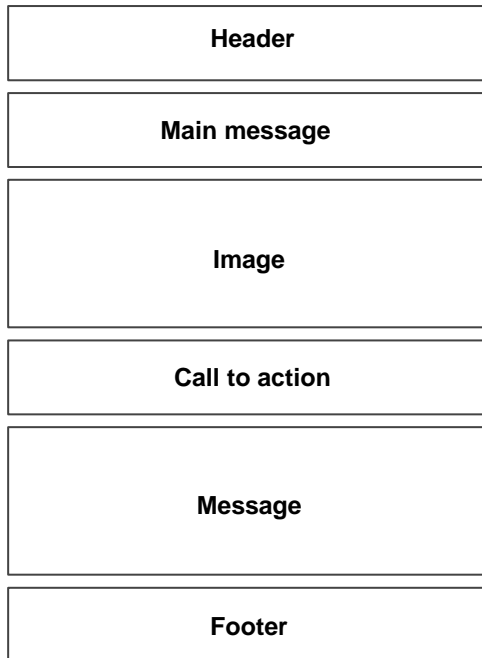
CUSTOMER DEDICATED EMAILING - PERFORMANCE



VISUEL :

- Image format **jpg** or **gif**
- No height limit but **avoid too much scroll**
- **No background image, a 100% image emailing is not recommended**
- No background color too dark with a light font
- In order to optimize deliverability, **the creative must consist of a minimum of images**. The ratio should ideally be $\frac{1}{3}$ of image and $\frac{2}{3}$ of text.
- When the images do not appear, be sure to fill in the alt = "" tags which allow you to see the text associated with the images before they are displayed
- **No background images**, favor images in `img src = " »`
- Cutting: **the visual must consist of several images** and not just one and unique.
- Each image should **ideally not exceed 30kb**

CUSTOMER DEDICATED EMAILING - PERFORMANCE

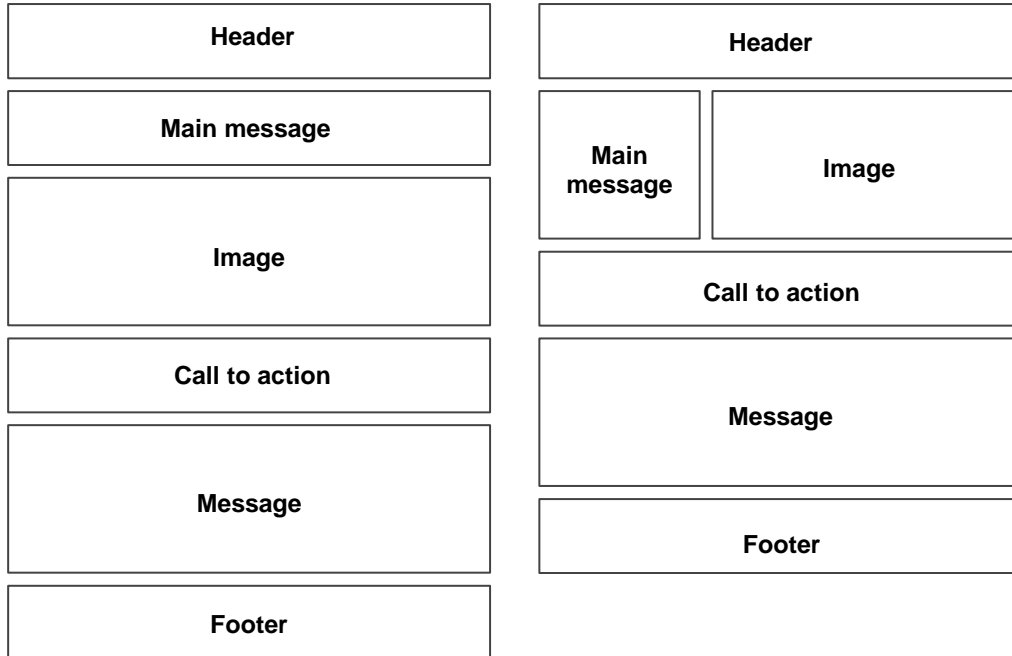


WORDING AND TEXT :

- To make the creative attractive and push to click, **it is strongly recommended to set up an incentive (promo, free test, ...)**
- **Attention au spam word**
- L'offre et les informations doivent être **synthétiques, claires et lisibles**
- Utilisez des polices qui seront prises en compte tel :
 - **serif** : polices à empattement (ex :Times New Roman, Georgia, Garamond...)
 - **sans-serif** : polices sans empattement (ex :Arial, Helvetica, Tahoma, Verdana...)
 - **cursive** : polices simulant l'écriture à la main (ex : Lucida Handwriting)
 - **fantaisie** : polices plus décoratives, surtout utilisées pour des titres (ex: Impact, Fraktur ...)
 - **monospace** : polices à largeur (chasse) fixe (ex : Courier New, Lucida Console...)
- Texte minimum 13px
- Pas de textes en rouge vif ou vert
- Afin d'optimiser la délivrabilité, la créa doit être composée d'un maximum de texte.

Le ratio doit idéalement être **1/3 de d'image** et **2/3 de texte**

CUSTOMER DEDICATED EMAILING - PERFORMANCE



CALL TO ACTION :

- The CTA should be placed **high enough** and if possible **above the waterline:** 570px
- **All the creative must be clickable** despite the presence of a Call to Action button
- The latter must be **important** and an **incentive** to invite the Internet user to go further.
- **The CTA should preferably be in html text**

SPECIAL CHARACTERS :

Even though we have set a <meta> charset to UTF-8, **we still recommend encoding your special characters to ensure they display properly.**

IMPORTANT :

- **Webfonts** are not interpreted by all email clients
- **Animated gif** are not interpreted by all email clients
- **No videos playing in the emailing** to avoid spamming
- **Flash animations to be avoided to avoid spamming**

CUSTOMER DEDICATED EMAILING - PERFORMANCE

49% of emails sent
are open from a **mobile**

Using "**mobile first**" forces us to get straight to the point and think more efficiently. **The message must be displayed correctly in inboxes on different media:** computer, tablets, mobiles, **so emailing must adapt to the format.**

HTML RESPONSIVE :

- **600px wide - 640 px max**
- **The <video>, <audio> and <canvas> tags have limited support.** For everything else the support is pretty good
- We recommend to encode an email with maximum compatibility to use the following tags:
- **<table>, <tr>, <td>** : for everything related to the layout and grid system of the email. Note that the CSS "padding" property is best supported when used on a <td> tag.
- ****: for images. Don't forget to fill in the alt attribute and style it for blocked images
- **<a>** : for links. If you want to make a fully clickable email, don't use a bounding <a>, but repeat it in each cell
- **No DATA-URI**
- **Unfortunately, the on-board image method is not very well supported**
- **Do not use javascript, flash and attachments**
- **No comments** in the HTML code
- HTML file : **80 Ko maximum**

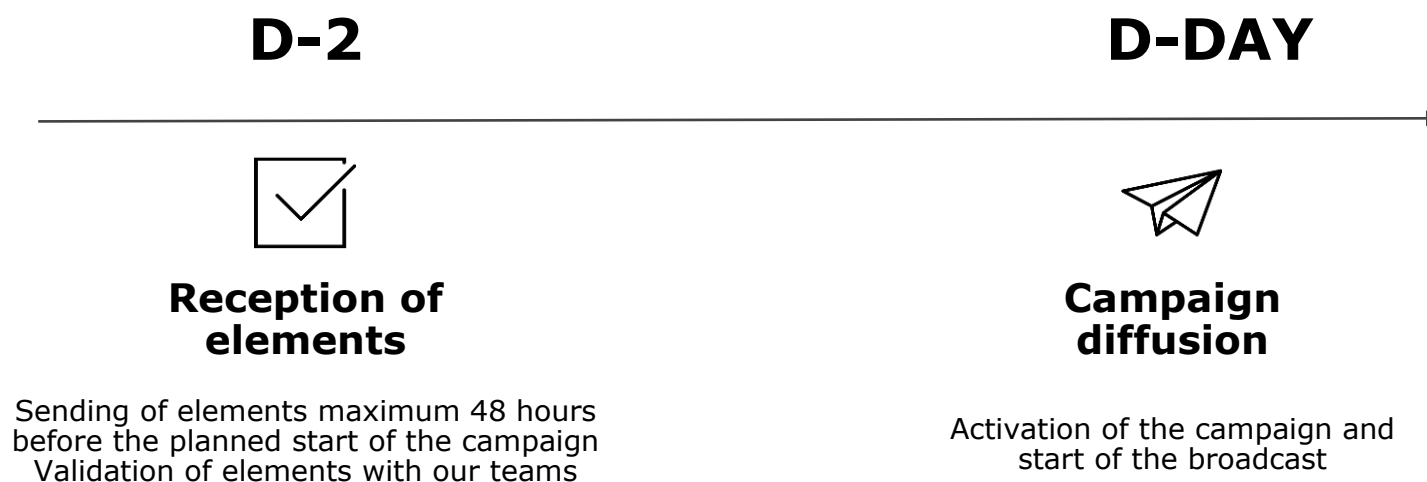
**MED/A
F/GARO**

NL Insertion – RTARGET
PERFORMANCE

RETROPLANNING & EXPECTED ELEMENTS - INSERTION NL PERFORMANCE

NL INSERTION	SIZE	FILE TYPE	WORDINGS	MAX WEIGHT	COMMENTS
BANNER NL	640x90	GIF or JPEG	-	50 ko	NL of the sites Le Figaro et Madame Figaro
NATIVE AD	1200x627	JPEG	Advertiser: 25 characters maximum (space included) Title: 25 characters max spaces included Text: 90 characters max spaces included CTA: 15 characters max spaces included	50 ko	NLs of the sites Le Figaro, Madame Figaro, Journal des Femmes, Journal du Net, L'internaute, CCM, Droit Finances, Santé Médecine, Hugo l'Escargot

Note: The redirection url of the redirection page must be delivered with graphic elements, as well as analytical tracking



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SOCIAL AMPLIFICATION

TECHNICAL SPECIFICATIONS/ GENERALITIES FB & IG

NETWORK	PLACEMENT	CREATIVE	SIZE	FORMAT	DURATION	COPY	ADDITIONAL ELEMENTS TO SUPPLY
FACEBOOK	Feed	Image	1080 x 1080 pixels	Jpg/Pgn	-	Headline: 40 digits Wording : 125 digits	Handshake validation Link of page FB and/or IG to tag as handshake Demographic and interest targeting Redirect link if existing To able to use FB story placement, it must be couple with an IG story For a carousel format and traffic campaigns, it will be necessary to attach the link redirection link Maximum number of cards recommended for carousels: 3
		Image carrousel		Mp4	15s		
		Video					
		Video carrousel					
INSTAGRAM	Feed	Image	1080 x 1080 pixels	Jpg/Pgn	-	Headline: 40 digits Wording : 125 digits	
		Image carrousel		Mp4	15 secs		
		Video					
		Video carrousel					
INSTAGRAM	Story	Image	1080 x 1920 pixels	Jpg/Pgn	-	Maximum number of cards for carousels: 3 The carousel story format is available for traffic or reach goal only	
		Image carrousel		Mp4	8 secs		
		Video					
		Video carrousel					

Deadline for receipt of technical elements:
7 working days before launch

TECHNICAL SPECIFICATIONS/ GENERALITES LINKEDIN

NETWORK	PLACEMENT	CREATIVE	SIZE	FORMAT AND WEIGHT	DURATION	COPY	ADDITIONAL ELEMENTS TO SUPPLY
LINKEDIN	Feed	Image	1080 x 1080 pixels	Jpg/Pgn	-	Headline : 40 digits Wording : 125 digits	Demographic and geolocation targeting Position targeting Redirection link if existing Mandatory redirection link for traffic campaigns and carousel formats Maximum number of cards recommended for carousel: 3
		Image carrousel					
		Video carrousel	Mp4 25Mo to 200Mo maximum	15 secs, 30mn maximum			

Deadline for receipt of technical elements:
7 working days before launch

TECHNICAL SPECIFICATIONS/ GENERALITES TIKTOK

NETWORK	PLACEMENT	CREATIVE	SIZE	FORMAT AND WEIGHT	DURATION	COPY	ADDITIONAL ELEMENTS TO SUPPLY
TIKTOK	Feed	Video	1080 x 1920 pixel (vertical)	Mp4, .mov, .mpeg, .3gp or .avi 500Mo	60secs maximum	Title: 40 digits Description : 125 digits	Demographic, interest and geolocation targeting Redirect link if existing Redirection link for traffic campaigns

Deadline for receipt of technical elements:
7 working days before launch

TECHNICAL SPECIFICATIONS/ GENERALITES PINTEREST

NETWORK	PLACEMENT	CREATIVE	SIZE	FORMAT AND WEIGHT	DURATION	COPY	ADDITIONAL ELEMENTS TO SUPPLY
PINTEREST	Feed	Image	1 000 x 1 500 pixels	.PNG ou .JPEG 20 Mo	-	Title: 40 digits Description : 125 digits	keyword, interest & demographic targeting Zip code targeting Redirection link if existing Mandatory redirection link for traffic campaigns Maximum number of cards recommended for carousel: 3
		Image carrousel	1080 X 1080 ou 1000X 1500 pixels	.PNG ou .JPEG 20 Mo per image From 2 to 5 images per carrousel pin			
		Video	1080 x 1920 px (vertical)	.MP4, .MOV or .M4V 2 Go maximum	4 secs, 15mn maximum		

Deadline for receipt of technical elements:
7 working days before launch

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SOCIAL RETARGETING

TECHNICAL SPECIFICATIONS / GENERALITES

NETWORK	PLACEMENT	CREATIVES	SIZE	FORMAT	DURATION	COPY	ADDITIONAL ELEMENTS TO SUPPLY
FACEBOOK	Feed	Image	1080 x 1080 pixels	Jpg/Pgn	-	Headline : 40 digits Wording : 125 digits	Handshake validation Link of page FB and/or IG to tag as handshake Redirect link To able to use FB story placement, it must be couple with an IG story
		Image carrousel		Mp4	15s		
		Video					
		Video carrousel					
INSTAGRAM	Feed	Image	1080 x 1080 pixels	Jpg/Pgn	-	Headline : 40 digits Wording : 125 digits	
		Image carrousel		Mp4	15 secs		
		Video					
		Video carrousel					
INSTAGRAM	Story	Image	1080 x 1920 pixels	Jpg/Pgn	-	No copy	
		Image carrousel		Mp4	8 secs		
		Video					
		Video carrousel					

Deadline for receipt of technical elements:
7 working days before launch

CONTACTS /

In case of doubts or technical questions,
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