

CUSTOMER CENTER

Online Advertising

version of 04/16/2024
subject to change



This document provides technical specifications for all digital advertising media, including file requirements for adbanner formats.



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Ad Formats

format		print space	bleed
2/1 page		390 x 266	420 x 297
U2 extra		390 x 266	420 x 297
1/1 page		180 x 226	210 x 297
2/3 page	horizontal	118 x 266	135 x 297
	diagonal	180 x 175	210 x 195
Juniorpage		132 x 187	150 x 212
1/2 page	horizontal	90 x 226	105 x 297
	diagonal	180 x 130	210 x 147
1/3 page	horizontal	58 x 266	75 x 297
	diagonal	180 x 86	210 x 105
1/4 page	horizontal	42 x 266	52 x 297
	diagonal	180 x 65	210 x 74
	corner field	90 x 130	105 x 147
1/8 page	horizontal	42 x 130	—
	diagonal	90 x 60	—

Ad Formats

Digitale Druckunterlagen für Anzeigen

Data Format

Please send us your print material in the form of PDF files. Please make sure that the format corresponds to the ads format you have ordered.

Colour Space

Printing is by the standard offset printing method using the European scale with the following basic colours: cyan, magenta, yellow and black. Special colours can be implemented on the cover only, subject to special agreement.

Profiles

For the corresponding profiles for converting and controlling the colour space, please visit the website of ECI (www.eci.org).

Data Storage

Your data will be archived and can thus be reused for repeat placements. However, we do not accept any responsibility for your data.

Warranty

We accept no liability for printing results if the data supplied is incomplete or does not meet our requirements. We can process open data and correct invalid ad formats provided by you; the extra effort will be invoiced at actual cost.

Printing and Binding

Offset

Saddle stitching or perfect binding*

*Change of binding method possible

Bannerformats overview



Banner for Newsletter

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Banner for Webpages

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Please observe the notes on page 10

Banner for Newsletter

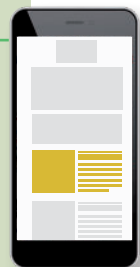
Billboard Ad

Banner size:	630 x 250 pixels
File size:	max. 50 kB
Media:	jpg, png, gif (static)



Text Ad

Picture size:	300 x 300 pixels
Text:	Overline (optional) max. 40 characters (incl. blanks) Headline max. 40 characters (incl. blanks) Body text up to 300 characters (incl. blanks)
File size:	max. 50 kB
Media:	jpg, png, gif (static)



Please note:

- It is not possible to insert breaks in text ads. Every text looks different on every user's device (because of all the different default settings in browsers or mail programs, e.g. font size etc.). That's why we do not recommend inserting additional breaks to modify the text flow.
- Microsoft Outlook currently blocks animated image files. We therefore advise not to deliver animated image files.
- If you have an adserver in use you can send us the code for a clicktracker and a trackingpixel.
- Due to firewall issues of the users performance figures may vary.
- Please provide the URL for the link to the advertising material in an extra text file as a mail attachment.

Banner for Webpages

Leaderboard

Banner size: 728 x 90 pixels
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, Standardtag



Billboard Ad

Banner size: 960 x 250 pixels
File size: max. 80 kB
Media: jpg, gif, png, HTML5*, iFrame, Standardtag



Wallpaper

Banner size: 728 x 90 pixels (head)
160 x 600 pixels (right)
File size: max. 50 kB/file
Media: jpg, gif, png, HTML5*, iFrame, Standardtag
+ Hexcode for background



Brandgate

consisting of top element and two skyscrapers (skyscrapers always dock on the side)

Banner size: 980 x 90 pixels (head) + 1.200 x 90 pixels (head)
2x 160 x 600 pixels (left + right)
File size: max. 50 kB/file
Media: jpg, gif, png, HTML5*, iFrame, Standardtag
+ Hexcode for background



Please observe the notes on page 10

Banner for Webpages

Skyscraper

Banner size: 160 x 600 pixels
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, JavaScript, Standardtag



Expandable Skyscraper

opens to the side as soon as it is touched with the mouse

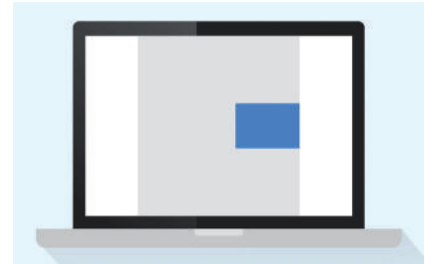
Banner size: 160 x 600 pixels (closed)
420 x 600 pixels (opened)
Dateigröße: max. 50 kB per file
Media: jpg, gif, png, HTML5*



Banner for Webpages

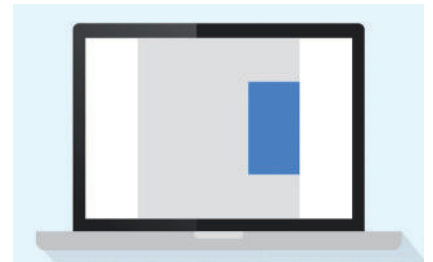
Content Ad

Banner size: 300 x 250 pixels
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, JavaScript, Standardtag



Halfpage Ad

Banner size: 300 x 600 pixels
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, JavaScript, Standardtag



Native Ad

Text: max. 50 characters (incl. blanks)
Overline (optional) max. 30 characters (incl. blanks)
Image size: 300 x 300 pixels
(lower third in the picture without text)
File size: max. 50 kB
Media: jpg, gif, png



Scroll Ad

Banner size: 800 x 500 pixels
File size: max. 80 kB
Media: jpg, gif, png
background color: Hexcode
bar color: Hexcode



Video Ad XL

Maximum length of the video: max. 15 seconds
Dimensions: displayed 19:6
File size: max. 4 MB
Media: MPG, MPEG, WMV, AVI
Text (optional): max. 50 characters (including spaces)
appears on mouseover



Please observe the notes on page 10

Banner for Webpages

*Further information for banner

- 3rd party tags und HTML5-files must be SSL compliant!
- Third-party tags, click commands and tracking pixels are possible at any time, as long as they do not violate legal regulations, in particular data protection regulations.
- The use of 3rd party ad servers may cause system-induced differences in counting. The numbers determined by the publishing house (DFP system) are the standard basis for invoicing. Accepting deviations of up to 10% is typical for the market. A counting difference exists if the deviation exceeds 10%.
- Due to firewall issues of the users performance figures may vary.
- Sound: when using sound we recommend that this starts after an action such as e.g. click on a „sound on“-button or activate a speaker icon. It must be possible to easily disable the sound by click.
- The linking must always open in a new window. Please notice on delivery of the material that you use the command „_blank“.
- The banners should be supported by all established browsers to ensure a proper delivery. If restrictions should be known about browsers, it is requested that you will give notice about this during the delivery of your tags.
- Please provide the URL for the link to the advertising material in an extra text file as a mail attachment.

*Information for HTML5-files

- Maximum file size: 200 KB
- Please check your file for SSL conformity!
- When delivery of HTML5 files, please note that the file size 100 KB does not exceed. Billboards in HTML5 format please deliver with a maximum of 150 kB.
- We can't accept Flash files that have been converted into an HTML file only with „Swiffy“
- Please do not deposit in the file.

*Information for gif-files

please Test gif files in the following Browsers: Google Chrome, Firefox and Microsoft Internet Explorer