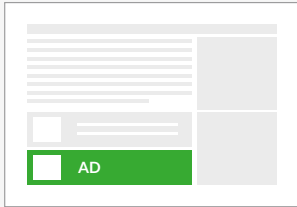
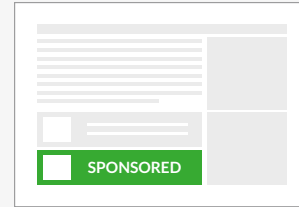


Overview for Advertisers

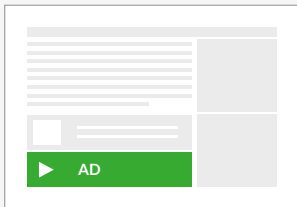
Please select your desired format!



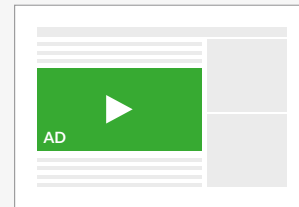
Native Recommendation Ads



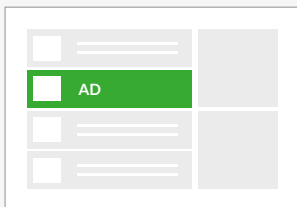
Native Content Distribution



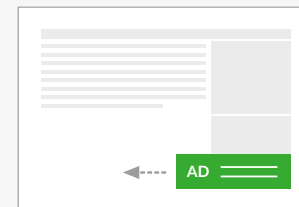
Native Video Ads



Native Outstream Ads

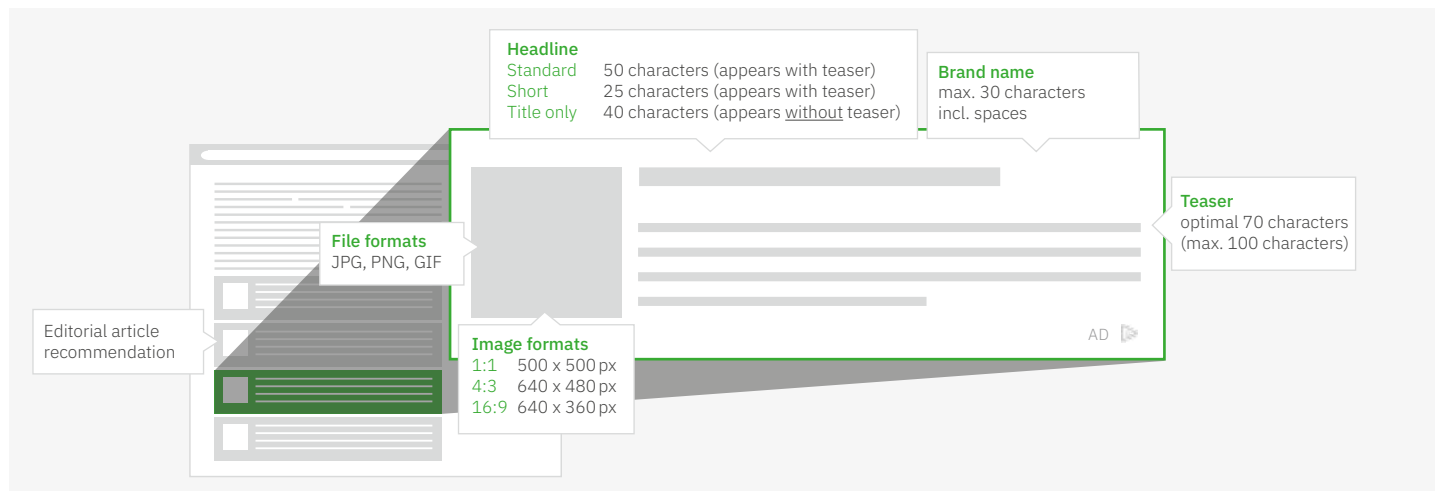


Native In-Feed Ads



High Impact Ads

Native Recommendation Ads (Desktop/Mobile)

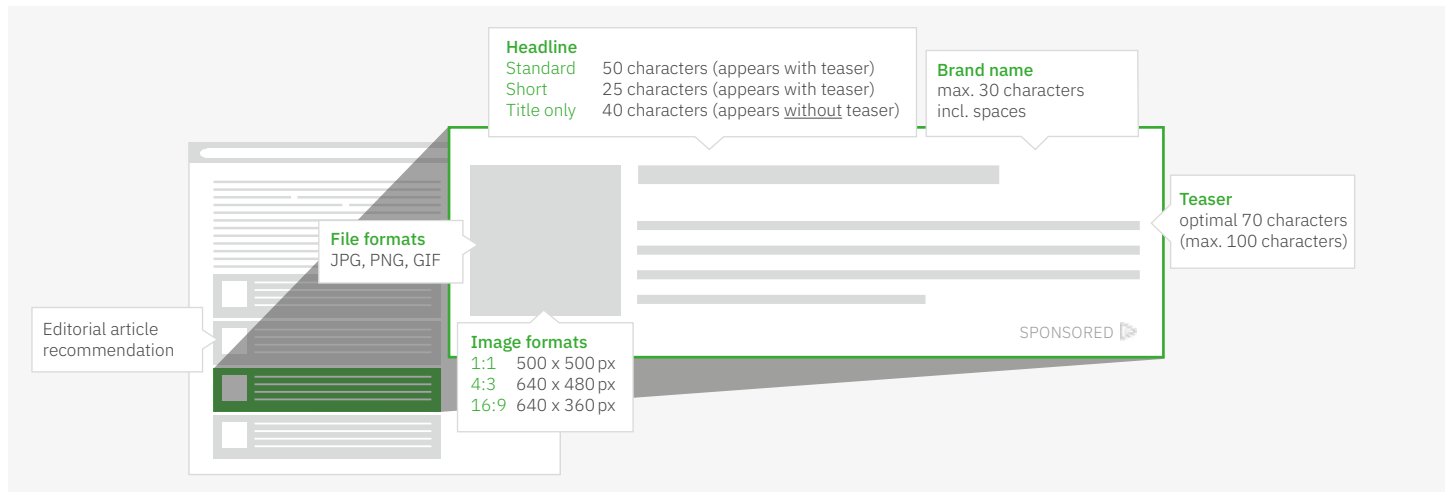


In order for your campaign to generate maximum reach, you should therefore provide us with the complete set of advertising material. The set contains three headlines, one teaser and three different image formats. The submitted materials are used to automatically create publisher-specific ads (text/image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

| Text material | Image material |
|---|---|
| <p>Headline</p> <p>Standard 41 – 50 characters (appears with teaser)</p> <p>Short 10 – 25 characters (appears with teaser)</p> <p>Title only 26 – 40 characters (appears without teaser)</p> <p>Teaser 70 characters guaranteed (max. 100 characters)</p> <p>Brand name Your brand name with max. 30 characters incl. spaces</p> | <p>Image formats and sizes</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>File format JPG, PNG, GIF</p> <p>File size optimal 100 kB</p> |
| <ul style="list-style-type: none"> – Headline: The headline should not just consist of capital letters – Texts longer than 70 characters may be shortened, depending on the publisher | <ul style="list-style-type: none"> – 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) |

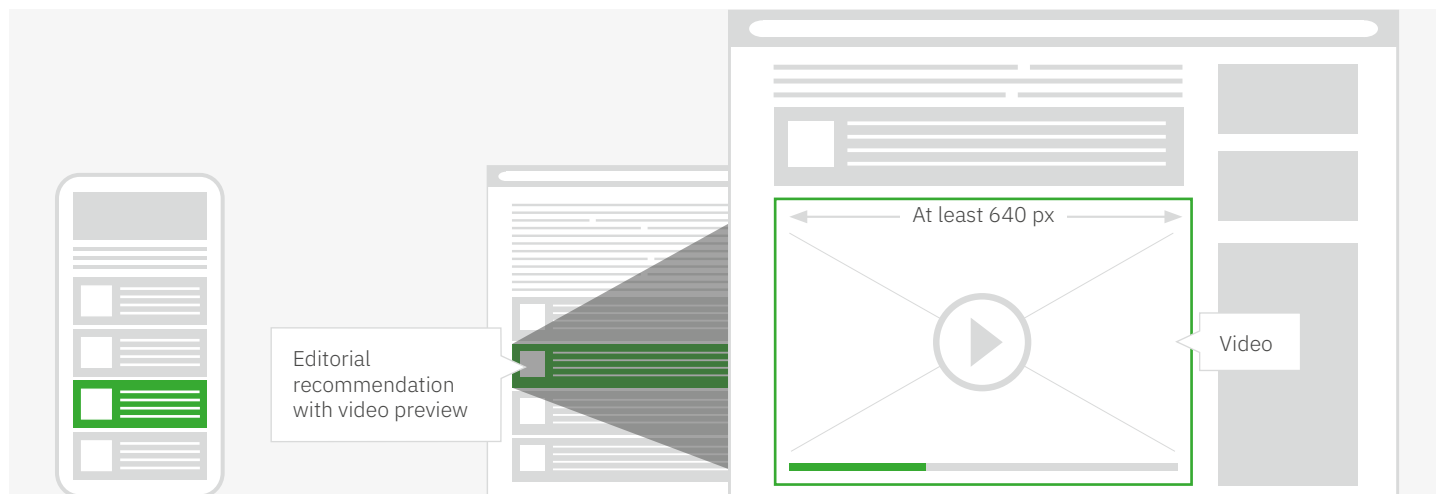
Native Content Distribution (Desktop/Mobile)



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>Headline</p> <p>Standard 41 – 50 characters (appears with teaser)</p> <p>Short 10 – 25 characters (appears with teaser)</p> <p>Title only 26 – 40 characters (appears without teaser)</p> <p>Teaser 70 characters guaranteed (max. 100 characters)</p> <p>Brand name Your brand name with max. 30 characters incl. spaces</p> | <p>Image formats and sizes</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>File format JPG, PNG, GIF</p> <p>File size optimal 100 kB</p> |
| <ul style="list-style-type: none"> – Headline: The headline should not just consist of capital letters – Texts longer than 70 characters may be shortened, depending on the publisher | <ul style="list-style-type: none"> – 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 | |
| <p>Target URL 1 target URL per advertising material set</p> <p>View pixel optional – only as img-pixel (max. 3 img-pixel, has to support https)</p> | |

Native Video Ads (Desktop/Mobile)



Video recommendation

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

- 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

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)

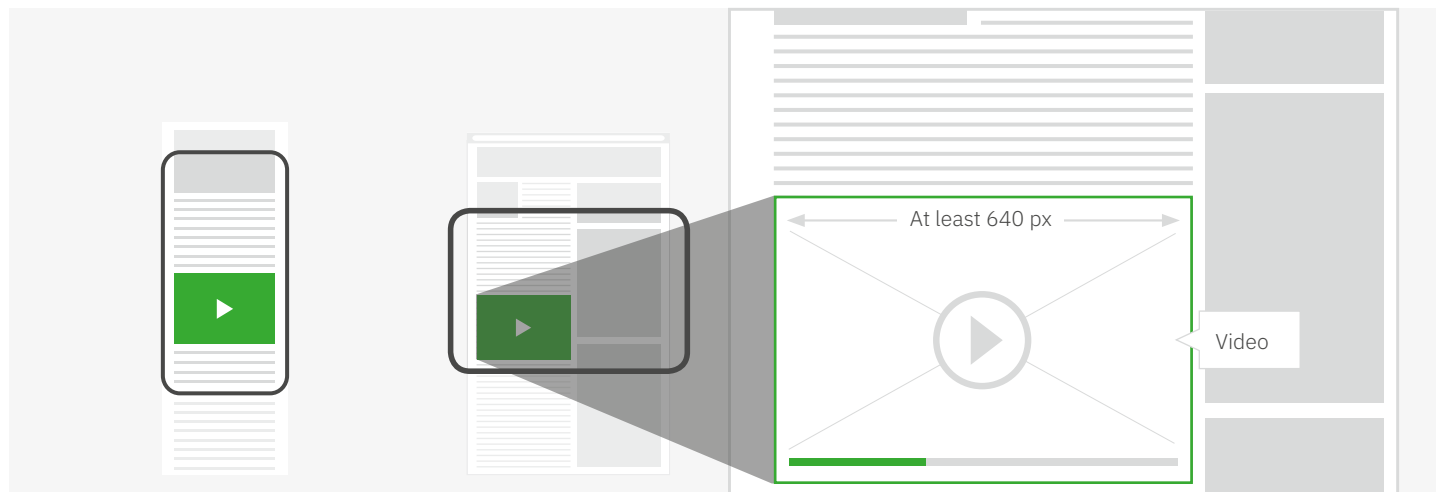
VAST-Tags

| | |
|----------|-----------------|
| Bitrate | max. 1.000 kbps |
| Format | 16:9 |
| Codec | h.264 |
| Lautheit | -23 LUFS |

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) |

Native Outstream Ads (Desktop/Mobile)



Video material

| | |
|---------------------|---|
| File format | AVI, MPG, WEBM, MOV, MP4 |
| 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) |

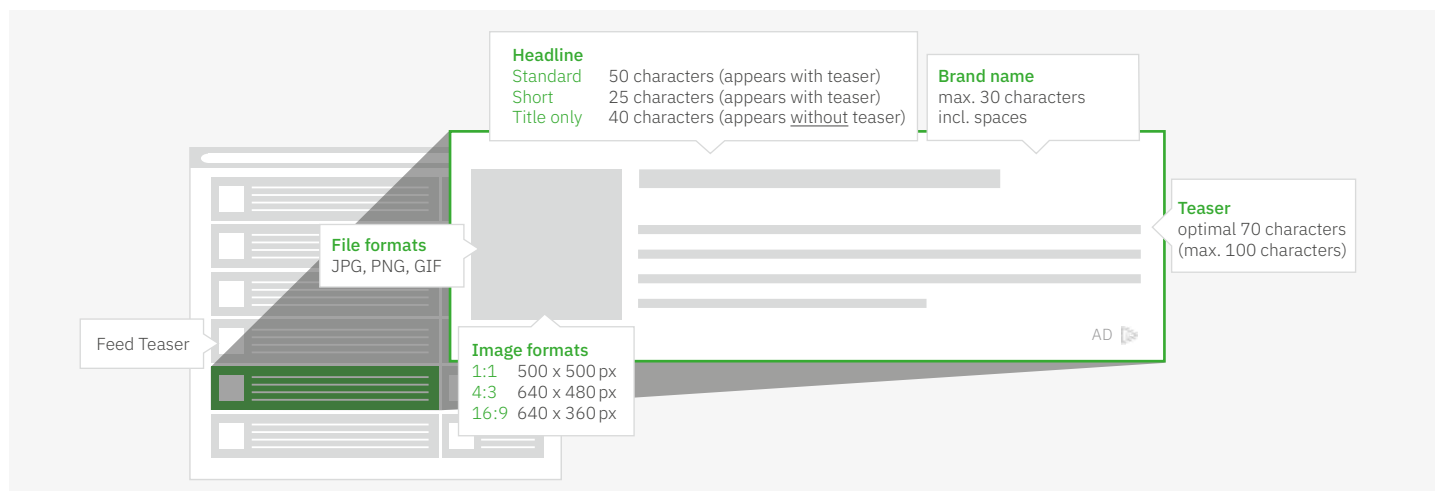
VAST-Tags

| | |
|-----------------|-----------------|
| Bitrate | max. 1.000 kbps |
| Format | 16:9 |
| Codec | h.264 |
| Lautheit | -23 LUFS |

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) |

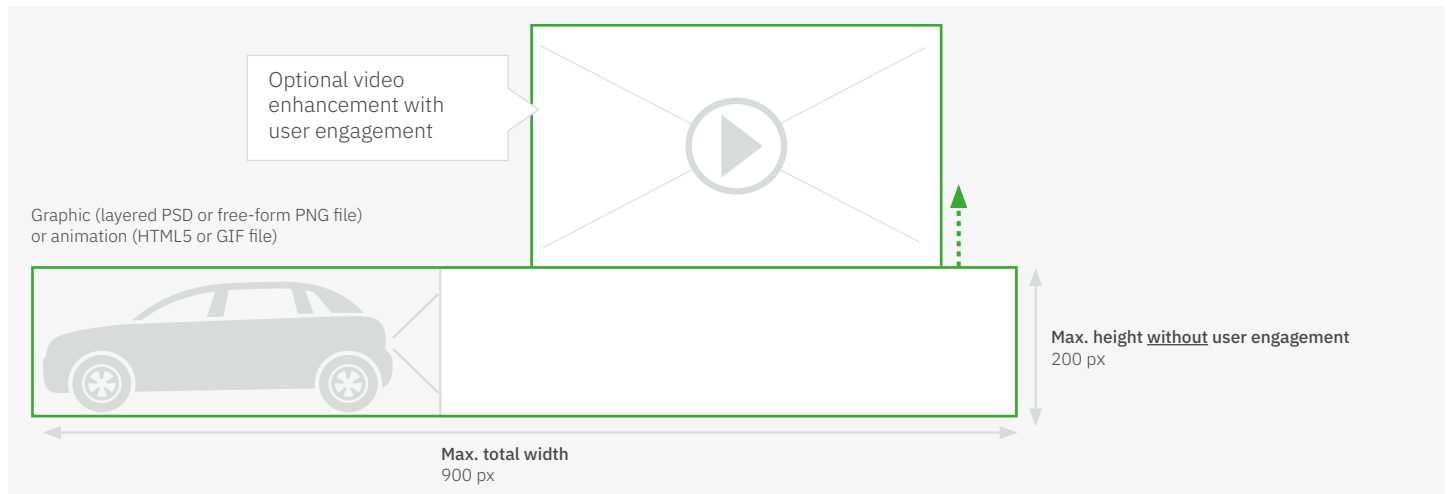
Native In-Feed Ads (Desktop/Mobile)



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>Headline</p> <p>Standard 41–50 characters (appears with teaser)</p> <p>Short 10–25 characters (appears with teaser)</p> <p>Title only 26–40 characters (appears without teaser)</p> <p>Teaser 70 characters guaranteed (max. 100 characters)</p> <p>Brand name Your brand name with max. 30 characters incl. spaces</p> <ul style="list-style-type: none"> – 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 | <p>Image formats and sizes</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>File format JPG, PNG, GIF</p> <p>File size optimal 100 kB</p> <ul style="list-style-type: none"> – 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 | |
| <p>Target URL 1 target URL per advertising material set</p> <p>View pixel optional – only as img-pixel (max. 3 img-pixel, has to support https)</p> | |

High Impact Ads – Fly Ads/Rise Ads (Desktop)



| Ad | Optional video |
|--|---|
| <p>Sizes</p> <p>Without user engagement (on mouseout) Width x height – max. 900 x 200 px</p> <p>With user engagement (on mouseover) Depends on creation / on request</p> <p>Possible file formats</p> <p>High Impact Ads are animated ad formats. The following formats can be delivered and processed:</p> <ul style="list-style-type: none"> – HTML5 (recommended by plista) – layered PSD graphics – free-form PNG graphics – GIF files (incl. animated GIF files) <p>File size</p> <p>max. 1 MB</p> | <p>File format</p> <p>AVI, MPG, WEBM, MOV etc.</p> <p>Size</p> <p>at least 640 px width</p> <p>Image format</p> <p>4 : 3, 16 : 9 etc.</p> <p>Length</p> <p>plista recommendation: 15 to 25 sec.</p> <p>File size</p> <p>optimal 1 MB per 10 sec. play time (after editing by plista)</p> |
| | Tracking |
| | <p>Target URL</p> <p>one target URL per video</p> <p>View pixel</p> <p>optional – only as img-pixel (max. 3 img-pixel, has to support https)</p> <p>Engagement tracking</p> <p>optional – only as img-pixel (max. 1 img-pixel per measuring point, has to support https)</p> |

Lead time

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

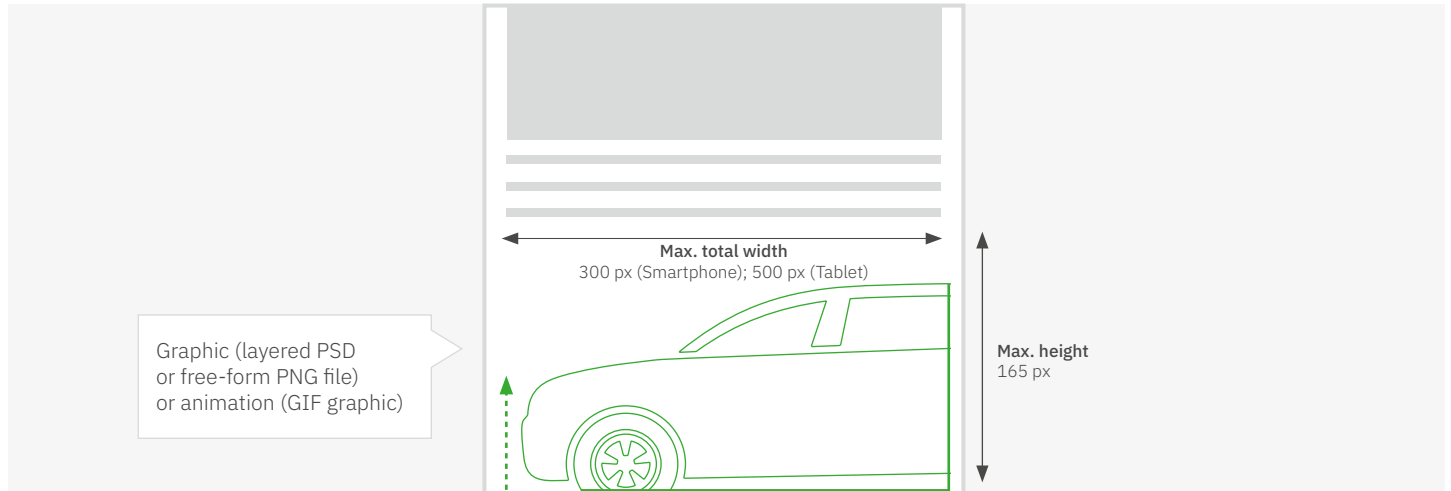
plista tip

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

| | |
|---|---|
| <p>Fly Ads</p> <p>Make sure the font (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.</p> | <p>If optional video is used</p> <p>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.”)</p> |
|---|---|

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

High Impact Ads – Rise Ads (Mobile)



| Ad | Optional video |
|---|---|
| <p>Sizes (depending on the resolution of the device)</p> | |
| <p>Smartphone width x height – max. 300 x 165 px</p> | |
| <p>Tablet width x height – max. 500 x 250 px</p> | <p>File format AVI, MPG, WEBM, MOV etc.</p> |
| <p>Possible file formats</p> | <p>Size at least 640 px width</p> |
| <ul style="list-style-type: none"> – HTML5 – layered PSD graphics – free-form PNG graphics – GIFs | <p>Image format 4 : 3, 16 : 9 etc.</p> |
| <p>File size</p> | <p>Length plista recommendation: 15 to 25 sec.</p> |
| <p>max. 1 MB</p> | <p>File size optimal 1 MB per 10 sec. play time (after editing by plista)</p> |
| <p>Lead time</p> | <p>Tracking</p> |
| <p>All material must be delivered at least one week before the start of the campaign.</p> | <p>Target URL one target URL per video</p> |
| <p>plista tip</p> | <p>View pixel optional – only as img-pixel (max. 3 img-pixel, has to support https)</p> |
| <p>If optional video is used</p> | <p>Engagement tracking optional – only as img-pixel (max. 1 img-pixel per measuring point, has to support https)</p> |
| <p>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.</p> | |