



RADIO

Technical elements we need :

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

NATIONAL campaigns

	D-2 Before 2 p.m. (business day)	.wav 48 kHz / 24 bit stereo	natiopublicite@radiofrance.com
	D-2 Before 10 a.m. (business day)		www.copiestation.com

LOCAL campaigns

	D-2 Before 12 a.m. (business day)	.wav 48 kHz / 24 bit stereo	bleupublicite@radiofrance.com
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PODCAST *

File format :	.wav 48 kHz / 24 bit stereo / 0,75 MB
Pre-roll ad length :	30 seconds maximum



DISPLAY *

Technical elements we need : redirection URL

Ad type	File type	File size
Half Page 300x600	Redirect or jpg-Gif or Html5	100 KB
Megabanner 728x90	Redirect or jpg-Gif or Html5	100 KB
Medium Rectangle 300x250	Redirect or jpg-Gif or 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
mobile website	320x480 px	150 KB for static (ideally <500 KB on Celtra)	jpg / png / gif or psd source
iPhone	640x1136 px		
iPhone	1125x2436 px		
android	720x1280 px		
iPad	768x1024 px		
	1024x768 px		
tablet	1536x2048 px		
	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.

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