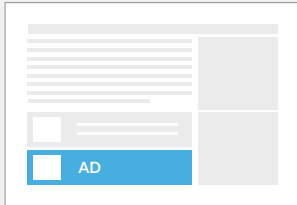


# Technical Specifications

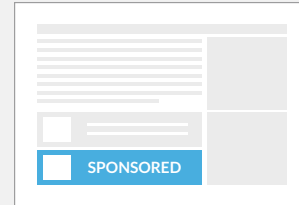
## Overview for Advertisers



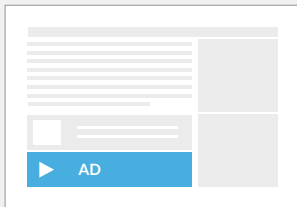
Please select your desired format!



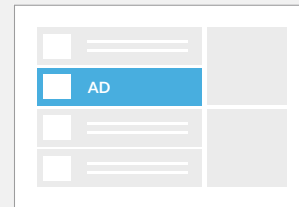
Native Recommendation Ads



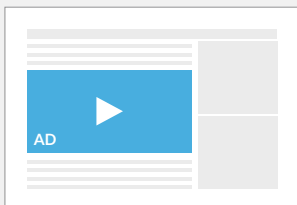
Native Content Distribution



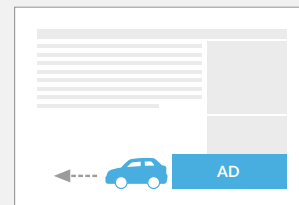
Native Video Ads



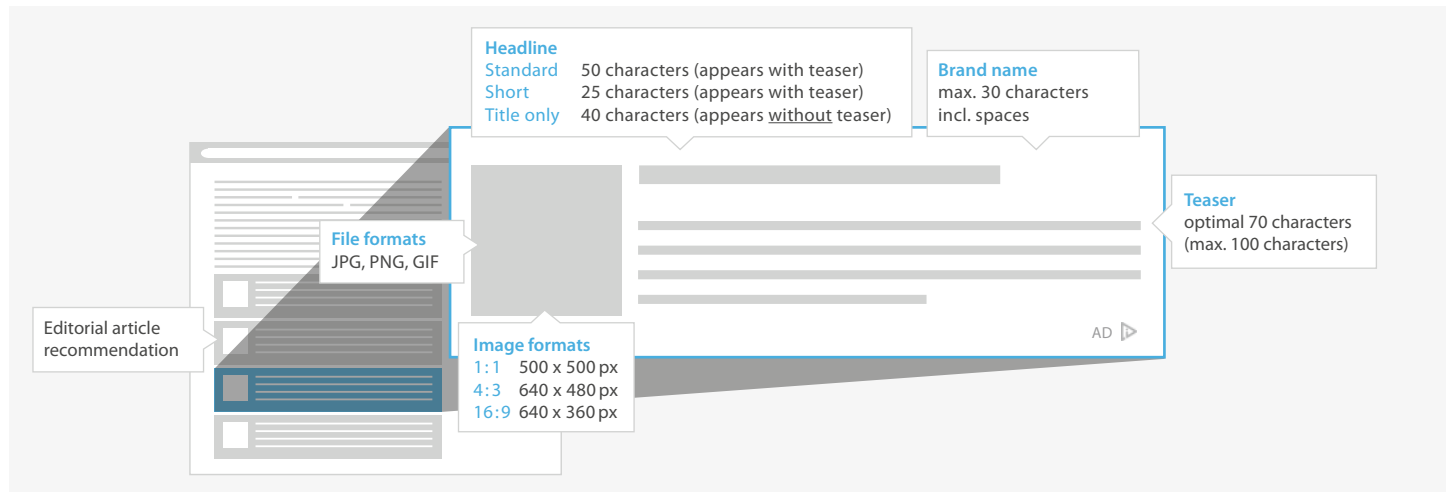
Native In-Feed Ads



Native Outstream Ads



High Impact Ads



In order for your campaign to generate maximum reach, you should therefore provide us with the complete set of advertising material. The set contains three headlines, one teaser and three different image formats. The submitted materials are used to automatically create publisher-specific ads (text/image combinations).

### Text material

#### Headline

**Standard** 41 – 50 characters (appears with teaser)  
**Short** 10 – 25 characters (appears with teaser)  
**Title only** 26 – 40 characters (appears without teaser)

**Teaser** 70 characters guaranteed (max. 100 characters)

**Brand name** Your brand name with max. 30 characters incl. spaces

- Headline: The headline should not just consist of capital letters.
- Texts longer than 70 characters may be shortened, depending on the publisher.

### Image material

#### Image formats and sizes

**1 : 1** = 500 x 500 px recommended  
**4 : 3** = 640 x 480 px recommended  
**16 : 9** = 640 x 360 px recommended

**File format** JPG, PNG, GIF  
 (animated GIF files must be set to "forever" in order to ensure an endless loop)

**File size** optimal 100 kB

- Depending on the publisher and device used, images are scaled down (approx. 60 px).
- Please avoid images containing logos or text as well as too detailed images.

### Tracking

**Target URL** 1 target URL per advertising material set

**View pixel** optional – only as img-pixel (max. 3 img-pixel, has to support https)

### Advertising material set

#### Standard

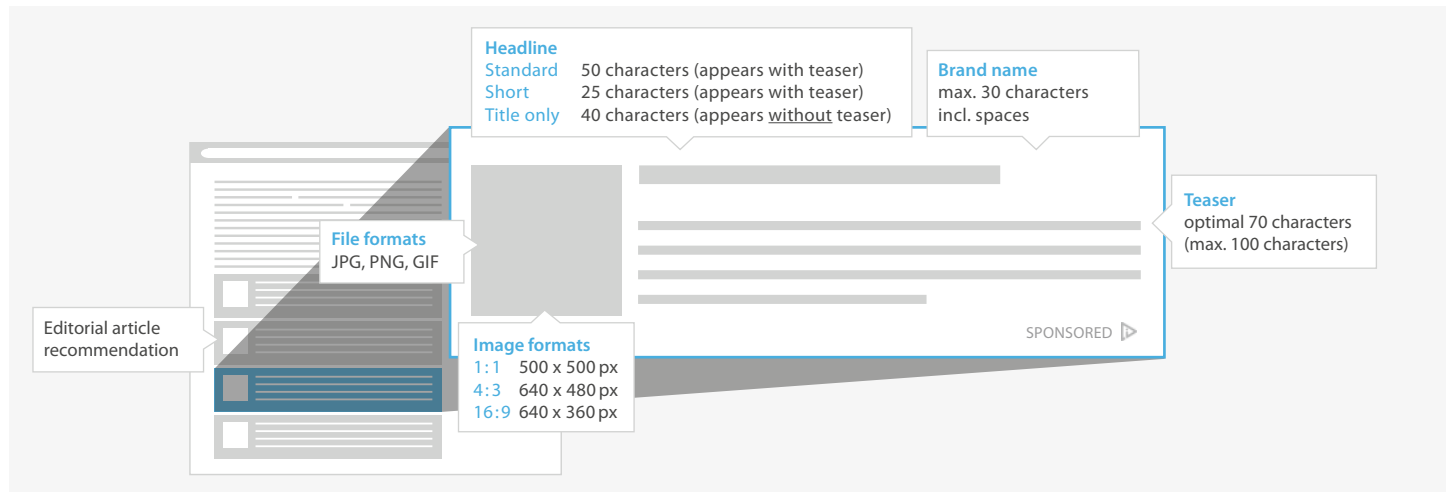
Image size 1:1	Brand name: max. 30 characters
	Headline: 41 – 50 characters
	Teaser: optimal 70 characters (max. 100 characters)
Image size 4:3	Headline: 41 – 50 characters
	Teaser: optimal 70 characters (max. 100 characters)
	Headline: 41 – 50 characters
Image size 16:9	Teaser: optimal 70 characters (max. 100 characters)

#### Short

Image size 1:1	Brand name: max. 30 characters
	Headline: 10 – 25 characters
	Teaser: optimal 70 characters (max. 100 characters)
Image size 4:3	Headline: 10 – 25 characters
	Teaser: optimal 70 characters (max. 100 characters)
	Headline: 10 – 25 characters
Image size 16:9	Teaser: optimal 70 characters (max. 100 characters)

#### Title Only

Brand name: max. 30 characters		
Image size 1:1	Image size 4:3	Image size 16:9
Headline: 26 – 40 characters Without teaser	Headline: 26 – 40 characters Without teaser	Headline: 26 – 40 characters Without teaser



In order for your campaign to generate maximum reach, you should therefore provide us with the complete content teaser set. The set contains three headlines, one teaser and three different image formats. The submitted materials are used to automatically create publisher-specific content teaser (text/image combinations). In comparison to Native RecommendationAds promotional content is not allowed, since it's about recommending branded content and not ads.

Text material	Image material
<p><b>Headline</b></p> <p><b>Standard</b> 41 – 50 characters (appears with teaser)</p> <p><b>Short</b> 10–25 characters (appears with teaser)</p> <p><b>Title only</b> 26–40 characters (appears <u>without</u> teaser)</p> <p><b>Teaser</b> 70 characters guaranteed (max. 100 characters)</p> <p><b>Brand name</b> Your brand name with max. 30 characters incl. spaces</p> <ul style="list-style-type: none"> <li>• Number of characters incl. spaces</li> <li>• Headline: The headline should not just consist of capital letters.</li> <li>• Texts longer than 70 characters may be shortened, depending on the publisher.</li> </ul>	<p><b>Image formats and sizes</b></p> <p>1 : 1 = 500 x 500 px recommended</p> <p>4 : 3 = 640 x 480 px recommended</p> <p>16 : 9 = 640 x 360 px recommended</p> <p><b>File format</b> JPG, PNG, GIF (animated GIF files must be set to “forever” in order to ensure an endless loop)</p> <p><b>File size</b> optimal 100 kB</p> <ul style="list-style-type: none"> <li>• Depending on the publisher and device used, images are scaled down (approx. 60 px).</li> <li>• Please avoid images containing logos or text as well as too detailed images.</li> </ul>

### Tracking

**Target URL** 1 target URL per content teaser set

**View pixel** optional – only as img-pixel (max. 3 img-pixel, has to support https)

### Content teaser set

#### Standard

Image size 1:1	Brand name: max. 30 characters
	Headline: 41 – 50 characters
	Teaser: optimal 70 characters (max. 100 characters)
Image size 4:3	Headline: 41 – 50 characters
	Teaser: optimal 70 characters (max. 100 characters)
	Headline: 41 – 50 characters
Image size 16:9	Teaser: optimal 70 characters (max. 100 characters)

#### Short

Image size 1:1	Brand name: max. 30 characters
	Headline: 10 – 25 characters
	Teaser: optimal 70 characters (max. 100 characters)
Image size 4:3	Headline: 10 – 25 characters
	Teaser: optimal 70 characters (max. 100 characters)
	Headline: 10 – 25 characters
Image size 16:9	Teaser: optimal 70 characters (max. 100 characters)

#### Title Only

Brand name: max. 30 characters		
Image size 1:1	Image size 4:3	Image size 16:9
Headline: 26 – 40 characters Without teaser	Headline: 26 – 40 characters Without teaser	Headline: 26 – 40 characters Without teaser

# Technical Specifications

## Native Video Ads (Online)



These specifications are only valid for ONLINE campaigns.



### Video recommendation

#### Text material

<b>Headline</b>	
Standard	41 – 50 characters (appears with teaser)
Short	10 – 25 characters (appears with teaser)
Title only	26 – 40 characters (appears <u>without</u> teaser)
<b>Teaser</b>	70 characters guaranteed (max. 100 characters)

**Brand name** Your brand name with max. 30 characters incl. spaces

- Number of characters incl. spaces
- Headline: The headline should not just consist of capital letters.
- Texts longer than 70 characters may be shortened, depending on the publisher.

#### Video material

<b>File format</b>	AVI, MPG, WEBM, MOV, MP4 etc.
<b>Size</b>	at least 640 px width
<b>Image format</b>	4 : 3, 16 : 9 etc.
<b>Length</b>	plista recommendation: 15 to 25 sec.
<b>File size</b>	optimal 1 MB per 10 sec. play time (after editing by plista)

### Optional interaction element (ActionBox)

**Possible file formats** JPG, PNG, layered PSD graphics  
**File size** max. 1 MB (after editing by plista)

**Sizes**

**Width** 350 px (The background areas must allow to be filled to the left and/or right, as the width of the interaction field can vary between 350 – 1000 px, depending on the publisher.)

**Height** 150 px

**IMPORTANT:** The interaction field must be designed in size 350 x 150 px. Please avoid images with sharp edges on the left/right so the interaction field can be expanded/adjusted if necessary.

### Tracking

**Video**

**Target URL** 1 target URL per video

**View pixel** optional – only as img-pixel (max. 3 img-pixel, has to support https)

**Engagement tracking** optional – only as img-pixel (max. 1 img-pixel per measuring point, has to support https)

**Interaction element (ActionBox)**

**Target URL** Additional target URLs can be placed within the interaction element.

#### Lead time

All material must be delivered at least one week before the start of the campaign.

# Technical Specifications

## Native Video Ads (Mobile)

These specifications are only valid for MOBILE campaigns.



### Video recommendation

#### Text material

<b>Headline</b>	
<b>Standard</b>	41 – 50 characters (appears with teaser)
<b>Short</b>	10 – 25 characters (appears with teaser)
<b>Title only</b>	26 – 40 characters (appears <u>without</u> teaser)
<b>Teaser</b>	70 characters guaranteed (max. 100 characters)

**Brand name** Your brand name with max. 30 characters incl. spaces

- Number of characters incl. spaces
- Headline: The headline should not just consist of capital letters.
- Texts longer than 70 characters may be shortened, depending on the publisher.

#### Video material

**File format** AVI, MPG, WEBM, MOV, MP4 etc.

**IMPORTANT:** Flash animations (SWF, FLV files etc.) cannot be used for mobile campaigns.

<b>Size</b>	at least 640 px width
<b>Image format</b>	4 : 3, 16 : 9 etc.
<b>Length</b>	plista recommendation: 15 to 25 sec.
<b>File size</b>	optimal 1 MB per 10 sec. play time (after editing by plista)

### Tracking

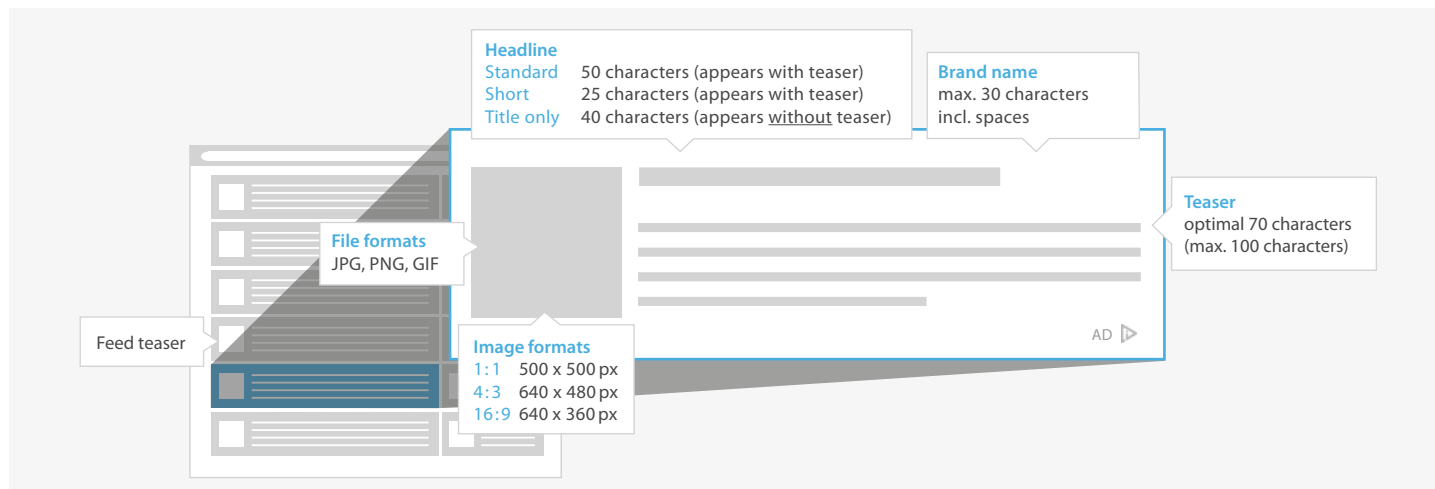
<b>Target URL</b>	1 target URL per video
<b>View pixel</b>	optional – only as img-pixel (max. 3 img-pixel, has to support https)
<b>Engagement tracking</b>	optional – only as img-pixel (max. 1 img-pixel per measuring point, has to support https)

### Lead time

All material must be delivered at least one week before the start of the campaign.

# Technical Specifications

## Native In-Feed Ads (Online / Mobile)



In order for your campaign to generate maximum reach, you should therefore provide us with the complete set of advertising material. The set contains three headlines, one teaser and three different image formats. The submitted materials are used to automatically create publisher-specific ads (text/image combinations).

Text material	Image material
<p><b>Headline</b></p> <p><b>Standard</b> 41 – 50 characters (appears with teaser)</p> <p><b>Short</b> 10–25 characters (appears with teaser)</p> <p><b>Title only</b> 26–40 characters (appears <u>without</u> teaser)</p> <p><b>Teaser</b> 70 characters guaranteed (max. 100 characters)</p> <p><b>Brand name</b> Your brand name with max. 30 characters incl. spaces</p> <ul style="list-style-type: none"><li>• Number of characters incl. spaces</li><li>• Headline: The headline should not just consist of capital letters.</li><li>• Texts longer than 70 characters may be shortened, depending on the publisher.</li></ul>	<p><b>Image formats and sizes</b></p> <p>1 : 1 = 500 x 500 px recommended</p> <p>4 : 3 = 640 x 480 px recommended</p> <p>16 : 9 = 640 x 360 px recommended</p> <p><b>File format</b> JPG, PNG, GIF (animated GIF files must be set to “forever” in order to ensure an endless loop)</p> <p><b>File size</b> optimal 100 kB</p> <ul style="list-style-type: none"><li>• Depending on the publisher and device used, images are scaled down (approx. 60 px).</li><li>• Please avoid images containing logos or text as well as too detailed images.</li></ul>
<p><b>Tracking</b></p> <p><b>Target URL</b> 1 target URL per advertising material set</p> <p><b>View pixel</b> optional – only as img-pixel (max. 3 img-pixel, has to support https)</p>	



# Technical Specifications

## Native In-Feed Ads (Online /Mobile)

### Advertising material set

#### Standard

Image size 1:1	Brand name: max. 30 characters
	Headline: 41 – 50 characters
	Teaser: optimal 70 characters (max. 100 characters)
Image size 4:3	Headline: 41 – 50 characters
	Teaser: optimal 70 characters (max. 100 characters)
	Headline: 41 – 50 characters
Image size 16:9	Teaser: optimal 70 characters (max. 100 characters)

#### Short

Image size 1:1	Brand name: max. 30 characters
	Headline: 10 – 25 characters
	Teaser: optimal 70 characters (max. 100 characters)
Image size 4:3	Headline: 10 – 25 characters
	Teaser: optimal 70 characters (max. 100 characters)
	Headline: 10 – 25 characters
Image size 16:9	Teaser: optimal 70 characters (max. 100 characters)

#### Title Only

Brand name: max. 30 characters		
Image size 1:1	Image size 4:3	Image size 16:9
Headline: 26 – 40 characters Without teaser	Headline: 26 – 40 characters Without teaser	Headline: 26 – 40 characters Without teaser

These specifications are only valid for ONLINE campaigns.



### Video material

<b>File format</b>	AVI, MPG, WEBM, MOV etc.
<b>Size</b>	at least 480 px width
<b>Image format</b>	4 : 3, 16 : 9 etc.
<b>Length</b>	plista recommendation: 15 to 25 sec.
<b>File size</b>	optimal 1 MB per 10 sec. play time (after editing by plista)

### Optional interaction element (ActionBox)

<b>Possible file formats</b>	JPG, PNG, layered PSD graphics	<b>Sizes</b>	
<b>File size</b>	max. 1 MB (after editing by plista)	<b>Width</b>	350 px (The background areas must allow to be filled to the left and/or right, as the width of the interaction field can vary between 350–1000 px, depending on the publisher.)
		<b>Height</b>	150 px
			<b>IMPORTANT:</b> The interaction field must be designed in size 350 x 150 px. Please avoid images with sharp edges on the left/right so the interaction field can be expanded/adjusted if necessary.

### Tracking

<b>Video</b>		<b>Interaction element (ActionBox)</b>	
<b>Target URL</b>	1 target URL per video	<b>Target URL</b>	Additional target URLs can be placed within the interaction element.
<b>View pixel</b>	optional – only as img-pixel (max. 3 img-pixel, has to support https)		
<b>Engagement tracking</b>	optional – only as img-pixel (max. 1 img-pixel per measuring point, has to support https)		

### Lead time

All material must be delivered at least one week before the start of the campaign.

These specifications are only valid for MOBILE campaigns.



### Video material

**File format** AVI, MPG, WEBM, MOV etc.

**IMPORTANT:** Flash animations (SWF, FLV files etc.) cannot be used for mobile campaigns.

**Size** at least 480 px width

**Image format** 4 : 3, 16 : 9 etc

**Length** plista recommendation: 15 to 25 sec.

**File size** optimal 1 MB per 10 sec. play time (after editing by plista)

### Tracking

**Target URL** 1 target URL per video

**View-Pixel** optional – only as img-pixel (max. 3 img-pixel, has to support https)

**Engagement tracking** optional – only as img-pixel (max. 1 img-pixel per measuring point, has to support https)

### Lead time

All material must be delivered at least one week before the start of the campaign.

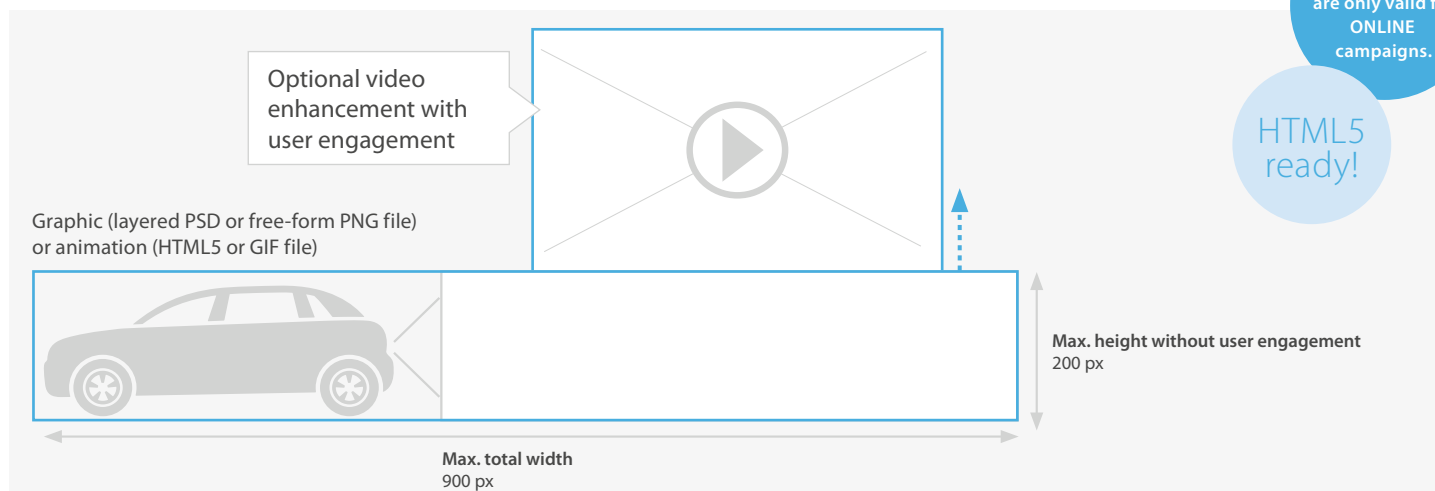
## Technical Specifications

# High Impact Ads – Fly Ads/Rise Ads (Online)



These specifications are only valid for ONLINE campaigns.

HTML5 ready!



### Ad

#### Sizes

Without user engagement (on mouseout)  
width x height – max. 900 x 200 px

With user engagement (on mouseover)  
Depends on creation / on request

#### Possible file formats:

High Impact Ads are animated ad formats. The following formats can be delivered and processed:

- HTML5 (recommended by plista)
- layered PSD graphics
- free-form PNG graphics
- GIF files (incl. animated GIF files)

**File size** max. 1MB

### Optional video

**File format** AVI, MPG, WEBM, MOV etc.

**Size** at least 640 px width

**Image format** 4 : 3, 16 : 9 etc.

**Length** plista recommendation: 15 to 25 sec.

**File size** optimal 1 MB per 10 sec. play time (after editing by plista)

### Tracking

**Target URL** one target URL per video

**View pixel** optional – only as img-pixel (max. 3 img-pixel, has to support https)

**Engagement tracking** optional – only as img-pixel (max. 1 img-pixel per measuring point, has to support https)

### Lead time

All material must be delivered at least one week before the start of the campaign.

### plista tip

For highest possible attention, choose an interesting and eye-catching design for your ad.

#### Fly Ads

Make sure the front (left) section of the Fly Ad (up to approx. 300 px width) is as interesting as possible as it stays on the bottom right edge of the screen when the ad appears the second time.

#### If optional video is used

Draw the user's attention to the fact that a video can be played on mouseover (e.g. "Play video" or "Watch the spot now.")

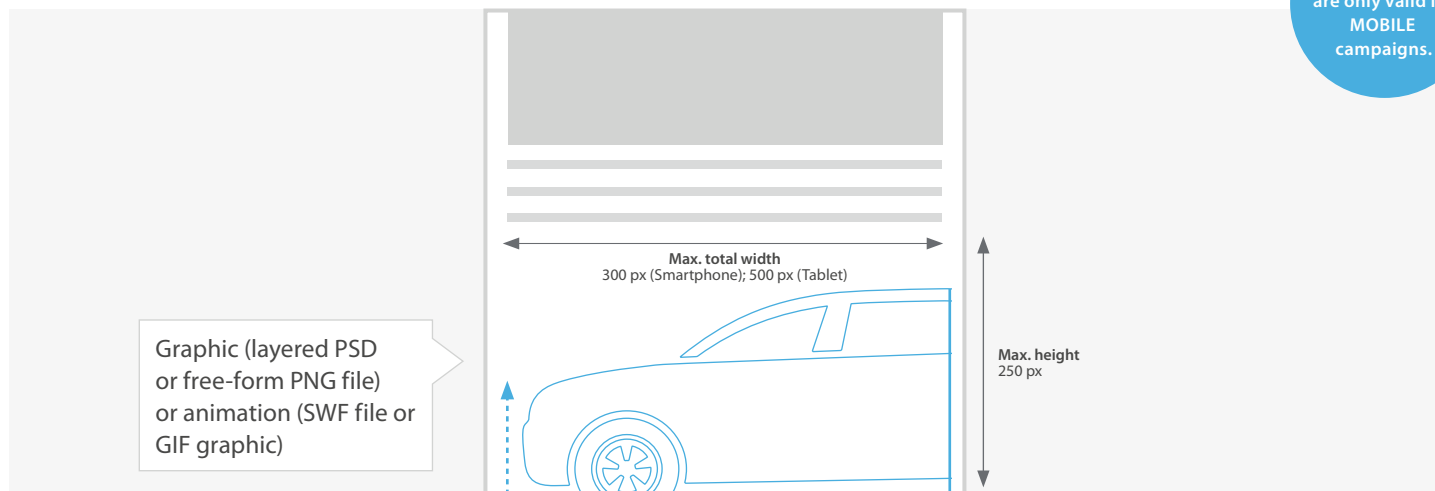
Upon request, we will gladly send you current ad examples for inspiration.

## Technical Specifications

# High Impact Ads – Fly Ads/Rise Ads (Mobile)



These specifications are only valid for MOBILE campaigns.



### Ad

#### Sizes (depending on the resolution of the device)

**Smartphone** width x height – max. 300 x 250 px

**Tablet** width x height – max. 500 x 250 px

#### Possible file formats

##### Graphics

layered PSD graphics, free-form PNG graphics

- HTML5
- layered PSD graphics
- free-form PNG graphics

##### Animations

GIF graphics.

**IMPORTANT:** Flash animations (SWF, FLV files etc.) cannot be used for mobile campaigns.

**File size** max. 1MB

### Optional video

**File format** AVI, MPG, WEBM, MOV etc.

**Size** at least 640 px width

**Image format** 4 : 3, 16 : 9 etc.

**Length** plista recommendation: 15 to 25 sec.

**File size** optimal 1 MB per 10 sec. play time (after editing by plista)

### Tracking

**Target URL** one target URL per video

**View pixel** optional – only as img-pixel (max. 3 img-pixel, has to support https)

**Engagement tracking** optional – only as img-pixel (max. 1 img-pixel per measuring point, has to support https)

### Lead time

All material must be delivered at least one week before the start of the campaign.

### plista tip

#### If optional video is used

Draw the user's attention to the fact that a video can be played on mouseover (e.g. "Play video" or "Watch the spot now."). Upon request, we will gladly send you current ad examples