

## Technical Specifications

REV Q1-24



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## 1. General Information and Delivery



# 1. General Information and Delivery



## Information on the assignment of the advertising media

- Customer name
- Campaign name
- Our offer number (if known)
- Booking period
- Placement on the site and volume
- Advertising format

**Your contact:** [adm@businessad.de](mailto:adm@businessad.de)

## Delivery deadlines and address:

Standard advertising forms: min. 3 working days

All others: min. 5 working days

Delivery address: [banner@businessad.de](mailto:banner@businessad.de) or download link (for video and streaming)

**General:** businessAD reserves the right to approve each motif on a case-by-case basis. Advertising media that cause too strong a reaction or impair the use of the website too much can be rejected.

Please send us all advertising material / redirects with suitable placeholders for GDPR macro transfer.

We assume that all necessary information within the framework of GDPR (General Data Protection Regulation) is correctly transferred and processed. If not, please let us know immediately.

**In case of non-compliance with GDPR/DSGVO requirements, we reserve the right to stop your campaign.**

**Tracking Guidelines**  
for advertisers & agencies

→ SEE HERE



# 1. General Information and Delivery



## **Sound (only with explicit booking)**

Sound default "off". "On" only after click on unique user button.

## **Compatibility check**

The advertising medium must ensure that the technologies required for correct display and functionality are available in the calling browser. Otherwise, no delivery may take place. Under no circumstances may the user receive security warnings or be prompted to install plugins.

## **CPU load for HTML5**

The CPU load of HTML5 should not exceed 25% on a currently configured standard computer. If the CPU load is too high, the scrolling of a website slows down or starts to jerk heavily, which can limit the usability of the website. Reducing the number of animated objects and toning down the movement of animated objects helps reduce CPU load.

All ads are displayed in safeFrames (Google subset of the IAB standard) or friendly Iframes.  
They must therefore be such that playout in iFrames is possible without any problems.



# 1. General Information and Delivery



## HTML5 advertising material (1/2)

The advertising material can be played out via Javascript or iFrame. Prerequisite for the playout as a script is the appropriate encapsulation of the code to avoid side effects in the website.

When delivering via redirect, all formats offered by us are possible. For wallpapers or Fireplace: please deliver in separate tags, ideally as iFrames.

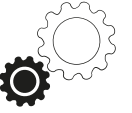
For physical advertising media, the standard and special advertising formats are currently possible. In this case, all elements of the advertising media, with the exception of externally loaded libraries, videos or fonts, should be combined in a zip file.

The total weight (please not more than 5 files for standard advertising forms) should not exceed 150 kB (depending on the advertising form).

In the code, the place where the target URL is passed must be easy to find. Ideally via a Javascript variable with the name "clickTag". The ad must be designed to play a fallback if a browser does not support a required feature.



# 1. General Information and Delivery



## HTML5 advertising material (2/2)

Supported file formats are HTML, JS, CSS and common graphic formats GIF, JPG, PNG.

**SVG graphics can only be processed as an external file, without <svg> tags inline in HTML.**

Ideally, HTML code, JavaScript and CSS should be in one document.

Exception: scripts and styles without file references can be in individual files.

If you create your HTML5 creatives with Google Web Designer, select DoubleClick as the environment.

The creatives created with this must contain click area(s) with exit events, instead of the previously described click tag variables, as described here:

<https://support.google.com/richmedia/answer/6073073?hl=de>

The "measurement ID" should be called "clickurl" (if there are several, clickurl1, etc.) and the URL can be a temporary dummy URL if the final URL has not yet been determined. The complete area of the advertising medium should be clickable.





# 1. General Information and Delivery



## File weights (1/2)

### Specification determination

max. KB "Initial Load" see individual format specifications

max. KB "Subload" 2 x KB of "Initial Load". For formats with video up to max. 5 MB (redirect only).

max. KB "User Initiated Load" unlimited (redirect only)

### Guidelines for the loading process

Industry standard, all advertising media can use 3 points in time for loading files: "Initial Load", "Subload", "User Initiated Load".

At any single time, the ad media can load a limited amount of data. These limits depend on the format to be delivered, large formats have higher limits. These limits serve to deliver a first, visible portion of the ad to the user as quickly as possible. "Heavy" images, videos and interactive elements are not loaded until the website is fully available to the user.



# 1. General Information and Delivery



## File sizes (2/2)

### Loading Time

### Information

#### Initial Load

Can be executed immediately when the ad is loaded.

Contains all files that the ad media needs at least to guarantee an initial graphic display, parallel to the loading process of the website.

This is also the time to collect the technical KPIs such as the ad impression or visibility measurements, etc.

As long as the displaying website has not sent the browser event "DOMContentLoaded", all loading processes of an advertising medium are to be counted as "Initial Load". At this point, an advertising medium may make a maximum of 15 file requests from additional resources (images, JavaScript, tracking, etc.).

#### Subload

May only be started one second (1000 ms) after the browser event "DOMContentLoaded", the displaying website (formerly Polite Download). Usually contains the main part of the advertising material (complex animations and images, interactive elements).

The maximum file size at this point is twice the "Initial Load" ("Initial Load" x 2), there is no limit to the number of file requests.

#### User Initiated Load

This is when the user interacts with the ad (touch, click, mouseOver). An unlimited amount of files may be loaded, there is no limit to the number of file requests. At this point, videos and audio files are usually reloaded.

Please note that mobile devices usually have a limited data connection through the internet service provider. Keep the load on this connection as low as possible. The users you load are your potential customers.

These specifications are continuously adapted to technical developments and experience.

If in doubt, please ask!



## 2. Display Ads



## 2.1 Billboard



The billboard is characterized by its positioning below the horizontal navigation. Due to the generous dimensions, the advertiser has a lot of space for design and information. The best way to get into the user's field of vision.

The integration directly under the website header / navigation generates attention and presents your product appealingly.

### Benefits

- Guaranteed attention
- Exceptional placement
- Large scale
- On certain websites also possible as Pushdown or Expandable

### Example



#### Format:

Standard sizes 800x250px,  
[depending on website width optional  
900x250px, 970x250px]

#### Position:

Under the navigation

Other formats possible upon request



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## 2.1 Billboard



### Dimensions and display

The delivery takes place in the content area of the website. The width of the advertising medium can basically be filled up to the website width. As standard size from 770 to 800 pixels; 900 and 970 pixels are switchable as optional special sizes on some advertising media. The standard height of 250 pixels is supported on all websites. Expandable XXL versions of the billboard are possible on some websites.

### File format and size

File type: HTML5; clickTag support (see page 7-8).

Maximum size: 150 kB initial + 300 kB subload (with video cf. page 9)

### Required from the advertiser (for file delivery)

- HTML5 file(s) with clickTag support, alternative GIFs
- Target URL(s)
- Compatibility information

### Required from the advertiser (for redirect delivery)

- Javascript redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for: Avoid caching (timestamp) & 3rd party click tracking.



## 2.1.1 Sticky Billboard



The sticky billboard initially appears like a normal billboard.

If you scroll down the website, it stays sticky at full size at the top of the browser, as long as 6 seconds haven't passed since the billboard loaded, then the height changes to 90 pixels.

When you do this, a button will be visible that you can use to resize the ad to its full size.

If you scroll up again so that the billboard space is completely visible again, it changes back to the normal billboard appearance.

During playout, the ad is in an HTML container that controls the dynamic properties (sticky, collapse/expand).

The advertising medium must be designed in such a way that it presents the advertising message in an appealing way even in the scaled-down version.

The upper 90 pixels are displayed in the collapsed view.

### Example

**Format:**

Standard sizes 800x250px,  
[depending on website width optional  
900x250px, 970x250px]

**Position:**

Under the navigation

Other formats possible upon request



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## 2.2 Cinema Ad



### Dimensions

**Cinema Ad:** The height is 380px and the width is 100% of the window width.

When you click on the close "X", the ad will shrink back to the standard billboard width (e.g. 900px), but the entire ad message must still be visible.

This mechanism and the corresponding iFrame is provided by businessAD.

### File format and size

File type: HTML5; clickTag support

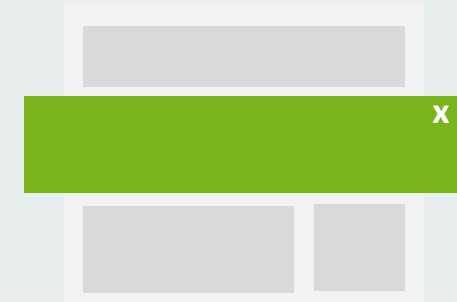
Maximum size: 150 kB initial + 300 kB subload (with video cf. page 9)

### Required from the advertiser (for redirect delivery)

- Javascript or iFrame redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for: Avoid caching (timestamp) & 3rd party click tracking.

### Example

Cinema Ad



Other formats possible upon request



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## 2.2.1 Expandable Cinema Ad



### Dimensions

**Expandable Cinema Ad:** In unexpanded state the height is 250px, the width is the width of the respective billboard space. On mouseover the banner expands to 100% of the window width and maximum 380px height.

When you click on the close "X", the advertising material shrinks back to its initial size, but the complete advertising message must still be recognizable.

This mechanism is provided by businessAD.

### File format and size

File type: HTML5; clickTag support

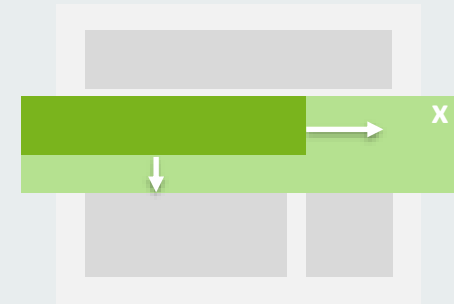
Maximum size: 150 kB initial + 300 kB subload (with video cf. page 9)

### Required from the advertiser (for redirect delivery)

- Javascript or iFrame redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for: Avoid caching (timestamp) & 3rd party click tracking.

### Example

Expandable Cinema Ad



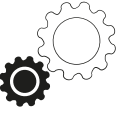
Other formats possible upon request



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## 2.3 Cube Ad



The Cube Ad is an interactive cube that is played out with four advertising messages on the immediately visible presenter position. The 10-second rotation takes place automatically when the website is called up. By interacting "scrolling" over the ad, the user can move within the cube and view four different motifs. The Cube Ad closes after 10 to 15 seconds.

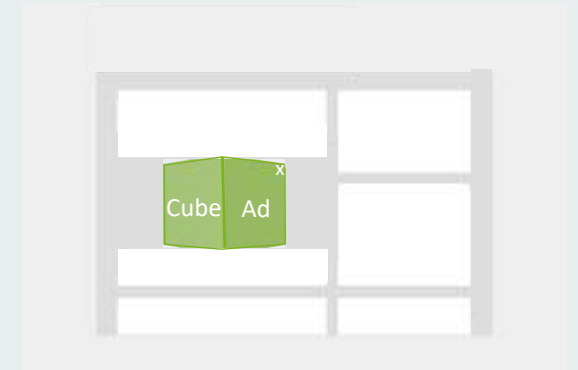
The creative delivery and the high surprise effect ensure a positive response from the user.

### Benefits

- Large creative play space
- High surprise effect
- Guaranteed attention
- Emotional user appeal

**The delivery of the advertising material must be made as a Flashtalking Redirect or as individual graphics.**

### Example

**Format:**

400-700x400-450px

**Position:**

"on" the content with "close" button

Other formats possible upon request



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## 2.4 Fireplace



The Fireplace Ad is an attention-grabbing ad format that gives your message a lot of space on the website. A Fireplace Ad is a combination of the advertising media Skyscraper on the left, Superbanner and Skyscraper on the right.

Sticky Skyscrapers are supplied as standard.

### Example

**Format:**

Left Sky + Super Banner + Right Sky

**Position:**

According to figure

Other formats possible upon request



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## 2.4 Fireplace



### File formats

Topbanner: Height fixed 90px; width site-specific by arrangement or 800px as standard width + delivery hexcode, which fills the space left of the topbanner in one color.

Skyscraper, left and right: height flexible, width flexible 120-250px

### **If the Fireplace is to run on several sides, the different side widths must be taken into account:**

The core area should be no wider than 800px for top banners, while scalable transitions to side banners follow on the right and left.

The ad media should be responsive (width and height must adapt to the available space). The top banner should have a maximum width of at least 1400px.

File type: HTML5; clickTag support (see page 7-8).

Maximum size: 150 kB initial + 300 kB subload per file Fireplace, (with video cf. page 9)

### Programming

All names used in Javascript control files for variables, functions and generated HTML elements must not affect the presentation and function of the switched website.

## 2.4.1 Sticky Dynamic Fireplace



The Sticky Dynamic Fireplace brings together the benefits of prominent Fireplace placement and the customizability of a Dynamic Ad. Your campaign message is guaranteed attention through the scaling and sticky implemented advertising media.

Sticky Dynamic Fireplace consists of a combination of advertising media:

- Super banner
- Double sitebar

### Example



#### Delivery:

##### Double sitebar

physical (HTML5 zip, 150 kB per banner, as  
iframe redirect or script redirect)

##### Super banner



## 2.4.1 Sticky Dynamic Fireplace



### **The following is required from the advertiser (for file delivery)**

- HTML5 with clickTag support (see page 7-8)
- Target URL(s) or click commands of your ad server
- Compatibility information (browser, operating system)
- Background color (RGB color in hex code)
- Tracking pixel of your ad server possible

**If special features are to be used (e.g. communication between the advertising media), it must be ensured that the advertising media are displayed in friendly iframes.**

The exact alignment of the sitebar to the top banner is achieved by BusinessAD codes.

### **Required from the advertiser (for redirect delivery)**

- Iframe redirects for top banner and sitebar ads
- Optional: background color (RGB color in hex code) and/or background image

Javascripts redirects require an individual agreement and require a test of the final *ad* media in advance to test the possibility of delivery via this redirect type.



## 2.4.2 Dynamic Fireplace (XXL)



### File formats

Top banner: height 90px to max. 250px (Sticky Dynamic Fireplace XXL); width site-specific by arrangement or 800px as standard width + delivery hex code, which fills the space left of the top banner in one color. The banner looks even better when it dynamically adapts to the respective width of the advertising container.

Double Sitebar: The recommended size of the unscaled ad media is WxH 300 x 600px. The motifs must be designed by the creative agency in such a way that they expand to 100% of the width and height specified by the DIV containers, while displaying the content in a meaningful way. A blurred-looking display when scaling up must be avoided. Normally, the width and height are scaled independently of each other (Responsive). The ad should be scalable down to a width of 160px or less. The content should adapt sensibly in the arrangement.

### **If the Sticky Dynamic Fireplace is to run on multiple sides, the different side widths must be taken into account:**

The core area should be no wider than 800px for top banners, while scalable transitions to side banners follow on the right and left.

The ad media should be responsive (width and height must adapt to the available space). The top banner should have a maximum width of at least 1400px.

### File format and size

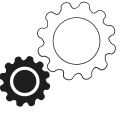
File type: HTML5; clickTag support (see page 7-8).

Maximum size: 150 kB initial + 300 kB subload per part-Creative Fireplace, (with video cf. page 9).

### Programming

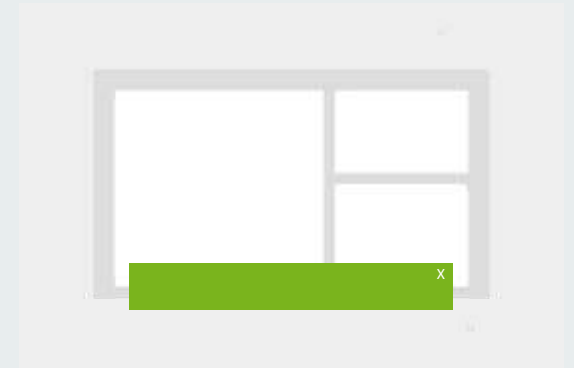
All names used in Javascript control files for variables, functions and generated HTML elements must not affect the presentation and function of the switched website.

## 2.5 Floor Ad



The floor ad is an ad format that is placed at the bottom of the browser. It can consist of moving images or static images and opens directly when a website is called up. If a video is used as an ad, it starts automatically, but without sound. A close button must be attached to the floor ad (when you click on the close "X", the ad disappears). This mechanism is provided by businessAD. The delivery of the ad media takes place with a FC1/tag.

### Example

**Format:**

728x90 px (can expand to max.  
1200x200 px on interaction)

**Position:**

At the bottom of the screen

Other formats possible upon request



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## 2.5 Floor Ad



### Dimensions

The size of the ad is WxH 728x90 pixels (can expand to max. 1200x200 pixels on interaction or adjusts to the sizes assigned to the enclosing container).

### File format and size

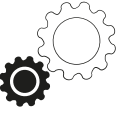
File type: HTML5; iFrame; Redirect

Maximum size: 150 kB initial + 300 kB subload (with video cf. page 9)

### Required from the advertiser (for redirect delivery)

- HTML5; iFrame; Redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for: Avoid caching (timestamp) & 3rd-Party Click Tracking

## 2.6 Halfpage Ad



The Halfpage Ad is an exclusive integration that is delivered mainly in the margin column on Medium Rectangle spaces, depending on the website layout. However, it is also possible to deliver it on Medium Rectangle spaces in the main column or on the side of the marginal column as a sticky Halfpage Ad. However, the size of the format remains unchanged at 300x600px unlike the Sitebar, which spans the available space of the screen border.

This form of advertising, with its exclusive integration in the right column of the article page, is the optimal form of advertising for large-scale, attention-grabbing campaigns.

### Benefits

- Modern form of advertising
- High attention at user level
- Perfect advertising format for branding campaigns
- Offers a lot of space for the creation

### Example



**Format:**  
300x600px

**Position:**  
Inside the margin column

Other formats possible upon request

## 2.6 Halfpage Ad



### **File format and file size**

File type: HTML5 with clickTag support (see page 7-8), or image file

Maximum size: 150 kB initial + 300 kB subload (with video see page 9)

### **The following is required from the advertiser (for file delivery)**

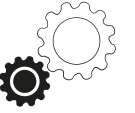
- HTML5 file or image file
- Target URL(s)
- Compatibility information

### **Required from the advertiser (for redirect delivery)**

- Javascript/Iframe redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for
  - Avoid caching(timestamp)
  - 3rd party click tracking



## 2.7 Homepage Takeover (Fireplace + Billboard)



The Homepage Takeover is the star among the banner formats. It generates a long-lasting brand experience, has event character and can be enriched with integrated video content. It doesn't get any more attention-grabbing than this.

Homepage takeovers are especially popular for promoting new products

### Benefits

- High interactivity
- Guaranteed attention
- Exceptional placement
- Large scale

### Example

**Format:**

Left Sky + Super Banner + Right Sky + Billboard

**Position:**

According to figure

Other formats possible upon request



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## 2.7 Homepage Takeover (Fireplace + Billboard)



### File formats

Topbanner: Height fixed 90px; width site-specific by arrangement or 800px as standard width + delivery hexcode, which fills the remaining space to the left of the topbanner in one color. Skyscraper, left as right: height flexible, width flexible 120-250px. Billboard (takeover) width: site-specific by arrangement.

### **If the Homepage Takeover is to run on multiple websites, the different page widths must be taken into account:**

The core area should be no wider than 800px for the top banner and billboard, while scalable transitions to the side banners follow on the right and left. The ad media should be responsive (width and height must adapt to the available space). The top banner and the billboard should have a maximum width of at least 1400px.

File type: HTML5; clickTag support (see page 7-8).

Maximum size: 150 kB initial + 300 kB subload per file Fireplace, 150 kB initial + 300 kB subload for Billboard (with video see page 9)

### Programming

All names used in Javascript control files for variables, functions and generated HTML elements must not affect the presentation and function of the switched website.



## 2.7 Homepage Takeover (Fireplace + Billboard)



### **Required from the advertiser (for file delivery)**

- HTML5 with clickTag support (see page 7-8)
- Target URL(s) or click commands of your ad server
- Compatibility information (browser, operating system)
- Background color (RGB color in hex code)
- Tracking pixel of your ad server possible

**If special features are to be used (e.g. communication between the advertising media), it must be ensured that the advertising media are displayed in friendly iframes.**

The exact alignment of the sitebar to the top banner is achieved by BusinessAD codes.

### **Required from the advertiser (for redirect delivery)**

- Iframe redirects for top banners and skyscrapers
- Background color (RGB color in hex code) and/or background image

Javascripts redirects require an individual agreement and require a test of the final *ad* media in advance to test the possibility of delivery via this redirect type.



## 2.7.1 XXL Homepage Takeover



The Homepage Takeover XXL is an individual and extremely prominent advertising format, which guarantees your campaign message full attention.

There's nothing bigger - the format fills the entire area to the left and right of the content, dynamically adjusting to fit the screen size.

The Homepage Takeover XXL consists of a combination of the advertising media:

- Super banner
  - Billboard
  - Double sitebar
- 
- High advertising impact due to large advertising spaces, prominently and expressively placed
  - Highest possible visibility through scaling and sticky implemented advertising media

### Example



#### Delivery:

##### Double sitebar

physical (HTML5 zip, 150 kB per banner, as iframe redirect or script redirect)

##### Super banner

##### Billboard



## 2.7.1 XXL Homepage Takeover



### File formats

Top banner and billboard: height 90px or 250px; width site-specific by arrangement or 800px as standard width + delivery hex code, which fills the space left of the top banner in one color. The banner looks even better when it dynamically adjusts to the respective width of the advertising container.

Double Sitebar: The recommended size of the unscaled ad media is WxH 300x600px. The motifs must be designed by the creative agency in such a way that they expand to 100% of the width and height specified by the DIV containers, while displaying the content in a meaningful way. A blurred-looking display when scaling up must be avoided. Normally, scaling in width and height is independent of each other; if necessary, a fixed aspect ratio is also possible. The ad should be scalable down to a width of 160px or less. The content should adapt sensibly in the arrangement.

### **If the XXL Homepage Takeover is to run on multiple websites, the different page widths must be taken into account:**

The core area should be no wider than 800px for the top banner and billboard, while scalable transitions to the side banners follow on the right and left.

The ad media should be responsive (width and height must adapt to the available space). The top banner and the billboard should have a maximum width of at least 1400px.

### File format and size

File type: HTML5; clickTag support (see page 7-8).

Maximum size: 150 kB initial + 300 kB subload per part-Creative Fireplace, 150 kB initial + 300 kB subload per sitebar ad, 150 kB initial + 300 kB subload for billboard, (with video see page 9)

### Programming

All names used in Javascript control files for variables, functions and generated HTML elements must not affect the presentation and function of the switched website.

## 2.7.1 XXL Homepage Takeover



### **The following is required from the advertiser (for file delivery)**

- HTML5 with clickTag support (see page 7-8)
- Target URL(s) or click commands of your ad server
- Compatibility information (browser, operating system)
- Background color (RGB color in hex code)
- Tracking pixel of your ad server possible

**If special features are to be used (e.g. communication between the advertising media), it must be ensured that the advertising media are displayed in friendly iframes.**

The exact alignment of the sidebar to the top banner is achieved by BusinessAD codes.

### **Required from the advertiser (for redirect delivery)**

- Iframe redirects for top banner and sidebar ads (size must be scalable!)
- Background color (RGB color in hex code) and/or background image

Javascripts redirects require an individual agreement and require a test of the final *ad* media in advance to test the possibility of delivery via this redirect type.



## 2.8 Layer Ad & Banderole Ad



### **Display (HTML5 / Layer Ad)**

Automatic closing after maximum 15 seconds. Clearly recognizable button for manual closing (size must be at least 25x25 pixels), placed in the upper right corner. Layers must be positionable via appropriate configuration parameters.

### **Representation (Banderole Ad)**

Attention-grabbing form of advertising. It appears centrally above the content of the website. After a few seconds, the ad is reduced to a reminder button 21x250px on the right edge of the screen, where it can be expanded again at any time using the mouseover function. When the scroll bar is activated, the reminder moves with it.

### **Interaction**

All areas that react to a user action must be visible; elements, such as pull-down menus or input fields, of the overlaid website must remain usable in the transparent area of the layer. The target website of the ad must open in a new window.

When booking a layer with a reminder, the reminder can enable the replay of the layer at the explicit request of the user.

### **File format and size**

File type: HTML5; clickTag support (see page 7-8).

Maximum size: 150 kB initial + 300 kB subload, (with video cf. page 9)





## 2.8.1 Layer Ad



The animated advertising form can be customized and extremely creative. A complete storyline can be displayed and cover different areas sequentially for up to 15 seconds.

The Layer Ad is not bound to a fixed advertising space. The creative delivery and the high surprise effect ensure a positive response from the user.

### Benefits

- Large creative play space
- High surprise effect
- Guaranteed attention
- Emotional user appeal

### Example

**Format:**

400-700x400-450px

**Position:**

"on" the content with "close" button

Other formats possible upon request



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## 2.8.2 Banderole Ad



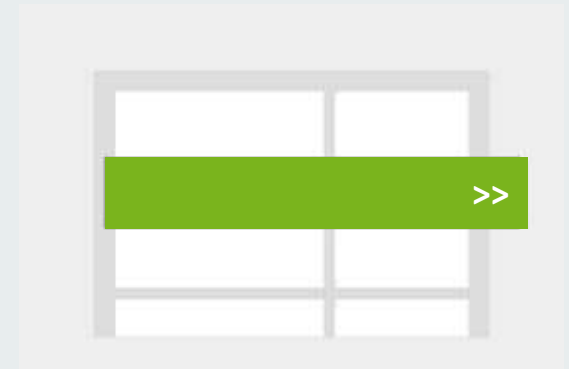
Integrated directly into the magazine environment, the advertising form covers the website like a printed paper banner. In the user's immediate field of vision, the high-quality banderole sleeve is wrapped across the entire width of the editorial website content, moving along with the scrolling if desired and thus ensuring maximum attention.

After 10 seconds, the advertising medium reduces to a format of 160 x 250 pixels on the right edge of the screen, thus ensuring a lasting advertising effect. With a click, it unfolds to its full size again.

### Benefits

- Modern form of advertising
- High attention at user level

### Example

**Format:**

770x250px

**Position:**

"on" the content - can be shown/hidden

Other formats possible upon request



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## 2.9 Medium Rectangle



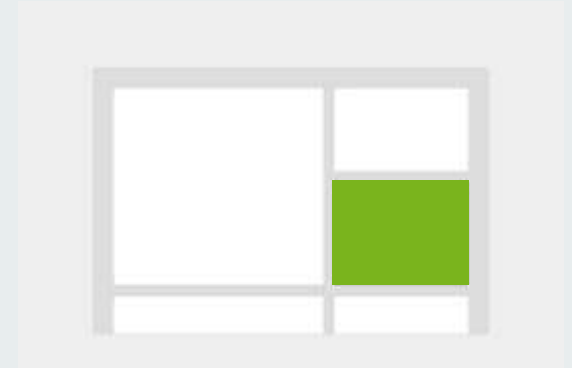
Placed conspicuously on the website in the content area, the medium Rectangle immediately attracts attention. The interpretation in the editorial area additionally strengthens the trust in the advertising message. The content-related integration results in a high image transfer.

The customizable advertising space can be conveniently used for various communication goals. Up to three different messages can be linked with individual hypertext. Placement is usually central in the main column (CAD2) or in the marginal column (CAD) (see illustration). In the Anglo-Saxon area also called MPU (Mid-website Unit).

### Benefits

- Central placement
- Editorial integration
- High visibility especially in text flow
- Multiple linking options

### Example

**Format:**

300x250px

**Position:**

Within topic lists/flowing texts

Other formats possible upon request



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## 2.9 Medium Rectangle



### **File format and file size**

File type: HTML5 with clickTag support (see page 7-8), or image file

Maximum size: 100 kB initial + 200 kB subload (with video see page 9)

### **The following is required from the advertiser (for file delivery)**

- HTML5 file or image file
- Target URL(s)
- Compatibility information

### **Required from the advertiser (for redirect delivery)**

- Javascript/Iframe redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for
  - Avoid caching(timestamp)
  - 3rd party click tracking



## 2.10 Parallax Ad



### Parallax Ad

The ad format moves under the website content against the scrolling motion and appears when the user scrolls over it.

**The ad media section is sensibly between 600 - 640px x 250 - 300px**

#### File format and size

File type (background): jpg, png, gif

File size: 640x960px

Maximum size: 120 kB in total

**The following is required from the advertiser (for file delivery)**

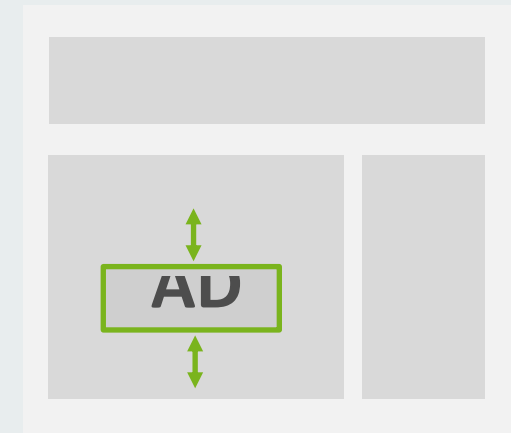
- Image file GIF, JPG, PNG
- Target URL(s)

#### Benefits

- Increases the reader's attention by responding to their scroll action.
- The creative/advertising image is larger than the designated advertising space
- Exciting visual effect as the ad format builds up opposite to expectation

### Example

Parallax Ad



Other formats possible upon request



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## 2.11 Sitebar Ad



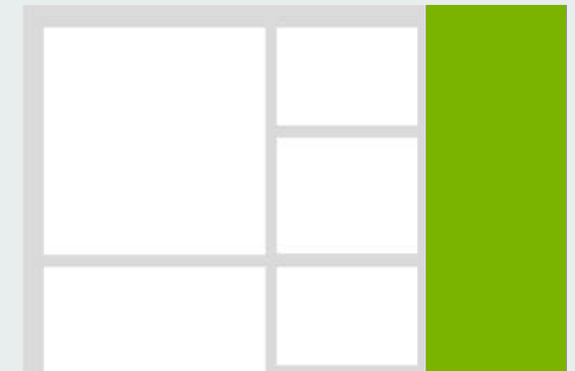
The sitebar offers a large-scale and creative stage for rich media content as well as a permanent presence of the advertising message. The advertising medium adapts dynamically to the screen size, which ensures optimal display. In addition, the sitebar always remains in the user's visible area when scrolling due to the "sticky effect".

The advertising medium stretches to the side of the content or the margin column on the right edge of the screen and uses the available space. There is no specific size specification for the advertising medium, as it is a dynamic advertising medium.

### Benefits

- Advertising form effective and eye-catching
- unlimited creative scope
- Action radius in XXL format

### Example



**Format:**  
dynamic

**Position:**  
At the right edge of the screen

Other formats possible upon request



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## 2.11 Sitebar Ad



### Dimensions

Sitebar Ad: The recommended size of the unscaled ad media is WxH 300x600px. The motifs must be designed by the creative agency in such a way that they expand to 100% of the width and height specified by the DIV containers, while displaying the content in a meaningful way. A blurred-looking display when scaling up must be avoided. Normally, scaling in width and height is independent of each other; if necessary, a fixed aspect ratio is also possible. The ad should be scalable down to a width of 160px or less. The content should adapt sensibly in the arrangement.

### File format and size

File type: HTML5; clickTag support (see page 7-8)

Maximum size: 150 kB initial + 300 kB subload (with video cf. page 9)



## 2.11.1 Double Sitebar Ad



As an extension of the simple sitebar, this variant offers the possibility of spreading the advertising message to the left and right of the content, primarily for centered websites. Sticky and with dynamic scaling, it achieves a constant presence in the visible area - with optimal adaptation to individual screen sizes. Due to the available space, it offers a lot of design freedom and is immediately noticeable due to its prominent placement, without disturbing or overlaying content.

### Benefits

- Large advertising spaces, prominently and eye-catchingly placed
- Highest possible visibility through scaling and sticky advertising media
- The format does not obscure content and thus promotes advertising acceptance

The unscaled base size should be about 300x600px. The creative agency is responsible for the display of the frames, businessAD provides 2 DIV containers that expand to the available size at the appropriate place. The ad media should be scalable down to a width of 160px or less. The content should adapt sensibly in the arrangement.

The motifs must be designed by the creative agency in such a way that they expand to 100% of the width and height specified by the DIV containers, while displaying the content in a meaningful way. A blurred-looking display when scaling up must be avoided.

### Example



Delivery possible physically (HTML5 zip, 150kb per banner), as iFrame redirect or script redirect.

Other formats possible upon request



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## 2.12 Skyscraper (SKY) & Wide Skyscraper (wideSKY)



The skyscraper is placed on the right edge of the screen next to the content. The size offers creative freedom and guarantees a high level of attention from the user. Due to the prominent vertical display, a permanent presence is guaranteed.

As an element of the website, the Skyscraper ensures high user acceptance. The StickyAd variant allows fixing the advertising medium in the visible area. In this context, see also "Sitebar" as an upgrade of the StickySky.

Meanwhile, there is another oversized variant: the so-called Wide Skyscraper. It is integrated in the same place and is very prominent and immediately visible to the user due to its particularly large format.

### Benefits

- Sole placement
- Large, creative scope for design
- Unrivalled presence

### Example

**Format:**

SKY 120x600px, 160x600px  
wideSKY 200x600px

**Position:**

To the right of the content area

Other formats possible upon request



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## 2.12 Skyscraper (SKY) & Wide Skyscraper (wideSKY)



### **File format and file size**

File type: HTML5 with clickTag support (see page 7-8), or image file

Maximum size: 150 kB initial + 300 kB subload per file depending on the advertising form (with video cf. page 9)

### **The following is required from the advertiser (for file delivery)**

- HTML5 file (see page 7-8) or
- Target URL(s)
- Compatibility information

### **Required from the advertiser (for redirect delivery)**

- Javascript/Iframe redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for
  - Avoid caching(timestamp)
  - 3rd party click tracking

## 2.12.1 Dynamic Skyscraper



Skyscraper is an advertising medium in portrait format. It is regularly used on the right side of the website content. Due to its height, the format allows for creative and exciting effects.

The Dynamic Skyscraper is an enhancement of the regular Skyscraper, because it reacts to the user's behavior. If the user changes the size of the browser window or changes the zoom, the Dynamic Skyscraper adjusts its size proportionally, so that it always remains in the visible area and generates a high level of attention from the user.

### Benefits

- creative and exciting effects
- Always in the visible range
- High attention

### Example



**Format:**  
dynamic

**Position:**  
right side

Other formats possible upon request

## 2.12.1 Dynamic Skyscraper



### Dimensions

The recommended size of the unscaled ad media is WxH 300x600px. The motifs must be designed by the creative agency in such a way that they expand to 100% of the width and height specified by the DIV containers, while displaying the content in a meaningful way. A blurred-looking display when scaling up must be avoided. Normally, scaling in width and height is independent of each other; if necessary, a fixed aspect ratio is also possible. The ad should be scalable down to a width of 160px or less. The content should adapt sensibly in the arrangement.

### File format and size

File type: HTML5; clickTag support (cf. page 7-8)

Maximum size: 150 kB initial + 300 kB subload , (with video cf. page 9)





## 2.13 Super banner



The Super Banner occupies a layout-optimized position at the top of the website. This form of advertising offers many times more space than the normal full banner. The unique position due to the full-area presence in the banner bar generates high attention.

Also known as "Leaderboard" or "Big Size Banner", the Super Banner is an effective alternative to the classic Full Banner.

### Benefits

- Sole placement
- Large, creative scope for design
- Use of the full website width
- Unrivaled presence

### Example



**Format:**  
728x90px

**Position:**  
Website header, above or below the header

Other formats possible upon request



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## 2.13 Super banner



### **File format and file size**

File type: HTML5 with clickTag support (see page 7-8), or image file

Maximum size: 100 kB initial + 200 kB subload per file depending on the advertising form, (with video cf. page 9)

### **The following is required from the advertiser (for file delivery)**

- HTML5 file or image file
- Target URL(s)
- Compatibility information

### **Required from the advertiser (for redirect delivery)**

- Javascript/Iframe redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for
  - Avoid caching(timestamp)
  - 3rd party click tracking



## 2.13.1 XXL Superbanner



### File format and size

File type: HTML5; clickTag support (cf. page 7-8), or image file

Maximum size: 150 kB initial + 300 kB subload, (with video cf. page 9)

### The following is required from the advertiser (for file delivery)

- HTML5 with clickTag support, alternative GIFs
- Target URL(s)
- Compatibility information

### Required from the advertiser (for redirect delivery)

- Javascript redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for: Avoid caching (timestamp) & 3rd party click tracking.

### Example



#### Dimensions

The size of the ad is 728px in width with a height of up to 180px.

Other formats possible upon request



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## 2.14 Tandem Ad (Sky + Layer)



In addition to linear and non-linear video ads, it is also possible to run a tandem ad. Videos ads, e.g. pre-rolls, and display ads, e.g. super banners, can be placed at the same time. Even after the video ad is finished, the display ad remains.

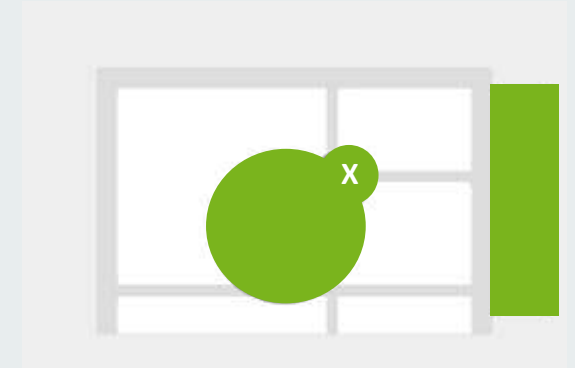
This example is about the combination of a layer with a classic online advertising medium, e.g. a skyscraper.

The interactivity of the layer supports the permanent placement of the combined advertising form. The dual image of the advertising message provides an instant reminder and increases the advertising effectiveness.

### Benefits

- High interactivity
- Increased advertising pressure
- Dynamic and durable
- Creative scope

### Example

**Format:**

**SKY** 120x600px, 160x600px

**Layer** 400-700x400-450px

**Position:**

**SKY:** To the right of the content area

**Layer:** "on" the content with "close" button

Other formats possible upon request



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## 2.14 Tandem (SB + Layer, MR + Layer, Sky + Layer, etc.)



### Dimensions and design

Reminders are in the formats Bigsize (728x90px), Medium Rectangle ((max. 300x250px), deviating formats after consultation) or Skyscraper (max. 200x600px). The following applies to the layer: No full-website overlays. Maximum visible size: 450x450px. Maximum gross file size: 700x450px. Transparent background.

### Layer part specifications

**Appearance:** Automatic closing after maximum 15 seconds.

Clearly recognizable button for manual closing (the size must be at least 25x25px).

Layers must be positionable via corresponding configuration parameters.

**Interaction:** All areas that react to a user action must be visible; elements of the overlaid website must remain clickable in the transparent area of the layer. The target website of the ad must open in a new window. When booking a layer with a reminder, the reminder can enable the replay of the layer upon explicit request of the user.

### Sound (only with explicit booking)

Clearly recognizable controls for playback (start, stop, possibly volume/mute).

Start may only be done by an active mouse click of the user on such a control.

Stop is done by a control and automatically when the layer is closed.



## 2.14 Tandem (SB + Layer, MR + Layer, Sky + Layer, etc.)



### Programming

All names used in Javascript control files for variables, functions and generated HTML elements must not affect the presentation and function of the switched website.

The easiest way to achieve this is to prefix your ad with an *individual identifier*, e.g. "campaign\_name\_variable\_name".

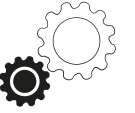
### File format and size (per ad media)

File type: HTML5; clickTag support (see page 7-8)

Maximum size: 100 kB initial + 200 kB subload per file



## 2.14 Tandem (SB + Layer, MR + Layer, Sky + Layer, etc.)



### **The following is required from the advertiser (for file delivery)**

- HTML5 with clickTag support (see page 7-8)
- Target URL(s)
- Compatibility information (browser, operating system)
- For TandemAD/layer with reminder bookings: Fallback GIF/JPG for default ad form, alt text

### **Required from the advertiser (for redirect delivery)**

- Javascript redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for
- Avoidance of caching (timestamp)
- Positioning variables of the layer
- 3rd party click tracking





## 2.15 Wallpaper (Topbanner + Sidebanner)



The wallpaper is the eye-catcher par excellence.

The actual website content is framed by the combination of classic online advertising media and the desired background color.

With the background framing of the website, the corporate design of the brand is constantly depicted and the advertising message is transported atmospherically.

### Benefits

- Large brand illustration
- Extended corporate design
- Eye-catcher effect
- Strengthened branding

### Example

**Format:**

728x90px + 120-300x600px

Larger sizes possible upon request

**Position:**

Runs around the top right edge of the website

Other formats possible upon request



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## 2.15 Wallpaper (Topbanner + Sidebanner)



### File formats

Topbanner: Height fixed 90px; width 728px as default, site-specific wider by arrangement.

Skyscraper: height flexible; width flexible 120-300px

File type: HTML5; clickTag support

Alternative graphics: GIF/JPG

Maximum size: 150 kB initial + 300 kB subload per format, (with video see page 9)

### Programming

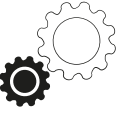
All names used in Javascript control files for variables, functions and generated HTML elements must not affect the presentation and function of the switched website.

### Required from the advertiser (for file delivery)

- HTML5 with clickTag support (see page 7-8)
- Target URL(s) or click commands of your ad server
- Compatibility information (browser, operating system)
- Background color (RGB color in hex code)
- Tracking pixel of your ad server possible



## 2.15 Wallpaper (Topbanner + Sidebanner)



**If special features are to be used (e.g. communication between the advertising media), it must be ensured that the advertising media are displayed in friendly iframes.**

The precise alignment of the skyscraper to the top banner is achieved by BusinessAD codes.

### **Required from the advertiser (for redirect delivery)**

- Iframe redirects for top banner and skyscraper respectively
- Background color (RGB color in hex code)

## 2.15.1 Sticky Dynamic Wallpaper



Sticky Dynamic Wallpaper brings together the benefits of prominent wallpaper placement and the customizability of a dynamic ad. Your campaign message has guaranteed attention through the scaling and sticky implemented advertising media.

Sticky Dynamic Wallpaper consists of a combination of the advertising media:

- Super banner
- Sitebar

### Example



#### Delivery:

##### Sitebar

physical (HTML5 zip, 150 kb per banner, as  
iframe redirect or script redirect)

##### Super banner

## 2.15.1 Sticky Dynamic Wallpaper



### File formats

Top banner: height 90px; width site-specific after consultation or 769px as standard width + delivery hex code, which fills the remaining space to the left of the top banner in one color. The banner looks even better when it dynamically adapts to the respective width of the advertising container.

Sitebar: The recommended size of the unscaled ad media is WxH 300x600px. The motifs must be designed by the creative agency to expand to 100% of the width and height specified by the DIV containers, while displaying the content in a meaningful way. A blurred-looking display when scaling up must be avoided. Normally, scaling in width and height is independent of each other; if necessary, a fixed aspect ratio is also possible. The ad should be scalable down to a width of 160px or less. The content should adapt sensibly in the arrangement.

### File format and size

File type: HTML5; clickTag support (see page 7-8).

Alternative graphics: GIF/JPG

Maximum size: 150 kB initial + 300 kB subload, (with video cf. page 9)

### Programming

All names used in Javascript control files for variables, functions and generated HTML elements must not impair the display and function of the switched website. For requirements for expandable ads, see the Expandable Ads chapter (page 16).

**If the Sticky Dynamic Wallpaper is to run on multiple websites, the different website widths must be taken into account:**

The core area should be no wider than 800px for top banners, while scalable transitions to the side banners follow on the right and left, so that the entire top banner can dynamically adapt to the surrounding container between a width of 800px and 1000px (preferably more).



## 2.15.1 Sticky Dynamic Wallpaper



### **The following is required from the advertiser (for file delivery)**

- HTML5 with clickTag support (see page 7-8)
- Target URL(s) or click commands of your ad server
- Compatibility information (browser, operating system)
- Background color (RGB color in hex code)
- Tracking pixel of your ad server possible

**If special features are to be used (e.g. communication between the advertising media), it must be ensured that the advertising media are displayed in friendly iframes.**

The precise alignment of the skyscraper to the top banner is achieved by BusinessAD codes.

### **Required from the advertiser (for redirect delivery)**

- Iframe redirects for top banner and sidebar ads respectively
- Optional: background color (RGB color in hex code) and/or background image

Javascripts redirects require an individual agreement and require a test of the final *ad* media in advance to test the possibility of delivery via this redirect type.

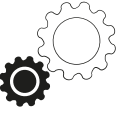




### 3. Mobile Ads



## 3.1 Mobile Cube Ad



### Mobile Cube Ad

The Cube Ad is an interactive cube that is played out with four advertising messages on the immediately visible presenter position. The 10-second rotation takes place automatically when the website is called up to encourage the user to "swipe". By interacting "swiping" over the ad, the user can move within the cube and view four different motifs. You can create a separate landing website for each motif of the cube. The measurement is done with one tracking pixel for all 4 motifs.

**Only physical delivery as .gif/.jpg/.png possible.** 4 areas can be covered with static images.

**Delivery:** 4 images à 320 x 150 pixels per image (1 link per image, if desired)

**size:** 60 KB per image





## 3.2 Mobile Halfpage Ad



### Mobile Halfpage Ad

Designation	Format	File size (maximum)	Position
Mobile Halfpage Ad	300x600px	125kB initial + 250 kB subload	In the not directly visible area

#### The following is required from the advertiser (for file delivery)

- HTML5 (125 KB initial (incl. tracking) + 250 KB subload (incl. tracking) (with video cf. page 9))
- The HTML5 code must contain a (local) Javascript variable called "clickTag" to pass the target url.
- Image files GIF, JPG, PNG (max. 50kB) and target URL(s)

#### Required from the advertiser (for redirect delivery)

- Redirect

## 3.3 Mobile High Impact Ad / Premium Rectangle



### Mobile High Impact Ad / Premium Rectangle

Designation	Format	File size (maximum)	Position
Mobile High Impact Ad	320x320px / 300x250px	125kB initial + 250 kB subload	In the directly visible area
Premium	300x400px	125kB initial + 250 kB subload	In the directly visible area

#### The following is required from the advertiser (for file delivery)

- The HTML5 code must contain a (local) Javascript variable called "clickTag" to pass the target url.
- Image files GIF, JPG, PNG and target URL(s)
- HTML5 (125 KB initial (incl. tracking) + 250 KB subload (incl. tracking) (with video cf. page 9))

#### Required from the advertiser (for redirect delivery)

- Redirect

## 3.4 Mobile Interscroller Ad



### Mobile Interscroller Ad

The ad is placed fixed under the content and can be seen through the ad cutout when the user scrolls over it.

#### Physical delivery:

As physical ad media (640 x 920 px | min. 320 x 480 px - file format .gif / .jpg / .png) or as redirect; if necessary webcode for padding color (see note). The recommended size of unscaled advertising media is WxH 300x600px. The motifs must be designed by the creative agency in such a way that they expand to 100% of the width and height specified by the DIV containers, while displaying the content in a meaningful way. A blurred-looking display when scaling up must be avoided. Normally, scaling in width and height is independent of each other; if necessary, a fixed aspect ratio is also possible. The ad should be scalable down to a width of 160px or less. The content should adapt sensibly in the arrangement.

#### Delivery as redirect:

When delivered as HTML5 redirect, the content must adapt to the surrounding window in height and width. Fixed size specifications in pixels are not possible. Instead, it is best to use percentages for the elements or, if possible, an inherit to ensure the best possible display. If fixed values are specified here, we cannot guarantee a clean payout.

#### size:

80kb

**Note:** If the ad is larger than the display, it will be scaled down accordingly for optimal display. If the display is larger than the ad, the ad will be centered on the display and filled with a background color to be supplied.



## 3.5 Mobile interstitial



### Mobile interstitial

Designation	Format	File size (maximum)	Position
Mobile interstitial, with <b>1 FC/day</b>	300x400px	125kB initial + 250 kB subload	On mobile or responsive sites

#### Required from the advertiser (for file delivery)

- Image files GIF, JPG, PNG
- Target URL(s)  
or (alternatively)
- HTML5 (125 KB initial (incl. tracking) + 250 KB subload (incl. tracking) (with video see page 9))

#### 33Required from advertiser (for redirect delivery):

- Redirect with autoclose - function after maximum 5 seconds

## 3.6 Mobile Medium Rectangle



### Mobile Medium Rectangle

Designation	Format	File size (maximum)	Position
Mobile MR	300x250px	125kB initial + 250 kB subload	In the non-directly visible range

#### The following is required from the advertiser (for file delivery)

- The HTML5 code must contain a (local) Javascript variable called "clickTag" to pass the target url.
- Image files GIF, JPG, PNG and target URL(s)
- HTML5 (125 KB initial (incl. tracking) + 250 KB subload (incl. tracking) (with video see page 9))

#### Required from the advertiser (for redirect delivery)

- Redirect

## 3.7 Mobile MMA Ad / Mobile Expandable Ad / Mobile Sticky Ad



### Mobile MMA Ad

Designation	Format	File size (maximum)	Position
MMA 2:1	300 x 150 px	125kB initial + 250 kB subload	Delivery takes place on the mobile portals, responsive websites via mobile devices or within apps.
MMA 3:1	300 x 100 px	125kB initial + 250 kB subload	
MMA 4:1	300 x 75 px	125kB initial + 250 kB subload	
MMA 6:1	300 x 50 px	125kB initial + 250 kB subload	
MMA 6.4:1	320 x 50 px	125kB initial + 250 kB subload	

#### The following is required from the advertiser (for file delivery)

- Image files GIF, JPG, PNG (max. 60kB)
- HTML5 (125 KB initial (incl. tracking) + 250 KB subload (incl. tracking))
- Target URL(s)

#### Required from the advertiser (for redirect delivery)

- Iframe redirect

### Mobile Expandable Ad

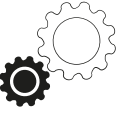
Standard Mobile Banner (MMA 6:1 / MMA 4:1) expands to 320x320-360px or 300x300px (MMA 1:1) at launch or during mobile application. This form of Mobile Expandable Banner are possible on all mobile optimized websites (MEW), but not in apps.

### Mobile Sticky Ad

Standard mobile banners (300x50px, 300x75px, 320x50px) remain on the top position (above/below the navigation) even when scrolling the mobile website.

## 3.8 Mobile Video Content Ad

### Representation



#### Representation

- The video content ad behaves like a statistical content ad, but additionally provides the stage for a video message. The maximum running time is 30 seconds. The video should not be larger than 2 MB.

#### Sound

- Initially the sound is muted. Control via elements of the video player.

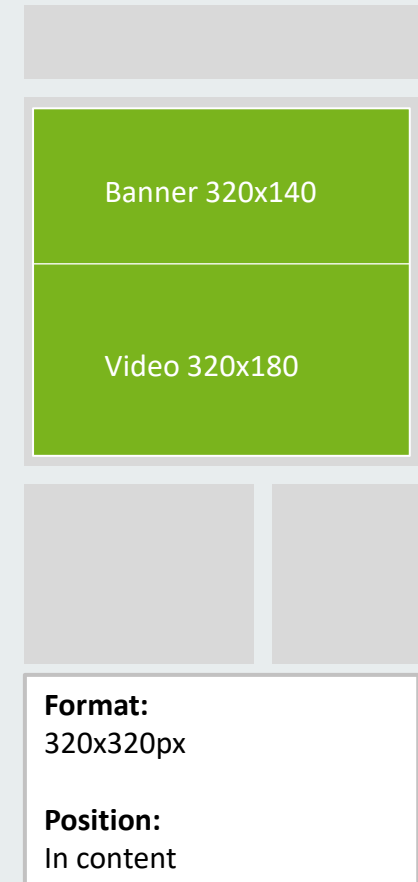
#### Autoplay

- Autoplay on website load is possible.

#### Loop

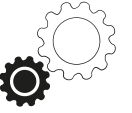
- Endless playback (loop, loop) is possible.

#### Example



## 3.8.1 Mobile Video Content Ad

### Dimensions



#### Dimensions

The size of the ad is WxH 320x320 pixels, the video is displayed in the lower part of the ad.

#### Video

- Dimensions 16:9 in 320x180px format

#### Banner

- Dimensions 320x140px

#### File format

- Delivery as 3rd party JavaScript redirect

#### Required from the advertiser (for redirect delivery)

- Javascript redirect
- Compatibility information (browser, operating system)
- Information on call parameters/variables for: avoidance of caching (timestamp) & 3rd party click tracking.





## 3.9 Mobile Video Prestitial / Frequency Capping



### **Video Prestitial**

Only possible in apps, can be limited to WLAN. Video starts automatically. The latest info on request.

### **Frequency Capping**

Frequency capping is possible on all websites of the mobile businessAD portfolio.



## 3.10 App - Prestitial



### App - Prestitial

Designation	Format	File size (maximum)	Position
iPad Prestitial	Vertical: 768x1024px Horizontal:1024x768	120kb	Preview format when starting or activating the app
iPhone Prestitial	320x480px*	90kb	
Android Prestitial	320x480px*	90kb	
* On Frankfurt Stock Exchange - App also	480x320px	90kb	

### Required from the advertiser (for file delivery)

- Image files GIF, JPG, PNG
- Target URL(s)  
or (alternatively)
- HTML5 with integrated Javascript and CSS (up to 120kb) and image data (up to 5, each up to 90kb)

### Required from the advertiser (for redirect delivery):

- Redirect

## 4. Native Advertising



## 4.1 Advertorial: Content Button



### Button design (default)

Microsites can be triggered by a button (or other standard formats as well as special advertising formats). Standard formats for the button are e.g. 300 x 90 pixels or 300 x 60 pixels. Deviating sizes have to be clarified with businessAD.

### File format and file size (Content Button)

File type: HTML5; clickTag support "target=\_self".

Maximum size: 40kB per file

### The following is required from the advertiser (for file delivery)

- HTML5 with clickTag support, alternative GIFs
- Target URL(s)
- Compatibility information

### Required from the advertiser (for redirect delivery)

- Javascript/Iframe redirect
- Compatibility information (browser, operating system)
- Information about call parameters/variables for: Avoid caching (timestamp) & 3rd party click tracking.



## 4.1.1 Advertorial: Microsite



### **File format and size (microsite)**

On the booked website, a rectangular area (IFRAME) is made available under a special URL, in which the customer's microsite is called up. Hosting and tracking are carried out by the advertiser. Outside the IFRAME, the usual navigation elements of the website are displayed. The width of the IFRAME is specific to the website, the height is flexible.

### **Implementation as redirect <iframe>.**

The microsite should be programmed as a HTML document with variable width ('100%') and frameless (all margins '0'). The design should adapt to the given width as flexible as possible (at least in a corridor of 20px). Within the microsite, several interlinked documents are possible, each of which is displayed in the microsite IFRAME (target='\_self'). External links must be opened in new windows (target='\_blank'), so that the booked website is not left when links are called from the microsite. The opening of new windows must be limited to links actively requested by the user.

### **Implementation as local content by delivery of the prepared content incl. image files (by arrangement).**

The microsite can be hosted and tracked by businessAD. In this case the delivery takes place as HTML table, which is integrated framed by the usual navigation elements of the website. Graphic files are either hosted by the customer and linked absolutely or delivered and linked relatively without path specification. Javascript and CSS have to be integrated into the HTML code and have to be designed in such a way that the display and functionality of the switched website are not disturbed.





## 4.1.2 Advertorial: Microsite



### Text delivery

Text can be supplied as a Word document or as a txt file. Links or the use of image material must be marked accordingly. The overall layout must be recognizable. **PDF format** is not permitted. The text length is not limited in principle. However, in the context of optimum performance, excessively long scrolling sections should be avoided.

### Image delivery

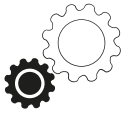
Images can be supplied in jpg or gif format. The width/height of the images should be supplied as required for publication. It is recommended not to overload the microsite with image sections. The maximum file size should be between 25-30kB per file - maximum 50kB. Anything else will increase loading times and harm the performance of the site.

### Complex microsites

It is possible to create microsites with subsites or navigation bar. Recommended are up to 3 subsites, more only after consultation with businessAD. Prices for complex sites are to be inquired separately depending on the extent. Word document, txt file incl. marking for links or the use of image material desired layout must be recognizable, **"no pdf format"**. The optimal file size should be between 25-30kB per file - maximum 99 kB. Width/height of the images in pixels as desired in the original. Format: jpg or gif.

At the time of booking, the microsite must be individually coordinated for the websites to be covered, as the website width, for example, can vary depending on the advertising medium. If you have any questions, please contact [adm@businessad.de](mailto:adm@businessad.de) | Tel. +49-(0)211-179347-53.

## 4.2 Native AD IN



The Native AD IN format consists of two elements. A teaser that links into the content and a content website that can contain text, image and video, as well as external links.

Teaser element and content are marked as ad and may be colored on some websites. It automatically adapts to the CSS of the page.

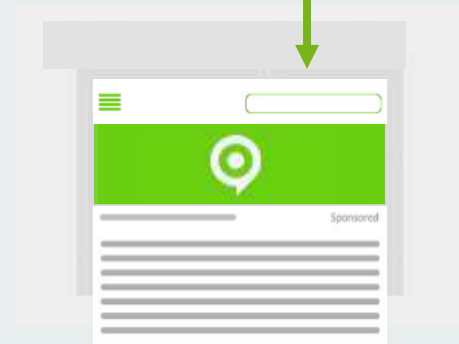
Teaser playout is below-the-fold and in rotation on the homepage, section start pages, article pages below and in the margin column.

### Example

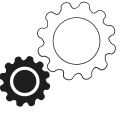
Teaser



Content



## 4.2 Native AD IN



### Teaser delivery (up to 3 variants, more on request)

- Headline: Max. 70 characters
- Teaser text: Min. 150 characters, Max. 350 characters
- Image: GIF, JPG, PNG, 3rd party tag
- Image sizes needed in: 400x400, 600x300, 600x400, 600x450, 400x225
- Maximum file size: 60kb per file

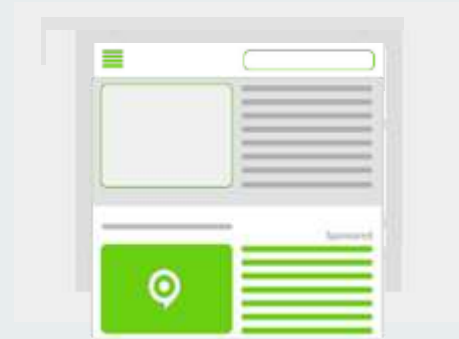
### Content delivery

- Content: Max. 1,000 words (text as open document such as RTF, TXT, DOC file, etc. - no PDF).
- Brand logo: GIF, JPG, PNG
- Images: GIF, JPG, PNG, 3rd party tracking
- Width images: 1200px
- Maximum height images: 800px
- Video: Youtube, Vimeo, other embeddable videos
- External links: Any number of external links possible

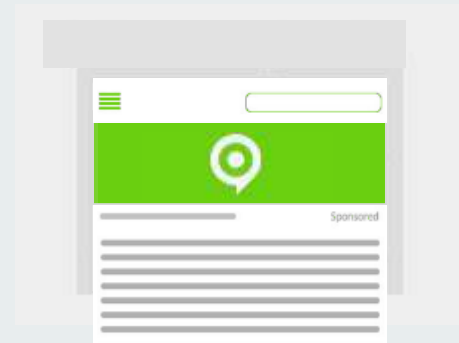
Note: Many publishers use different ways of addressing their readers (you/them). If you play out a universal content want, avoid addressing the reader directly.

### Example

#### Teaser

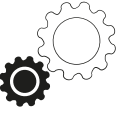


#### Content





## 4.2.1 Native AD OUT

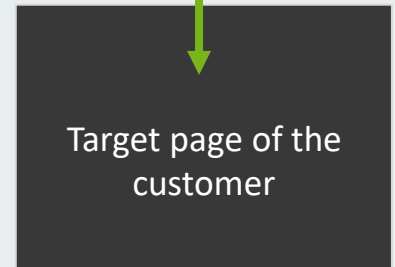
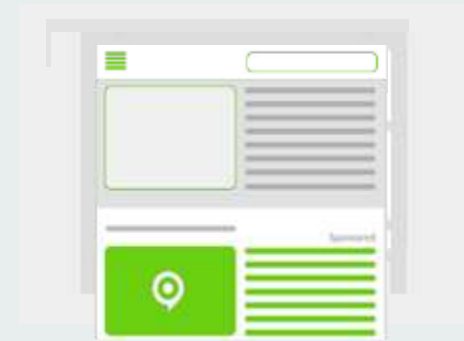


The Native AD OUT format is a text-to-image ad with a high level of customization in the editorial component and links to an external destination when clicked.

The text image ads are always 100% matched to the usual news teasers of the respective media and of course marked as an ad.

### Example

Teaser



External

## 4.2.1 Native AD OUT



### Teaser delivery (up to 5 variants, more on request)

- Headline: Max. 70 characters
- Teaser text: Min. 150 characters, Max. 350 characters
- Image: GIF, JPG, PNG, 3rd party tag
- Image sizes needed in: 400x400, 600x300, 600x400, 600x450, 400x225
- Maximum file size: 60kb per file

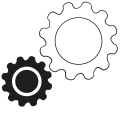
Note: Many publishers use different ways of addressing their readers (you/them). If you play out a universal content want, avoid addressing the reader directly.

### Example

#### Teaser



## 4.2.2 Integration video



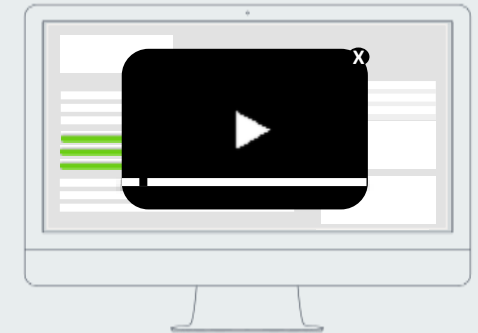
### Video delivery

- Supported video formats: MP4, WEBM, OGG
- Optional: Video Upload: Youtube

Note: Many publishers use different ways of addressing their readers (you/them). If you play out a universal content want, avoid addressing the reader directly.

### Example

Content (Integration VIDEO)



[back to index](#)

## 4.3 Sponsored Post

Site-specific information on text and image material



A Sponsored Post fits well into the publication environment due to its editorial layout. From a report to an interview, all common forms of presentation are conceivable.

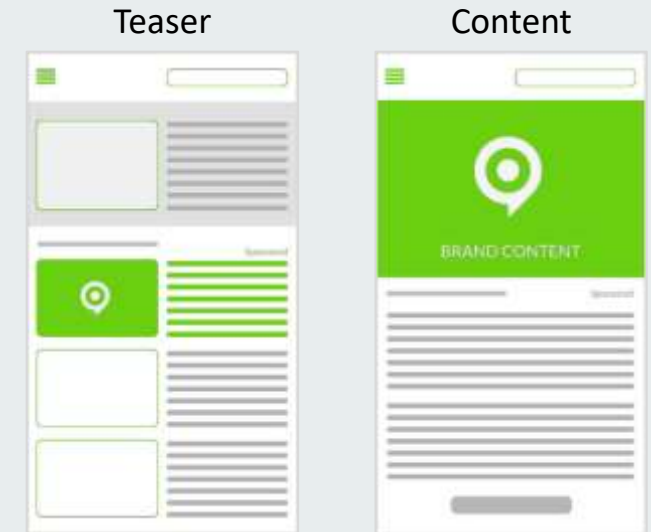
The sponsored post is integrated directly into the publisher's CMS system so that the article appears on the homepage like a classic news article. In addition, the sponsored post is also promoted via all other available communication channels (including Twitter, Facebook) + newsletter.

[Current site-specific details on text and image material for the Sponsored Post →](#)



### Benefits:

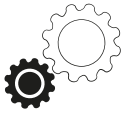
- Leverages the publisher's reach and credibility
- High acceptance within the target group
- Native advertising form promises high visibility
- Variety of presentation forms offers freedom for different ideas
- Even complex messages can be conveyed



The publisher reserves the right to reject articles if the topic does not fit the site, or to edit if the style does not fit the style of the site.

## 4.3.1 Sponsored Post

SponsorAd - Optionally bookable to the Sponsored Post



### SponsorAd (Teaser Button)

Provides additional visibility via a teaser button:

- Must be booked separately. **Delivery by the customer**
- Graphic: 300 x 125 pixels (width x height), static
- Delivery please as JPG, PNG or GIF file
- Maximum size: 40kB per file
- Classic 3rd party tracking (impression & clicks) is supported

Tips on designing the SponsorAd:

- Please do not deliver a separate text. This is a display teaser. The text must already be included in the graphic.
- The teaser should not be overloaded with text:
  - short teaser text (recommendation: max. 60 characters incl. spaces) +
  - short call-to-action

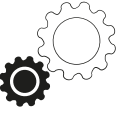
Note: Publishers use different ways of addressing their readers (you/they). If you want to play out a universal content, avoid addressing the reader directly.

Example SponsorAd (Supplied by customer as graphic):



## 4.3.2 Sponsored Post

### Tracking links



**Tracking links** only possible with UTM parameters:

- Tracking links such as `https:// ad.doubleclick.net or www.google.com/aclk?` are not possible with a Sponsored Post, as these are not visible when using Adblocker.
- However, at the explicit request of the customer, it is possible to track the campaign using UTM parameters.
- The corresponding tracking links are supplied by the customer

### Example UTM parameter tracking:

3 parameters must be filled in:

- Campaign source: `utm_source`
- Visitor source: `utm_medium`
- Campaign medium: `utm_campaign`



## 5. Newsletter Ads



## 5.1 Newsletter Ad | Banner & Text Ad Integration



### Dimensions and design

- HTML or text format (can also be prepared by BA as HTML)
- only standard HTML formatted as a table:
- externally located images must be absolutely linked, such as: **[http://www.domain.de/ordner/unterordner/Dateiname.\[Dateiendung\]](http://www.domain.de/ordner/unterordner/Dateiname.[Dateiendung])**
- Please deliver images as static JPG, GIF or PNG. Animated GIF on request.
- Animated \*.gif max. 100kb. Note: Since animated \*.gif are not displayed correctly by all email clients (e.g. Microsoft Office), please set as fallback the default image for static display as the first graphic of the animation with a very short display duration of e.g. 0.01 second.

[Current site-specific information on file size \(However, not more than 60kB per file\), formats, character lengths etc. for standalone mailing or text display →](#)





## 5.2 Newsletter Ad | Stand-Alone-Mail (SAM)



### Dimensions and design

- HTML, alternatively text format (in case the publisher sends the newsletters in plain text)
- externally located images must be absolutely linked, such as: **[http://www.domain.de/ordner/unterordner/Dateiname.\[Dateiendung\]](http://www.domain.de/ordner/unterordner/Dateiname.[Dateiendung])**
- Please deliver images as static JPG, GIF or PNG. Animated GIF on request.
- For the visual design of the newsletter, the stylesheets are to be placed in the mail, since webmailers mostly prevent communication to other domains and users of mail client software often read their mails in offline mode. Optimally, the styles are inserted directly into the tag they affect (inbound styles)

#### Example for a table:

```
<table width="100" style="background-color:#808040; color:#D8FD02; font-family:'Century Schoolbook',serif; font-size:2em; letter-spacing:3px; padding:40px; border:double #D8FD02 4px;>
```

- The mail must not contain JavaScript, forms, ASP or Actionscript, this is not supported by most mail clients and blocked by (almost all) webmailers.



## 6. Streaming Ads



## 6.1 Streaming Ad

### The position



#### Display

The playout of a video is possible as the content of standard and special forms of advertising if explicitly booked.

#### Behavior

Playout type: Polite. CPU load during playout  $\leq 25\%$  on standard computer,

Control via elements of the video player.

Sound: default "off". "Unmute" only after click on unique user button.

Autoplay: allowed. Recommended: no autoplay, large play icon.

Loop: allowed after clicking on "unmute" or "play".

#### Specification determination

max. KB "Initial Load" see individual format specifications

max. KB "Subload" 2 x KB of "Initial Load". For formats with video up to max. 5 MB (redirect only).

max. KB "User Initiated Load" unlimited (redirect only)

#### Required from the advertiser:

- Redirect from rich media ad servers (e.g. Sizmek Mediamind <http://de.mediamind.com/>, Flashtalking <http://www.flashtalking.com/de/>)
- Information about call parameters/variables for 3rd party click tracking





## 7. Video Ads



## 7.1 Instream Video Ad - Pre-Roll



### Delivery

- Video file mp4, h264
- Target URL(s)

### Dimensions and design

- Bitrate: High Quality
- Dimensions: for 16:9 ideally in 640x360px format
- Max. File size: 100 MB - files with size > 10 MB please send a download link.
- Audio: Stereo, 90kbit/s, 44.1 kHz - Please note the loudness standard EBU R 128. The sound must be integrated in the video.
- Display: 24-bit color depth; frame rate >15 per second

At **golem.de**, delivery is also possible as a 3rd party redirect via the VAST3.0 wrapper mechanism. When delivering as a redirect, make sure that only a maximum of three redirects are made to subsequent ad servers.

At **deraktionärer.tv** ONLY physical delivery is possible. Resolution: at least 640x360px, ideally 1280x720px



## 7.2 Outstream Video Ad



### **Delivery**

- As VAST redirect or video file mp4, h264

### **File format and size**

- Dimensions: ideally 640x360px
- Duration: 15", 20" and 30" possible
- A file size of 5 MB should not be exceeded in the playout.

### **Required from the advertiser**

For formats like MP4 H.264, please send us the download URL, e.g. from <https://www.wetransfer.com/>.

In the case of physical delivery, we further require the target URL requested by you, optionally view/click tracker







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