

Google Native ad format on Egmont Digital

Native ad templates are set up to match both the form and function of the user experience in which they're placed. They are set up to mirror the visual design of tv2.no's published content, to look, feel, and behave like they naturally belong in our editorial environment.

Ads are set up in DV360 filling in the creative element template boxes.
Some elements will not appear due to the publisher final template.

- Image upload
Recommended 1200x627, supported img fil: jpg/png, max width/height: 2000px, max file size: 1200kB, max aspect ratio: 1.91:1, color model: RGB
- Advertiser name
Max 25 characters inc spaces
- Headline
Max 25 characters inc. spaces
- Long Headline (only appears in certain native layouts)
Max 50 characters inc. spaces
- Landingpage URL
Full landingpage URL

NB: Some elements will not appear in the final ad:

- Logo
- Body text
- Caption URL
- Call to action

Creatives

Basic details

Name (1)	Name that doesn't show in the ad	
Advertiser name (1)	Some advertiser	10
Logo (1)	Drag file here or Upload	
Image (1)	Drag file here or Upload	
Square image (1) optional	Drag file here or Upload	
Headline	Mandatory short headline	1
Long headline (1) optional	Might show INSTEAD if short headline dep. on temp.	0
Body text (1)	Mandatory short body - might show depending on format and publisher template	14
Long body text (1) optional	optional long body - might show INSTEAD of short body depending on format and publisher template	56
Caption URL (1) optional	www.url.com	19
Call to action (1)	Click here	5

Serving properties

DCM tracking ad (1)	Search by name, ID, or DCM placement ID	
Impression tracking URL 1 (1) optional		1024
Impression tracking URL 2 (1) optional		1024

Preview

Some advertiser

1:91:1 aspect ratio
Minimum image size: 1200x627
Images may not include more than 20% text

Mandatory short headline

Mandatory short body - might show depending on format and publisher template

www.url.com

Click here

Google Native

On tv2.no DV360 native ads are served on our rectangle fluid ad slots.

Ad slot with 580px width (Desktop)

Advertiser
Headline

Ad slot with 300px width (Desktop)

Advertiser
Headline


Ad slot with 320px width (Mobile)

Advertiser
Headline

Width: 580px (desktop)



AD



NESTI FURNISHINGS & DECOR

Decorate with modern minimalist home goods. Lots of items on sale for a limited time only.

Width: 320px (mobile)



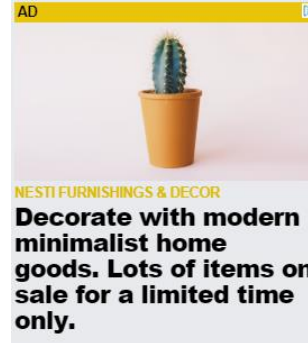
AD




NESTI FURNISHINGS & DECOR

Decorate with modern minimalist home goods. Lots of items on sale for a limited time only.

Width: 300px (desktop)



AD



NESTI FURNISHINGS & DECOR

Decorate with modern minimalist home goods. Lots of items on sale for a limited time only.

Google Native Video ad format on Egmont Digital

Native video ad templates are set up to match both the form and function of the user experience in which they're placed. They are set up to mirror the visual design of tv2.no's published content, to look, feel, and behave like they naturally belong in our editorial environment.

Native video creatives are display creatives with in-banner video. They can only be assigned to display line items, not video line items.

Ads are set up in DV360 filling in the creative element template boxes.

Some elements will not appear due to the publisher final template.

- Source file
Supported video file formats: .avi, .mov, .mp4, .m4v, .mpeg, .mpg, .oga, .ogg, .ogv, .webm, .wmv. Max file size: 1 GB
- Cover image
Min height: 627px, support img formats: jpg/png, max width/height: 2000px, max size: 1200 kB, aspect ratio: 1.91:1, color model RGB
- Advertiser name
Max 25 characters inc spaces
- Headline
Max 25 characters inc. spaces
- Landingpage URL
Full landingpage URL

NB: Some elements will not appear in the final ad:

- Logo
- Body text
- Caption URL
- Call to action

Google Native Video

On tv2.no DV360 native video ads are served on our rectangle fluid ad slots.

Ad slot with 580px width (Desktop)

Advertiser
Headline

Ad slot with 300px width (Desktop)

Advertiser
Headline

Ad slot with 320px width (Mobile)

Advertiser
Headline

Width: 580px (desktop)



Width: 320px (mobile)

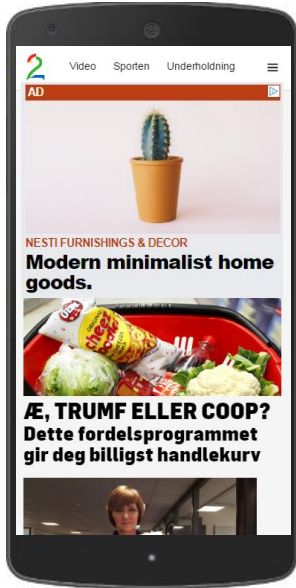


Width: 300px (desktop)

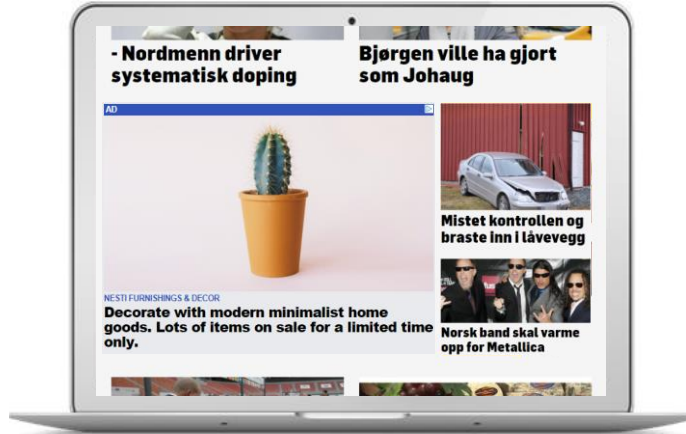


Examples TV2.no

Depending on where the available impression comes from, our native templates will make sure your ad fits in next to our content. The ads will appear using the same colorcodes as the editorial sites they in which they are placed. Red=news, yellow=front page, purple=entertainment, blue=sports. The same rules apply for native video.



TV2.no/news



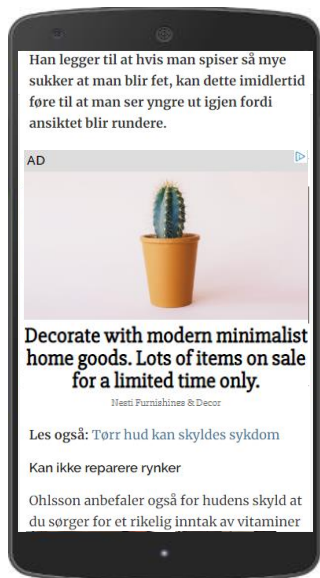
TV2.no/sports



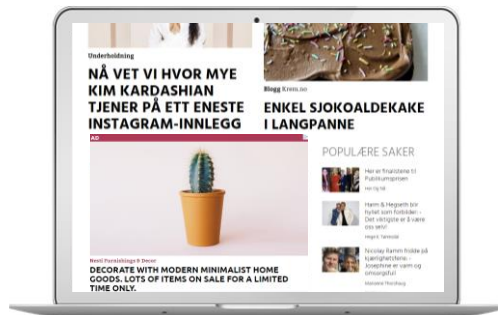
TV2.no/entertainment

Examples Egmont

Depending on where the available impression comes from, our native templates will make sure your ad fits in next to our content. The same rules apply for native video



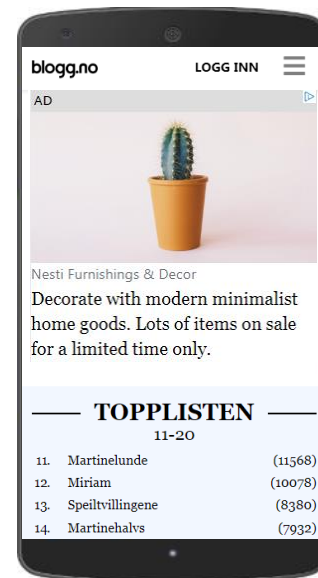
Klikk.no



Side2.no



Side3.no



Blogg.no