Overview for Advertisers

plista

Please select your desired format:

Native Ads

Native Video Ads

Outstream Ads

Native Advertorial

High Impact Ads
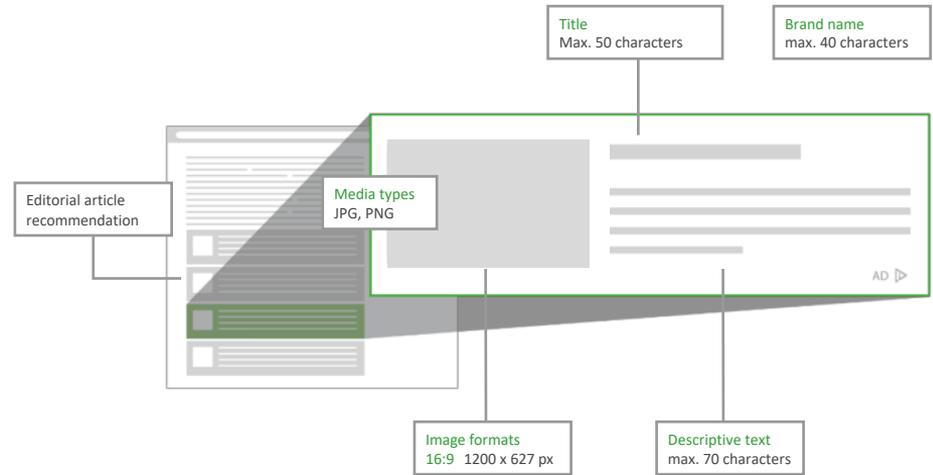
Native Ads (Image-text ads)

plista

Creative

– Recommended aspect ratio: 16:9

– Media types: JPG or PNG

(i) Note: Please consider that images will be cropped to align with the publisher's layout.

Text

– Title: max. 50 characters (30 characters recommended)
The title should be created in such a way that it can effectively be a stand-alone text without a teaser.

– Descriptive text: max. 70 characters (60 characters recommended)

– Brand name: max. 40 characters

(i) Please take into consideration that whitespace characters (e.g. space, tab) are included in the character count. It should be considered that texts can be shortened, depending on the publisher and that images can be cropped. We recommend not to use logos or text in the images. Important elements of the images should be centered if possible to avoid cut-offs.
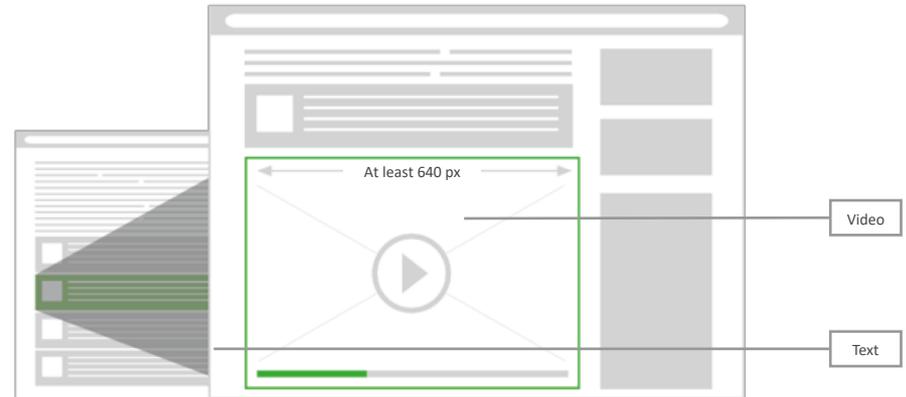
Title
Max. 50 characters

Brand name
max. 40 characters

Editorial article recommendation

Media types
JPG, PNG

AD ▷

Image formats
16:9 1200 x 627 px

Descriptive text
max. 70 characters

Native Video Ads

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Video

– Provision of VAST Redirects

– Video file size: max. 125 MB

– Max. bit rate: 1.000 kbps

– Format: 16:9

– Codec: h.264

– Loudness:-23 LUFS

– Recommended resolution: 1280 x 720 px

– Media types: x-flv, mp4, webm, x-ms-wmv, ogg, x-msvideo, mpeg, quicktime, 3gpp, 3gpp2, x-m4v, mov

Text

– Title: max. 50 characters (30 characters recommended)

– Descriptive text: max. 70 characters (60 characters recommended)

– Brand name: max. 40 characters

ⓘ To retain users attention, the duration of a video should not exceed 30 seconds and should be even shorter for mobile devices.

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Outstream Ads

Video

– Provision of VAST Redirects

– Video file size: max. 125 MB

– Max. bit rate: 1.000 kbps

– Format: 16:9

– Codec: h.264

– Loudness: -23 LUFS

– Recommended resolution: 1280 x 720 px

– Media types: x-flv, mp4, webm, x-ms-wmv, ogg, x-msvideo, mpeg, quicktime, 3gpp, 3gpp2, x-m4v, mov

At least 640 px

Video

ⓘ To retain users attention, the duration of a video should not exceed 30 seconds and should be even shorter for mobile devices.
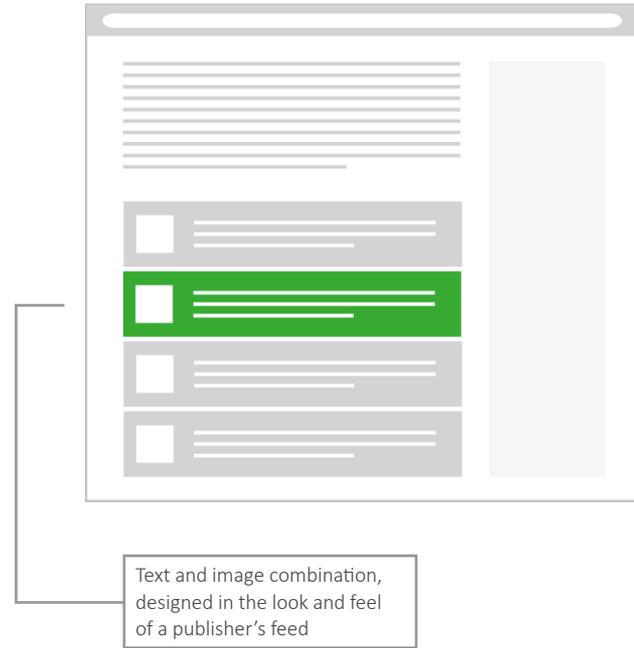
Native Advertorial

plista

Teaser-Set

– Recommended aspect ratio: 1:1, 4:3, 16:9

– Media types: GIF, JPG, PNG, 3rd Party Tag

ⓘ Note: Please consider that images will be cropped to align with the publisher's layout.

– Title: max. 50 characters (30 characters recommended)

– Descriptive text: max. 70 characters (60 characters recommended)

– Brand name: max. 40 characters

ⓘ Please take into consideration that whitespace characters (e.g. space, tab) are included in the character count. It should be considered that texts can be shortened, depending on the publisher and that images can be cropped. We recommend not to use logos or text in the images. Important elements of the images should be centered if possible to avoid cut-offs.

Text and image combination, designed in the look and feel of a publisher's feed

Native Advertorial

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Content-Set

– Max. 1.000 characters

– Brand logo: GIF, JPG, PNG

– Media types: GIF, JPG, PNG, 3rd Party Tracking

– Recommended resolution: 1200 x 800 px

– Media types: Youtube, Vimeo, other embeddable videos

– External links: any number

ⓘ Publishers use different approaches to address their readers (you/them).
If you want to provide general content, avoid addressing the reader directly.

Make sure that your text does not sound too promotional. Above all,
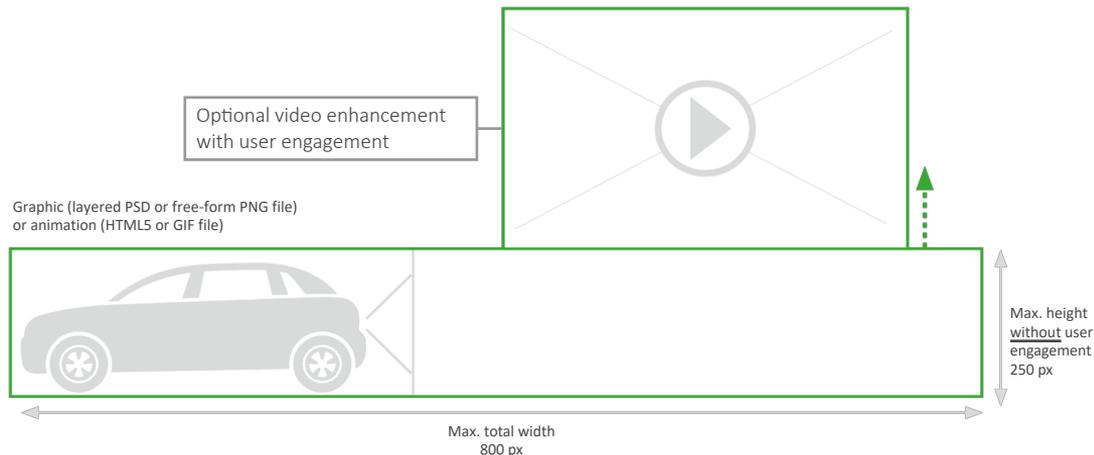advertorials profit from their editorial content and its character.

Your content as editorial piece
on the publisher's website

High Impact Ads

plista
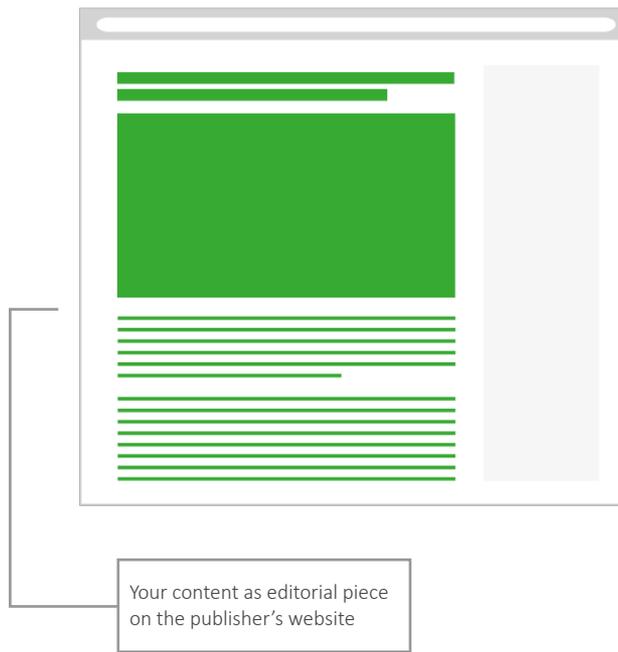
Formats

- – HTML5 (recommended for desktop)
- – Layered PSD graphics
- – Free-form PNG graphics
- – GIF graphics (also automated for desktop)

Video (optional)

- – File Format – VAST Tag, AVI, MPG, MOV, WEBM, MP4
- – File Size: ≥ 1MB per 10sec. playtime
- – Ratio: 4:3; 16:9, etc.
- – Minimum Width: 640 px
- – Running Time: 15–25 sec. recommended

Optional video enhancement with user engagement

Graphic (layered PSD or free-form PNG file)
or animation (HTML5 or GIF file)

Max. height without user engagement 250 px

Max. total width
800 px

High Impact Ads

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File size (max. 1 MB)

− Desktop without user engagement: max. 800 x 250 px

− Desktop with user engagement: on request

− Tablet: max. 500 x 250 px

− Smartphone: max. 300 x 165 px

VAST-Tags

− Bitrate: max. 1000 kbps

− Format: 16:9

− Codec: h.264

− Loudness:-23 LUFS

Tracking

− 1 Target URL

− 3 view pixel (https img-pixels)

− 1 Engagement Tracking Pixel per measuring point (https img-Pixel)

ⓘ Please deliver material at least one week before campaign start.