



## RADIO

### Technical elements we need :

Spots + texts + spot rotations + music information  
(music title / author's name / label)

### NATIONAL campaigns

|                                                                                                |                                                                     |                                            |                                                                                    |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------|------------------------------------------------------------------------------------|
| <br>franceinfo | <b>D-2</b><br><b>Before 2 p.m.</b><br>(business day)                | <b>.wav**</b><br>48 kHz /<br>24 bit stereo | <a href="mailto:natiopublicite@radiofrance.com">natiopublicite@radiofrance.com</a> |
|                                                                                                | <b>ici</b><br><b>D-2</b><br><b>Before 10 a.m.</b><br>(business day) |                                            | OR<br><a href="http://www.copiestation.com">www.copiestation.com</a>               |

### LOCAL campaigns

|                                                                                           |                                                       |                                          |                                                                                  |
|-------------------------------------------------------------------------------------------|-------------------------------------------------------|------------------------------------------|----------------------------------------------------------------------------------|
| <br>ici | <b>D-2</b><br><b>Before 12 a.m.</b><br>(business day) | <b>.wav</b><br>48 kHz /<br>24 bit stereo | <a href="mailto:ici.publicite@radiofrance.com">ici.publicite@radiofrance.com</a> |
|-------------------------------------------------------------------------------------------|-------------------------------------------------------|------------------------------------------|----------------------------------------------------------------------------------|

\*\* EBU R18 Standard



## PODCAST \*

|                      |                                                      |
|----------------------|------------------------------------------------------|
| File format :        | <b>.wav**</b><br>48 kHz /<br>24 bit stereo / 0,75 MB |
| Pre-roll ad length : | <b>30 seconds maximum</b>                            |



## DISPLAY \*

### Technical elements we need : redirection URL

| Ad type                     | File type                       | File size |
|-----------------------------|---------------------------------|-----------|
| Half Page<br>300x600        | Redirect or jpg-Gif or<br>Html5 | 100 KB    |
| Megabanner<br>728x90        | Redirect or jpg-Gif or<br>Html5 | 100 KB    |
| Medium Rectangle<br>300x250 | Redirect or jpg-Gif or<br>Html5 | 100 KB    |

### \*Delivery Terms

Up to 2 business days before campaign start.



## MOBILE \*

### Technical elements we need : redirection URL

#### Static or animated interstitial format

| Screen support | Dimensions                   | File size                                                       | File type                                 |
|----------------|------------------------------|-----------------------------------------------------------------|-------------------------------------------|
| iPhone         | 640x1136 px<br>1125x2436 px  | 150 KB<br>for<br>static<br>(ideally<br><500<br>KB on<br>Celtra) | jpg /<br>png /<br>gif or<br>psd<br>source |
| android        | 720x1280 px                  |                                                                 |                                           |
| iPad           | 768x1024 px<br>1024x768 px   |                                                                 |                                           |
| tablet         | 1536x2048 px<br>2048x1536 px |                                                                 |                                           |



## VIDEO\*

| PARAMETERS           | SD               | OR | HD               |
|----------------------|------------------|----|------------------|
| Container            | MPEG4            |    | MPEG4            |
| Extension            | .mp4             |    | .mp4             |
|                      | VIDÉO            |    |                  |
| Codec                | H.264/AVC        |    | H.264/AVC        |
| Profile              | Main or High     |    | Main or High     |
| Frame rate           | 25 images/second |    | 25 images/second |
| Image Size           | 720/576**        |    | 1920/1080        |
| Display aspect ratio | 16:9             |    | 16:9             |
| Target bitrate       | 5 Mbps           |    | 5 Mbps           |
| Scan Type            | Progressive      |    | Progressive      |
|                      | AUDIO            |    |                  |
| Codec                | AAC              |    | AAC              |
| Channel layout       | Stereo           |    | Stereo           |
| Sample rate          | 48 Khz           |    | 48 Khz           |
| Sample size          | 16 bits          |    | 16 bits          |
| Target bitrate       | 256 kbps         |    | 256 kbps         |

Redirect compatible VAST 2.0, 3.0 ou 4.0

- Video : Obligatory mp4
- Video Ratio : 16/9
- Delivery 4 business days before going online for testing

\* The video format is only available at the national level, without geolocation option.

\*\*Adobe Premiere and FinalCutPro have an anomaly that requires the image size to be set to "1004x576" when encoding to SD.