

	<i>Desktop - Display</i>	Size	Max. weight	Type	Redirect
Page 2	Mega Banner	728x90	200 KB	JPG, PNG, GIF, HTML	Yes
	Masthead	970x250			
Page 3	Takeover	770x120 + 500x1200		JPG	No

	<i>Desktop - Video</i>	Size	Max. weight	Type	Redirect	Duration
Page 3	Video Masthead	970x250	4 MB	MP4	Yes	30 sec.
Page 4	Video AdBreak	1024x576		MP4	Yes : VAST Tag	30 sec.

	<i>Desktop - Audio</i>	Size	Max. weight	Type	Redirect	Duration
Page 4	Audio AdBreak	/	1 MB	MP3	No	30 sec.
	Associated display	728x90	200 KB	JPG, PNG, GIF, HTML	No	

	<i>Mobile - Display</i>	Size	Max. weight	Type	Redirect
Page 5	Banner	640x100	200 KB	JPG, GIF, HTML	No
	Native Ad	1200x628		JPG	No

	<i>Mobile - Video</i>	Size	Max. weight	Type	Redirect	Max. duration
Page 6	Video Pre-roll	640x960	3 MB	MP4	Yes : VAST Tag	30 sec.

	<i>Mobile - Audio</i>	Size	Max. weight	Type	Redirect	Duration
Page 6	Audio AdBreak	/	1 MB	MP3	No	30 sec.
	Associated display	1024x1024	200 KB	JPG	No	

	<i>Mobile - Sponsoring</i>	Size	Max. weight	Type	Redirect
Pages 7 & 8	Cover + Banner	1200x1200 + 640x100	200 KB	JPG	No

Contact us

- **Commercial Team** : brandpartnerships@deezer.com
- **Traffic Team** : traffic@deezer.com
- **Programmatic Team** : programmatic@deezer.com

Mega Banner (728x90)

Creative element to provide

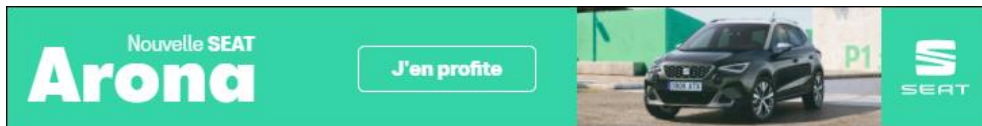
JavaScript redirect or files if the creations are hosted by Deezer :

- File type : JPG, PNG, GIF or HTML5
- Size : 728x90
- Max. weight : 200 KB

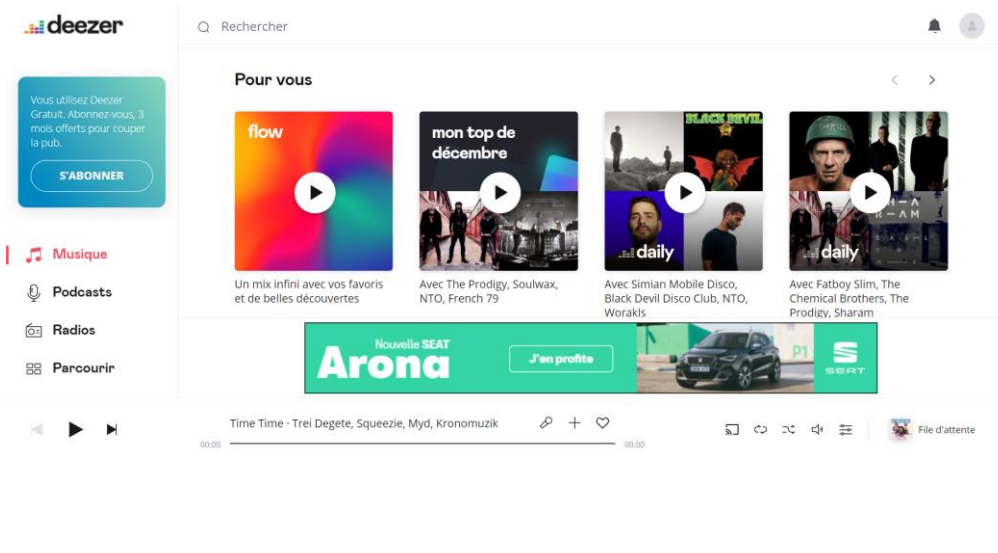
Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » or « script » type pixel

Example of format



Example of integration on the website (Click on the screenshot to zoom in 100%)



Masthead (970x250)

Creative element to provide

JavaScript redirect or files if the creations are hosted by Deezer :

- File type : JPG, PNG, GIF or HTML5
- Size : 970x250
- Max. weight : 200 KB

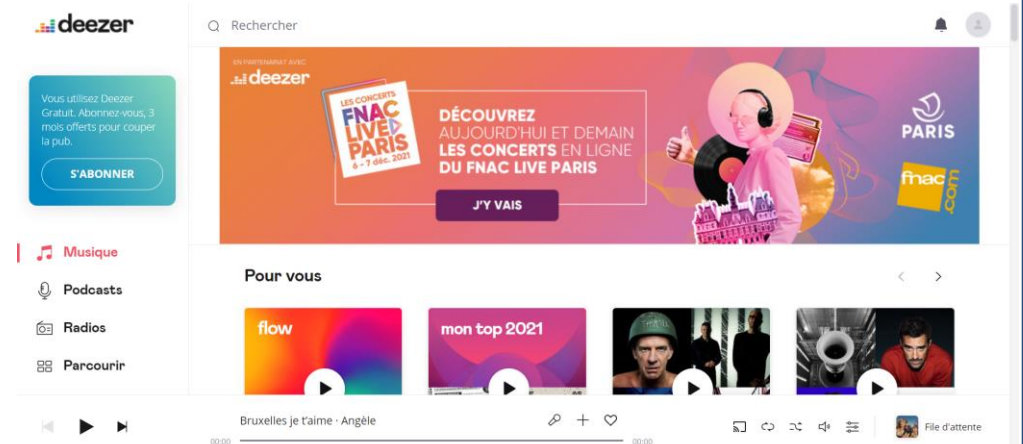
Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » or « script » type pixel

Example of format



Example of integration on the website (Click on the screenshot to zoom in 100%)



Takeover (770x120 + 500x1200)

Creative elements to provide

Creations are hosted by Deezer :

Header

- File type : JPG or HTML5
- Size : 770x120
- Max. weight : 200 KB

Gutter (Right side)

- File type : JPG
- Size : 500x1200
- Max. weight : 200 KB

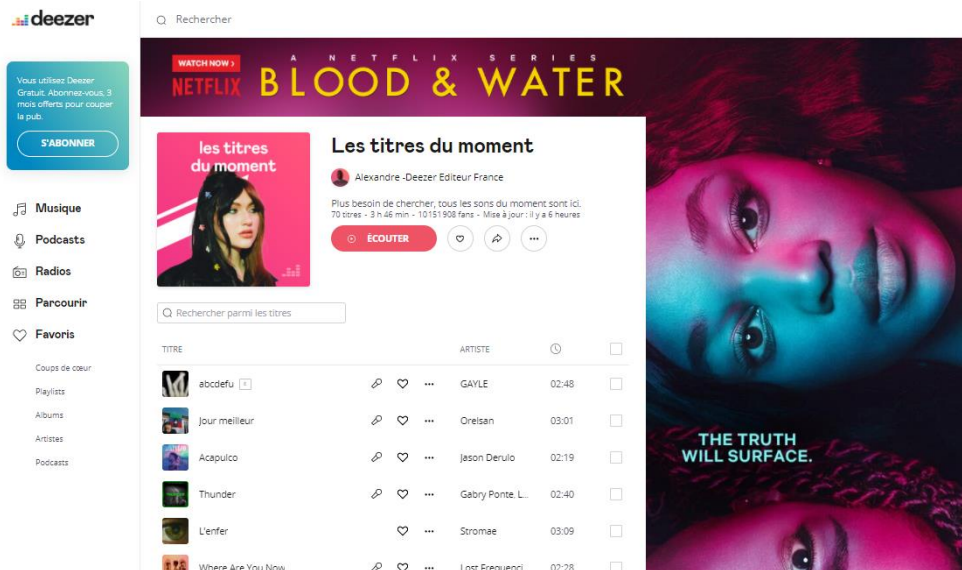
Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » or « script » type pixel

Points to pay particular attention to

- On some screens, the gutter may be partially masked. It is best to focus messages on the 300x900 pixels above and to the left
- The colour used for the bottom and right edges of the gutter should be the same solid colour. You can apply a gradient to a single colour on these edges if necessary

[Example of integration on the website](#) (Click on the screenshot to zoom in 100%)



Video Masthead (970x250)

Creative element to provide

JavaScript redirect or files if the creations are hosted by Deezer :

- File type : MP4 or HTML5
- Size : 970x250
- Max. weight : 4 MB
- Duration : 30 seconds

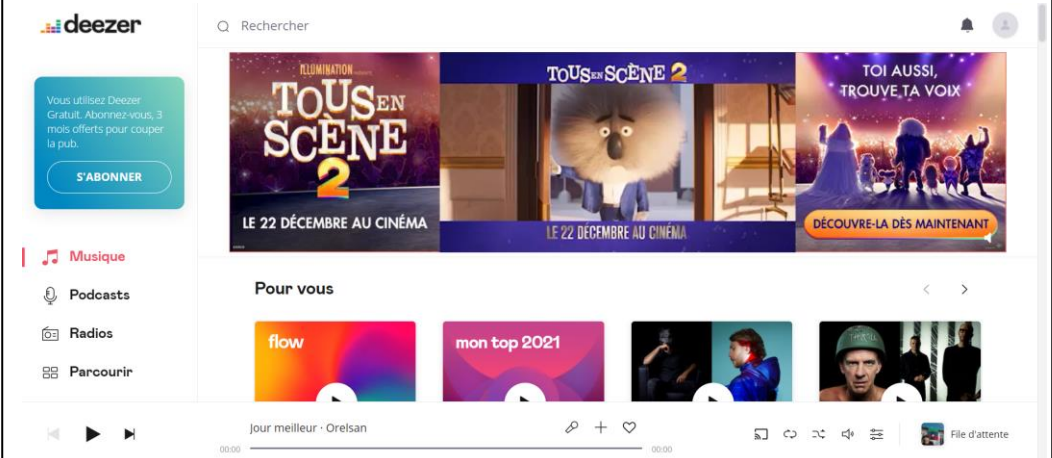
Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » or « script » type pixel

Points to pay particular attention to

- The sound is « OFF » by default, and can be activated only by clicking on a button
- The video can be played in a loop, or be restarted via a « Replay » button

[Example of integration on the website](#) (Click on the screenshot to zoom in 100%)



Video AdBreak (1024x576)

Creative element to provide

VAST 3.0, VPAID 2.0 redirect or files if the creations are hosted by Deezer :

- File type : MP4
- Size : 1024x576 (format at 16/9 ratio)
- Max. weight : 4 MB
- Duration : 30 seconds
- Framerate : 25 FPS

Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » or « script » type pixel

[Example of integration on the website](#) (Click on the screenshot to zoom in 100%)



Audio AdBreak + Associated display (728x90)

Creative elements to provide

Audio spot

- File type : MP3 (128 CBR)
- Max. weight : 1 MB
- Duration : 30 seconds (20 seconds min.)
- Max. gain : 89 dB

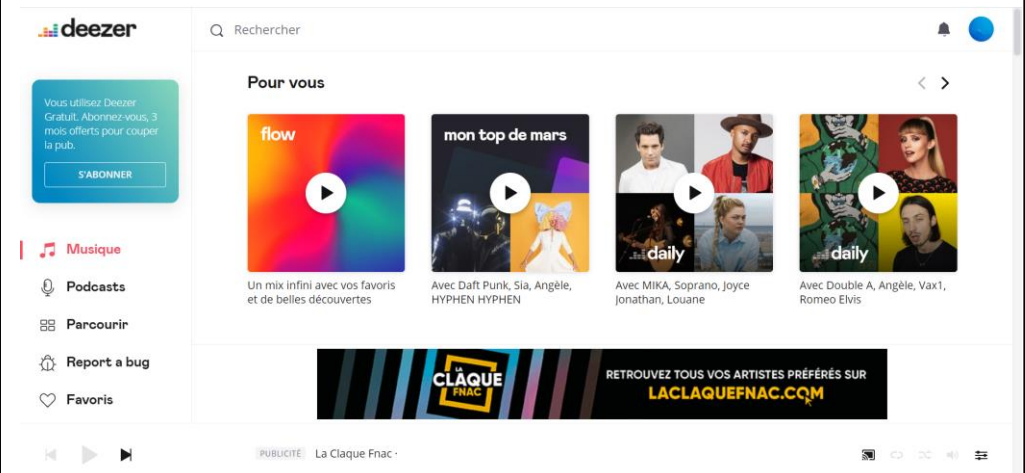
Associated display

- File type : JPG, GIF or HTML5
- Size : 728x90
- Max. weight : 200 KB

Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » or « script » type pixel

[Example of integration on the website](#) (Click on the screenshot to zoom in 100%)



Banner (640x100)

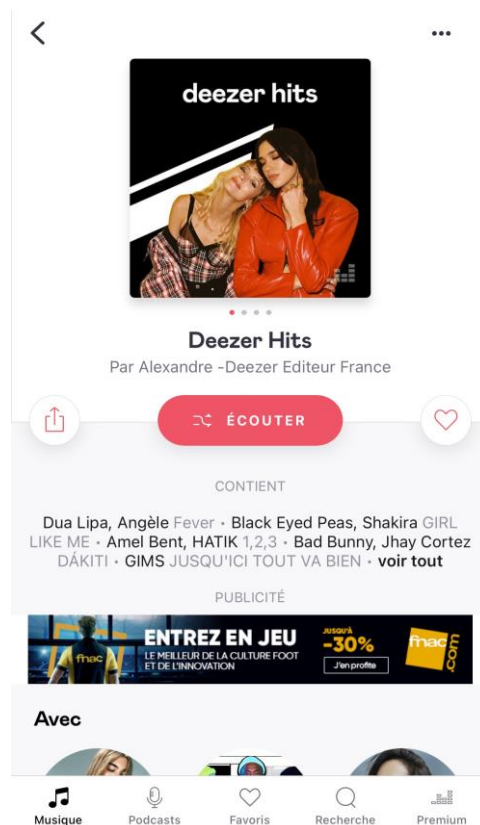
Creative element to provide

- File type : JPG or GIF
- Size : 640x100
- Max. weight : 200 KB

Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » type pixel only

Example of integration on the app (Click on the screenshot to zoom in 100%)



Native Ad (1200x628)

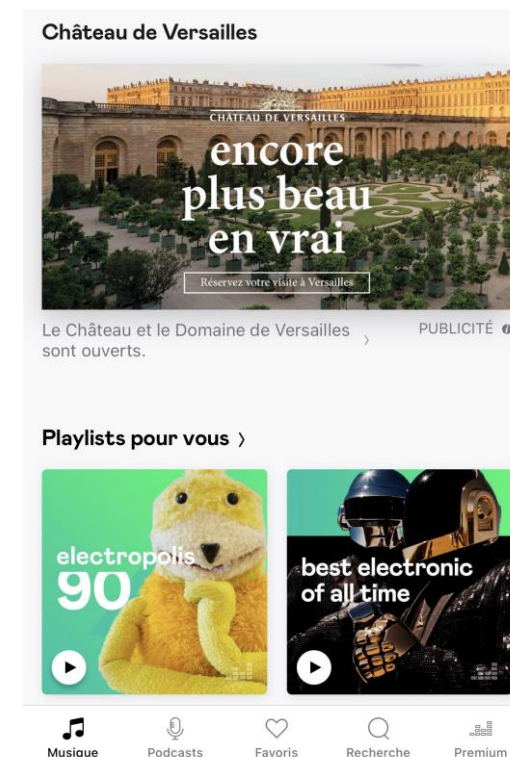
Creative elements to provide

- File type : JPG or PNG
- Size : 1200x628
- Max. weight : 200 KB
- Title : 30 characters max.
- Description : 90 characters max.

Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » type pixel only

Example of integration on the app (Click on the screenshot to zoom in 100%)



Video Preroll (640x960)

Creative element to provide

VAST 3.0, VPAID 2.0 redirect or files if the creations are hosted by Deezer :

- File type : MP4
- Size : Vertical video in 9/16 ratio, ideally 640x960
- Max. weight : 3 MB
- Max. duration : 30 seconds, ideally 6 seconds

Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » type pixel only

Example of integration on the app (Click on the screenshot to zoom in 100%)



Audio AdBreak + Associated display (1024x1024)

Creative elements to provide

Audio spot

- File type : MP3 (128 CBR)
- Max. weight : 1 MB
- Duration : 30 seconds (20 seconds min.)
- Max. gain : 89 dB

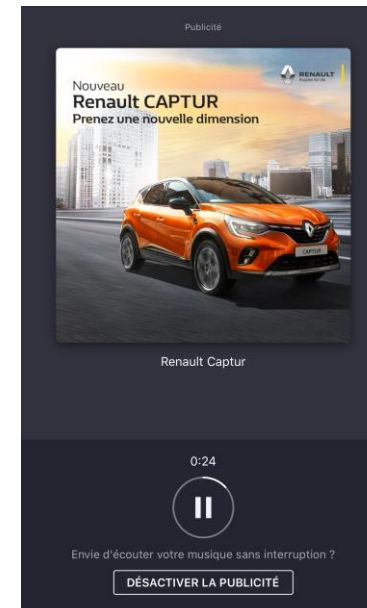
Associated display

- File type : JPG or PNG
- Size : 1024x1024 (Square ratio, not below 300x300)
- Max. weight : 200 KB

Trackings

- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » type pixel only

Example of integration on the app (Click on the screenshot to zoom in 100%)



Cover + Banner (1200x1200 + 640x100)

Creative elements to provide

Cover

- File type : JPG
- Size : 1200x1200
- Max. weight : 200 KB

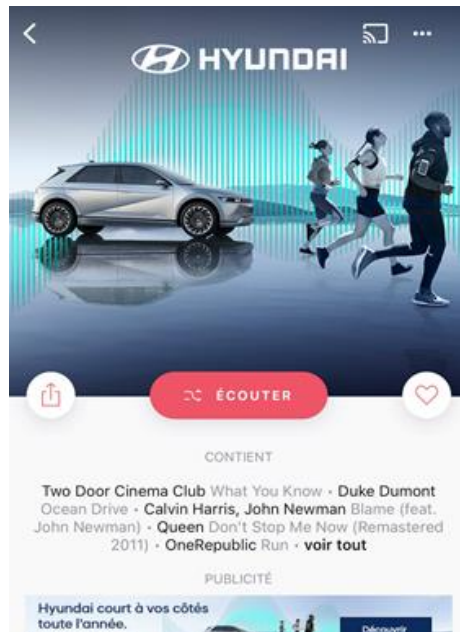
Banner

- File type : JPG or GIF
- Size : 640x100
- Max. weight : 200 KB

Trackings (For banner format only)

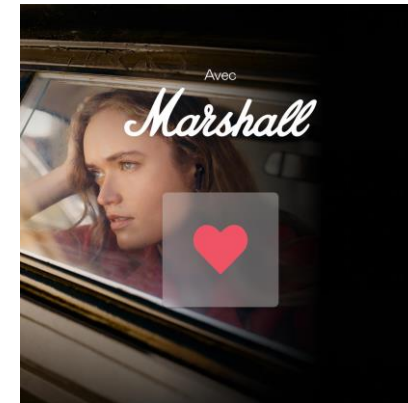
- Clicks tracking : Redirection URL or Click-Command
- Impressions tracking : « Image » type pixel only

Example of integration on the app (Click on the screenshot to zoom in 100%)



Cover + Banner (1200x1200 + 640x100)

Example of format (Cover Sponsoring « Favourite tracks »)



Example of integration on the app (Click on the screenshot to zoom in 100%)

