

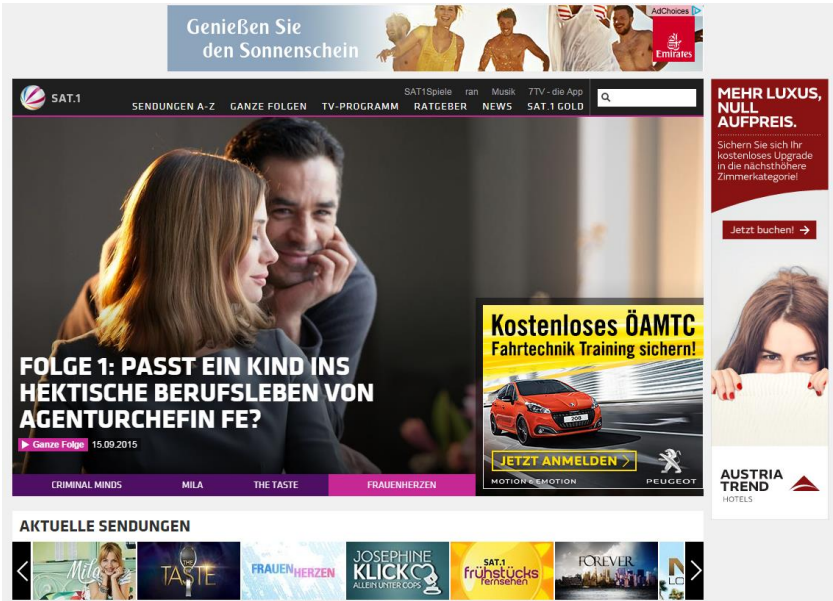
INTERACTIVE TECHNICAL SPECIFICATIONS

DISPLAY / STANDARD

Creative	Pixelsize (B x H)	Filesize
Superbanner (UAP)	728 x 90 px	max. 50 KB
Content Ad / Medium Rectangle (UAP)	300 x 250 px	max. 50 KB
Skyscraper (UAP)	160 x 600 px	max. 50 KB
Billboard (BigSize)	820 x 250 px	max. 100 KB
Halfpage Ad (BigSize)	300 x 600 px	max. 100 KB



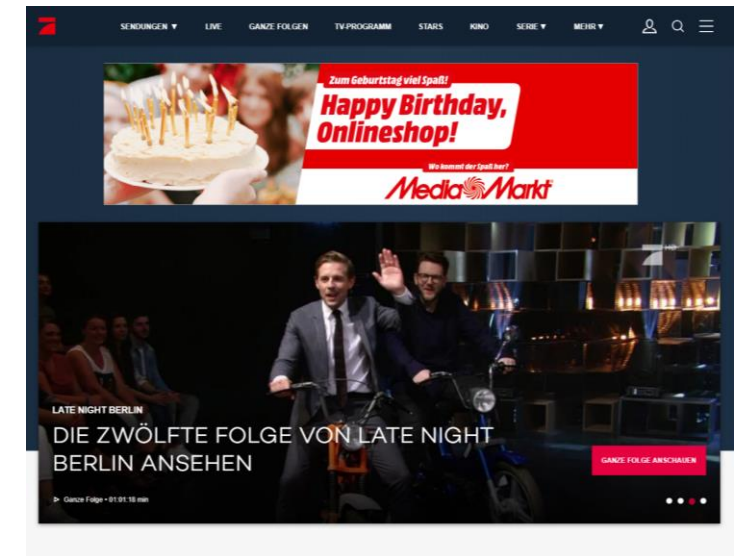
- No direct links in file => „clickTag“ is needed
- Size: max. 50/100 KB
- Sound: Yes, only Mouseover
- Format: HTML5, JPG/GIF/PNG
- 3rd Party: Yes, with pixel/clickcommand or ad-tag
- Streaming: Yes, max. 100/150 KB



DISPLAY / STANDARD

BILLBOARD

- No close button necessary
 - Sticky function is possible (overlapping for max. 5 seconds)
 - Sizes available: 820x250, 800x250, 970x250
 - No direct links in file => „clickTag“ is needed
-
- Size: max. 100 KB
 - Sound: Yes, only Mouseover
 - Format: HTML5, JPG/GIF/PNG
 - 3rd Party: Yes, with pixel/clickcommand or ad-tag
 - Streaming: Yes, max. 150 KB

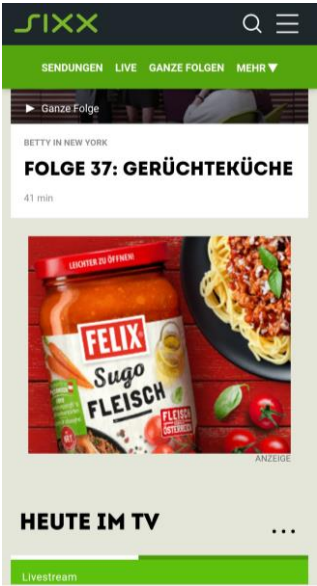


DISPLAY / MOBILE

Creative	Pixelsize (B x H)	Filesize
Mobile Leaderboard	320 x 50 px	30 KB
Mobile Content Ad (UAP)	300 x 250 px	50 KB
Mobile Understitial (BigSize)	300 x 600 px	100 KB



- Platforms: iOS & Android
- The link to a mobile-optimized landing page is favorable
- No direct links in file => „clickTag“ is needed
- Size: max. 30/50/100 KB
- Sound: Yes, only Mouseover
- Format: HTML5, JPG/GIF/PNG
- 3rd Party: Yes, with pixel/clickcommand or ad-tag
- Streaming: Yes, max. 50/100/150 KB



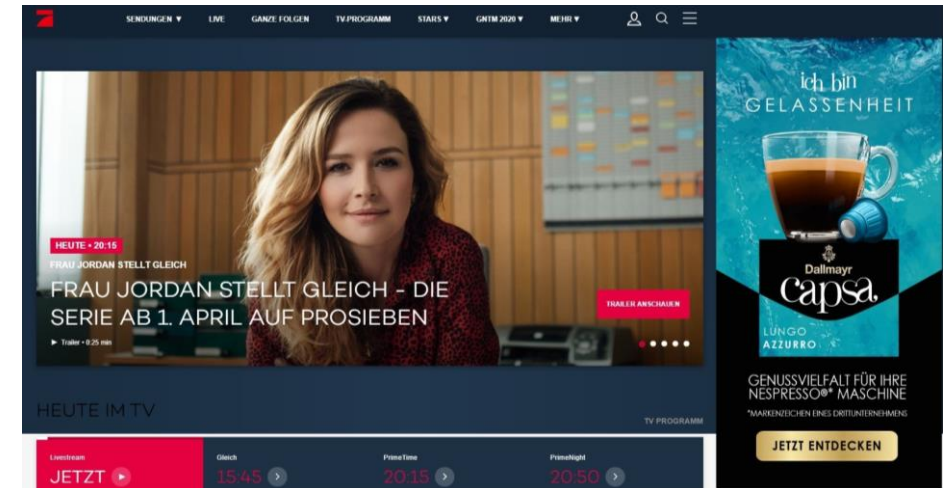
DISPLAY / SPECIALS

SITEBAR

- The creative is dynamically scaling on the available space
- The best delivery size is 500 x 1.000 px, the minimum size is 300 x 600 px
- No close button necessary, but favorable
- No direct links in file => „clickTag“ is needed



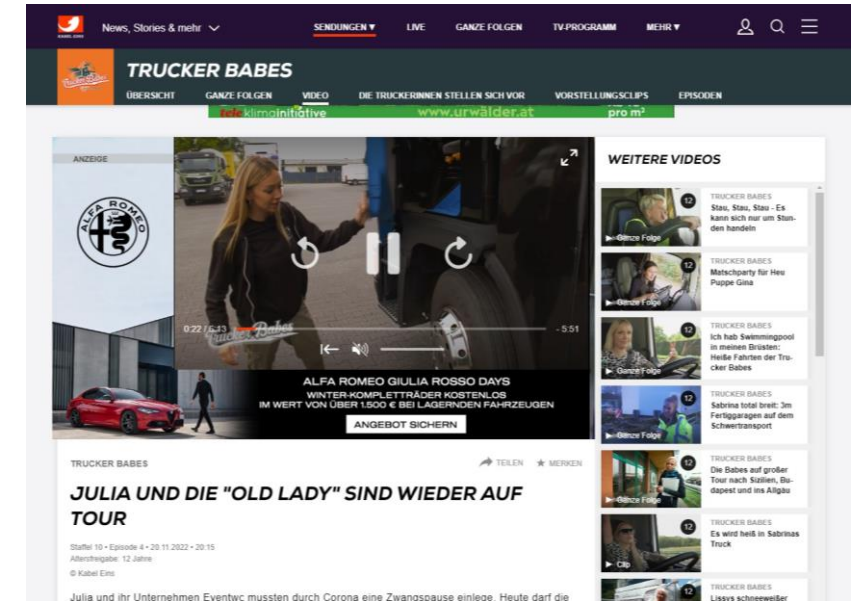
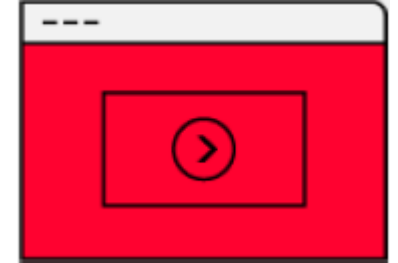
- Size: max. 150 KB
- Sound: Yes, only Mouseover
- Format: HTML5, JPG/GIF/PNG
- 3rd Party: Yes, with pixel/clickcommand or ad-tag
- Streaming: Yes, max. 300 KB



DISPLAY / SPECIALS

CUTIN XXL

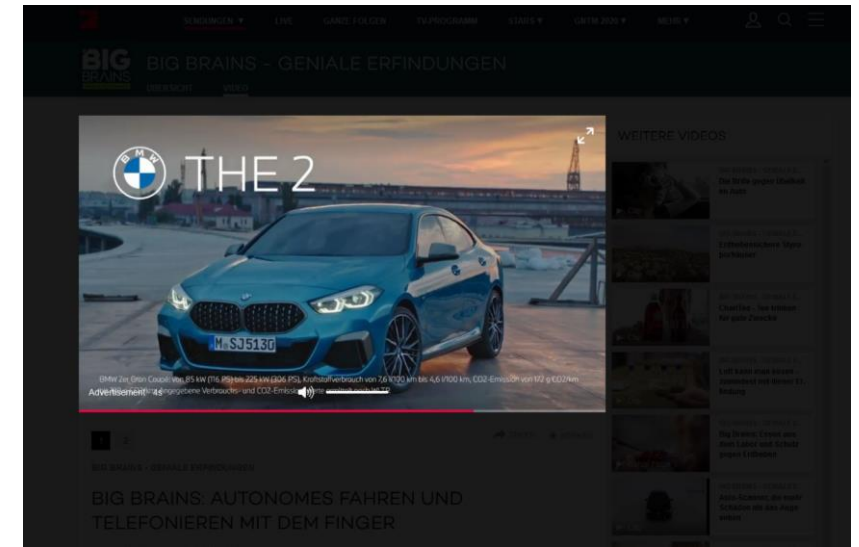
- On-screen display 20 seconds after the video content starts
- Display time is 10 seconds, and not closable
- The creative is clickable, therefore a „Call-to-Action“ is recommended
- The delivery takes place Multiscreen => Desktop, MEW, InApp, CTV
- Pixelsize: 284x720 + 996x160 px
- Mandatory button: „Anzeige“
- Size: max. 200 KB
- Sound: No
- Format: JPG/GIF/PNG (no animations possible)
- 3rd Party: Yes, with pixel/clickcommand
- Streaming: No



INSTREAM / VIDEO ADS

PHYSICAL-DELIVERY (MULTISCREEN)

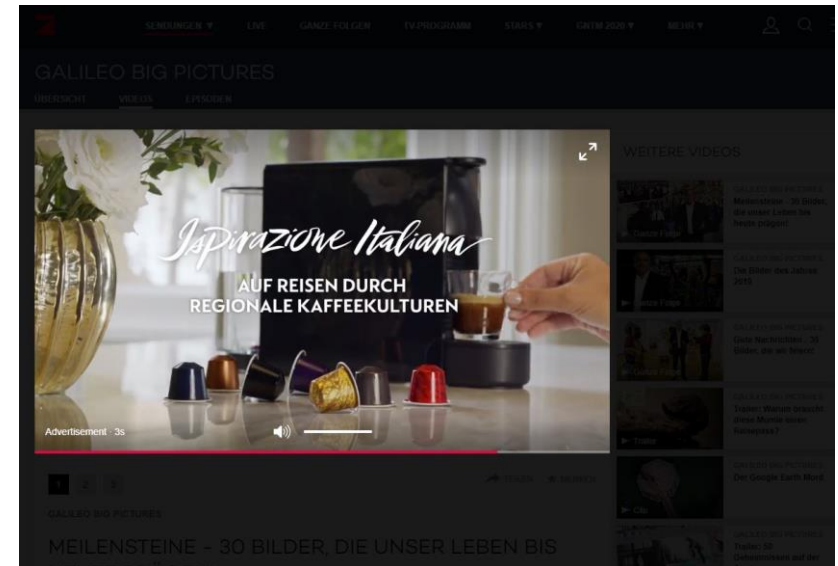
- Video formats: MP4 preferred (AVI, MOV, MPG, MXF possible as well)
- Please provide the best video quality possible (min. 1280 x 720 px, HD)
- Codec: H.264
- Aspect ratio: 16:9 is necessary
- Color pattern: Planar 4:2:0 YUV
- Stereo-sound with loudness-level EBU-R128 must be integrated (- 23,00 LUFS)
- 3rd Party: Yes, with image pixel + clickcommand and quartiles (0%, 25%, 50%, 75%, 100%)



INSTREAM / VIDEO ADS

REDIRECT-DELIVERY + VAST-WRAPPER (MULTISCREEN)

- Video formats: MP4 only (no mobile formats needed)
- Aspect ratio: 16:9 is necessary
- Codec: H.264
- Size: max. 10 MB | up to 1920 x 1080 px
- Trackings and mediafiles secured (https) are strictly necessary
- Stereo-sound with loudness-level EBU-R128 must be integrated (- 23,00 LUFS)
- Mediafiles with different bandwidths favorable (3 variations minimum)
- Bitrates: Desktop: 650-850 kbps | Mobile: 250-400 kbps | CTV: 1200-1500 kbps
- Maximum Bitrate: 5000 kbps
- Only one wrapper level allowed (no interlacing)
- VAST-Formats: VAST 2.0 + 3.0 + 4.0 //> no VAST 4.1 + VPAID + OMID



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