

Instructions for Tori Display advertising

Completed material for ad banners must be delivered at least three (3) workdays before the campaign is to begin. Completed material for special solutions (such as rich media, expanding banners) must be delivered at least five (5) workdays before the campaign is to begin.

Advertising material that is run on Tori must support the HTTPS protocol.

Delivery address for the material is trafiikki@schibsted.com

Please provide the following information with your material:

- The names of the advertiser and the ad campaign
- Contact information of the deliverer (company/contact person)
- Campaign period
- Campaign ID (our customer relations coordinator will deliver an identifier together with these material instructions)
- The material must be in GIF, JPG, PNG or HTML5 format
- Name the material as follows: advertiser_website_nameofcampaign_pixelsize --> example: Examplecompany_torifi_adforcar_980x400
- Ad location and targeting
- URL address to which traffic from the banner is directed
- Required ad-specific running instructions
- Tori monitors the clicks and view counts of the campaign and reports them to the customer once the campaign has ended. The campaign can also be connected to the customer's tracking method (impression tracker, click tracker, UTM tag and conversion pixel).

Display ad spots

- Mega Panorama (980 x 400 px, 250 kb)
- Halfpage (300 x 600 px, 250 kb)
- Rectangle (300 x 250 px, 100 kb)
- Panorama (980 x 120 px, 100 kb)
- Skyscraper (160 x 600 px, 100 kb)
- Mobile Mega Panorama, middle spot and lower spot (300 x 300 px, 250 kb)
- Mobile Rectangle (300 x 300 px, 250 kb)
- Mobile Mega Panorama (300 x 431 px, 100 kb)
- Mobile Vertical Parade (300 x 600 px, 250 kb)
- Native (picture 160 x 120 px, max. 60 kb)

Wallpaper ad spot

Wallpaper (1920 x 1080 px, size together with Mega Panorama max. 300 kb)

The format is either JPG or PNG

The Wallpaper ad spot is scaling, meaning that on small screens the Wallpaper slides underneath the content so that only its very edges are visible, and on large screens the Wallpaper stretches to cover the entire screen. You should take this scalability into account when planning your Wallpaper material. If you wish to include activating elements in your Wallpaper, they should be placed at the very edges of the Wallpaper to ensure the greatest possible exposure. The Wallpaper is clickable.

When composing the Mega Panorama and Wallpaper, an effective result is achieved by leaving the background of the Panorama banner transparent so that the targeting of the elements is not so pixel-perfect. Text and possible other elements can be attached as fixed parts of the Mega Panorama material, but pictures should be placed in the Wallpaper where they can be seen thanks to the transparency of the Panorama background.

Instructions for Oikotie Display advertising

Completed material for ad banners must be delivered at least three (3) workdays before the campaign is to begin. Completed material for special solutions (such as rich media, expanding banners) must be delivered at least five (5) workdays before the campaign is to begin.

Advertising material that is run on Oikotie must support the HTTPS protocol.

Delivery address for the material is trafiikki@schibsted.com

Orders are submitted to tilaukset@schibsted.com.

- Please provide the following information with your material:
- The names of the advertiser and the campaign
- Contact information of the deliverer (company/contact person)
- Campaign period
- Campaign ID (our customer relations coordinator will deliver an identifier together with these material instructions)
- The material must be in GIF, JPG, PNG or HTML5 format
- Name the material as follows: advertiser_website_nameofcampaign_pixelsize --> example: Examplecompany_oikotiefi_intothenehome_980x400
- Ad location and targeting
- URL address to which traffic from the banner is directed
- Required ad-specific running instructions
- Tori monitors the clicks and view counts of the campaign and reports them to the customer once the campaign has ended. The campaign can be connected to the customer's tracking method (impression tracker, click tracker, UTM tag and conversion pixel).

Display ad spots

- Cross-screen Mega Panorama - Desktop (980 x 400 px, 250 kb)
- Cross-screen Mega Panorama - Mobile (300 x 300 px, 250 kb)
- Cross-screen Vertical Panorama - Desktop (160 x 600 + 300 x 600 px, 250 kb)
- Oikotie Asunnot List Banner - Desktop (980 x 120 px, 100 kb)

- Oikotie Asunnot List Banner - Mobile (300 x 250 px, 100 kb)

Advertising company landing pages on Oikotie

For the ad spots of landing pages we need separate materials for both desktop and mobile. Instructions for landing page ads:

- Desktop: Mega Panorama: 980 x 400 px (250 kb, HTML5 200 kb) or Panorama: 980 x 120 px (100 kb, HTML5 100 kb)
- Skyscraper: 200 x 600 px (250 kb, HTML5 100 kb)
- Mobile: Mega Panorama: 300 x 300 px (250 kb, HTML5 100 kb)

Wallpaper ad spot

Wallpaper (1920 x 1080 px, size together with Mega Panorama max. 300 kb)

The format is either JPG or PNG

The Wallpaper ad spot is scaling, meaning that on small screens the Wallpaper slides underneath the content so that only its very edges are visible, and on large screens the Wallpaper stretches to cover the entire screen. You should take this scalability into account when planning your Wallpaper material. If you wish to include activating elements in your Wallpaper, they should be placed at the very edges of the Wallpaper to ensure the greatest possible exposure. The Wallpaper is clickable.

When composing the Mega Panorama and Wallpaper, an effective result is achieved by leaving the background of the Panorama banner transparent so that the targeting of the elements is not so pixel-perfect. Text and possible other elements can be attached as fixed parts of the Mega Panorama material, but pictures should be placed in the Wallpaper where they can be seen thanks to the transparent Panorama background.

Instructions for HTML5 ads

Completed material for ad banners must be delivered at least three (3) workdays before the campaign is to begin. Completed material for special solutions (such as rich media, expanding banners) must be delivered at least five (5) workdays before the campaign is to begin.

Advertising material that is run on Tori must support the HTTPS protocol.

Delivery address for the material is trafiikki@schibsted.com

NOTE! The HTML5 ad spots on Tori must be created according to the following Xandr instructions:

[HTML5](#)

Tori monitors the clicks and view counts of the campaign and reports them to the customer once the campaign has ended. The campaign can be connected to the customer's tracking method (impression tracker, click tracker, UTM tag and conversion pixel).

Material instructions of carousel ads

Completed material for carousel ads must be delivered at least seven (7) workdays before the campaign is to begin.

Delivery address for the material is trafiikki@schibsted.com

Please provide the following information with your material:

The names of the advertiser and the campaign

Contact information of the deliverer (company/contact person)

Campaign period

The material must be in the JSON or XML format.

[Example of a carousel/feed \(See what kind of texts fit into the carousel and how the feed looks\)](#)

Ad spot and targeting

Required ad-specific running instructions

Tori monitors the clicks and view counts of the campaign and reports them to the customer once the campaign has ended. The campaign can be connected to the customer's tracking method (impression tracker, click tracker, UTM tag and conversion pixel). [Instructions for tracking.](#)

Instructions for native advertising on Tori

Completed material for native advertising must be delivered at least three (3) workdays before the campaign is to begin.

Delivery address for the material is trafiikki@schibsted.com

Please provide the following information with your material:

- Name of advertiser
- Ad location and targeting
- Campaign period
- URL address to which traffic is directed
- The price of the sold product

Material instructions:

- Ad text: heading max. 80 characters and description text max. 150 characters
- Image: (sizes in pixels) - JPG, GIF or PNG. No animations! Width 1200 px and height 628 px, aspect ratio: 1.9:1, max. 200 kb
- Prompt text (included automatically): Not supported
- Name of the advertiser: max. 50 characters (name of the advertiser or brand)

- Tori monitors the clicks and view counts of the campaign and reports them to the customer once the campaign has ended. The campaign can be connected to the customer's tracking method (impression tracker, click tracker, UTM tag and conversion pixel).

Material instructions for video advertising on Tori

Completed material for video advertising must be delivered at least three (3) workdays before the campaign is to begin.

The video material is to be sent via Wetransfer to the address trafiikki@schibsted.com.

[WeTransfer](#)

Please provide the following information with your material:

The names of the advertiser and the campaign

Contact information of the deliverer (company/contact person)

Campaign period

Ad spot and targeting

URL address to which traffic is directed

Required ad-specific running instructions

Instructions for outstream video advertising:

Duration: max. 25 seconds

Aspect ratio: 16:9 (horizontal)

File formats: .mov, .mp4, .wmv, .webm, .mpeg

File size: max. 30 mb

Video bitrate: Unrestricted

Audio bitrate: Unrestricted

Recommended resolution: 720 p

Instructions for vertical video advertising on mobile:

Duration: max. 10 seconds

Aspect ratio: 9:16 (vertical)

File formats: .mov, .mp4, .webm

File size: max. 30 mb

Video bitrate: Unrestricted

Audio bitrate: Unrestricted

Recommended resolution: 720 p

Tip! We recommend that you add a prompt (Call-To-Action) into the last image of the video that encourages the user to click a link to the advertiser's website, as the last image of the video will remain on the screen once the video has played. You should also provide subtitles for the video, as the video will start to play automatically without sound unless the user turns the sound on.

Tori monitors the clicks and view counts of the campaign and reports them to the customer once the campaign has ended. The campaign can be connected to the customer's tracking method (impression tracker, click tracker, UTM tag and conversion pixel).