

Please select your desired format:



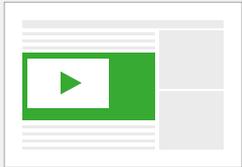
Native Ad



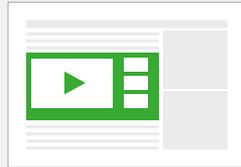
Native Video Ad



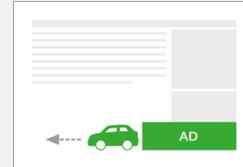
In-Article Video



Branded Player



Shoppable Video



High Impact Ad

# Native Ad (Image-text ads)

## Creative

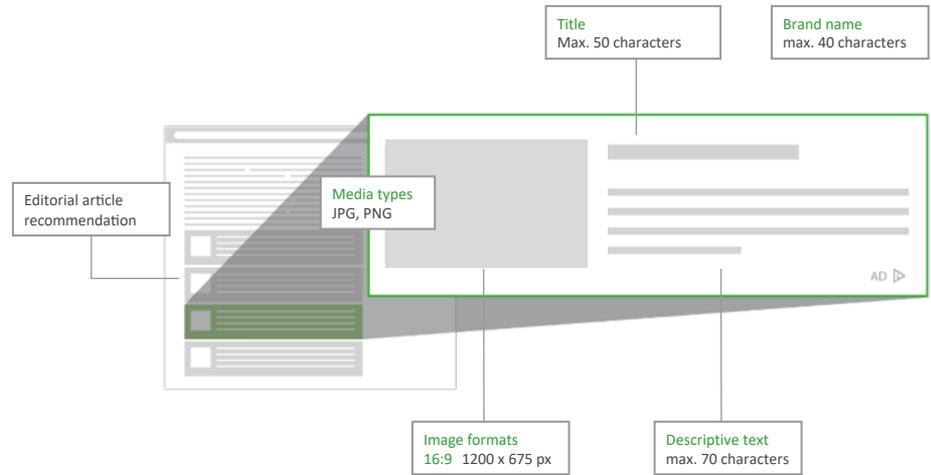
- Recommended aspect ratio: 16:9
- Media types: JPG or PNG

**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.



# Native Video Ad

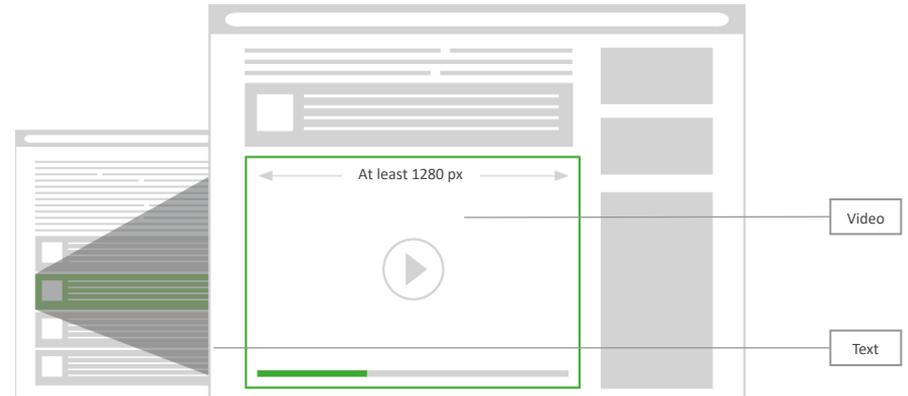
## Video

- 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

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

## Text

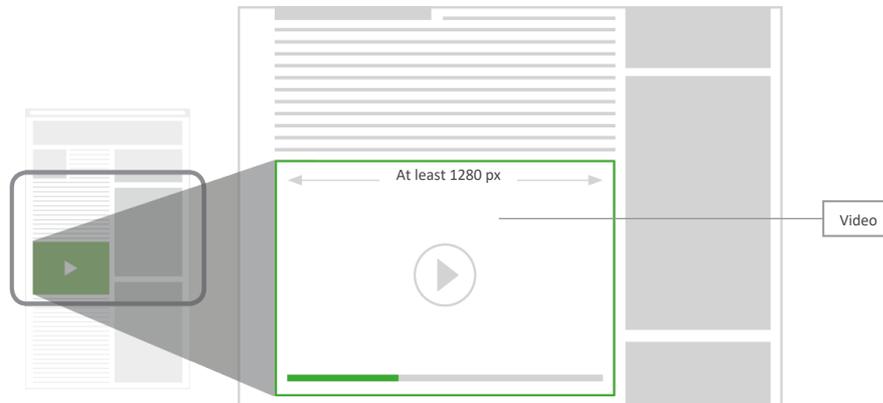
- Title: max. 50 characters (30 characters recommended)
- Descriptive text: max. 70 characters (60 characters recommended)
- Brand name: max. 40 characters



**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.

## 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



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

# Branded Player

## Video

- Recommended aspect ratio: 1:1, 4:3, 16:9
- Running time: max. 30 sec.

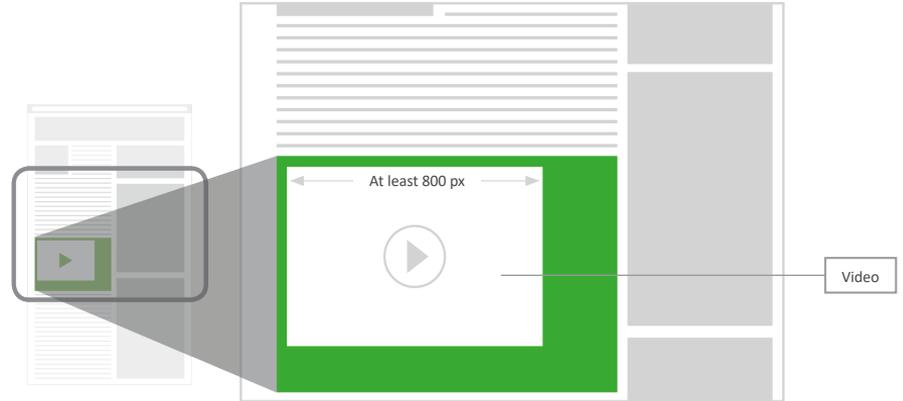
## 3<sup>rd</sup>-Party Tracking

- Only use IMG-Pixels no JS-tracking-links

## Interactive Layer

- Minimum width: 800 px
- Ratio: 16:9
- File formats: layered PSD graphics, JPG, PNG

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



## Video

- Recommended aspect ratio: 1:1, 4:3, 16:9
- Running time: max. 30 sec.

## 3<sup>rd</sup>-Party Tracking

- Only use IMG-Pixels no JS-tracking-links

## Interactive Layer

- Minimum width: 800 px
- Ratio: 16:9
- File formats: layered PSD graphics, JPG, PNG

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



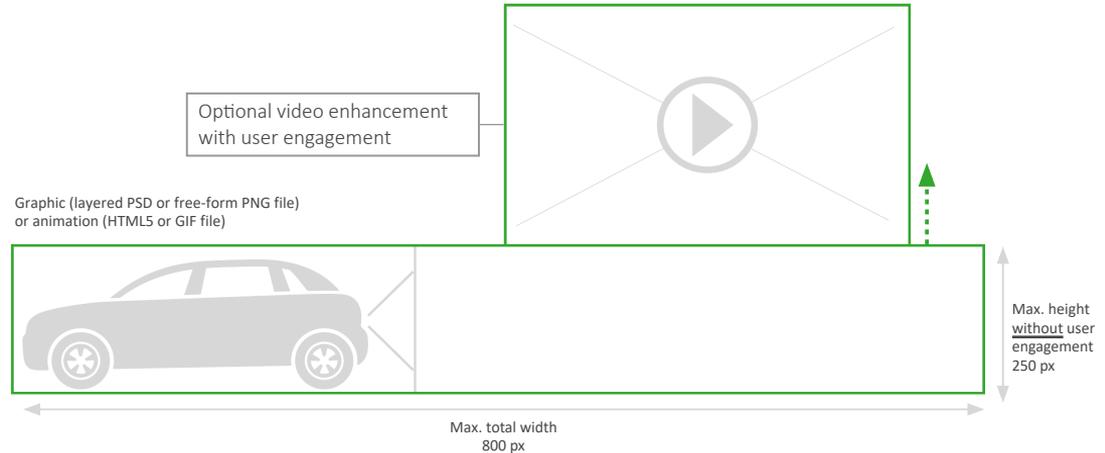
# High Impact Ad

## 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:  $\geq$  1MB per 10 sec. playtime
- Ratio: 4:3; 16:9, etc.
- Minimum width: 640 px
- Running time: 15 – 25 sec. recommended



# High Impact Ad

## 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

## Tracking

- 1 Target URL
- 3 view pixel (<https://img-pixels>)
- 1 Engagement Tracking Pixel per measuring point (<https://img-pixel>)

## VAST-Tags

- Bitrate: max. 1000 kbps
- Format: 16:9
- Codec: h.264
- Loudness: -23 LUFS

 Please deliver material at least one week before campaign start.