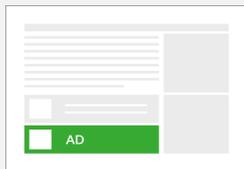# Overview for Advertisers

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Please select your desired format:

Native Ad

In-Article Video

Branded Player

Shoppable Video

High Impact Ad

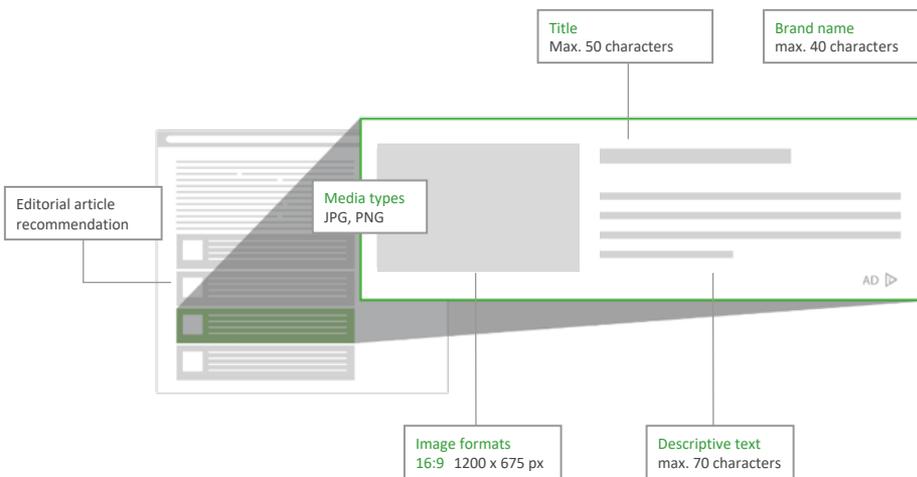Social Ad

Native Ad (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 675 px

Descriptive text
max. 70 characters

In-Article Video

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Video

– Provision of VAST Redirects

– Video file size: max. 100 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 1280 px

Video

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

Branded Player

plista

Video

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

– Running time: max. 30 sec.

3rd-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.

At least 800 px

Video

Shoppable Video

Video

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

– Running time: max. 30 sec.

3rd-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.
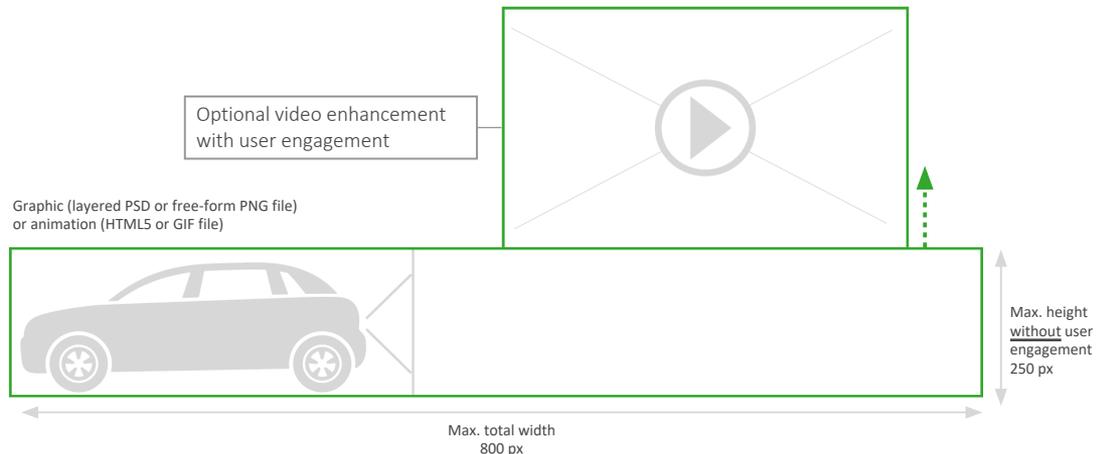
At least 800 px

Video

High Impact Ad

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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 10 sec. 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 Ad

plista

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.

Social Ad

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Main Social URL

– Where image and text will be taken from
(e.g. Facebook or Instagram posts URL)
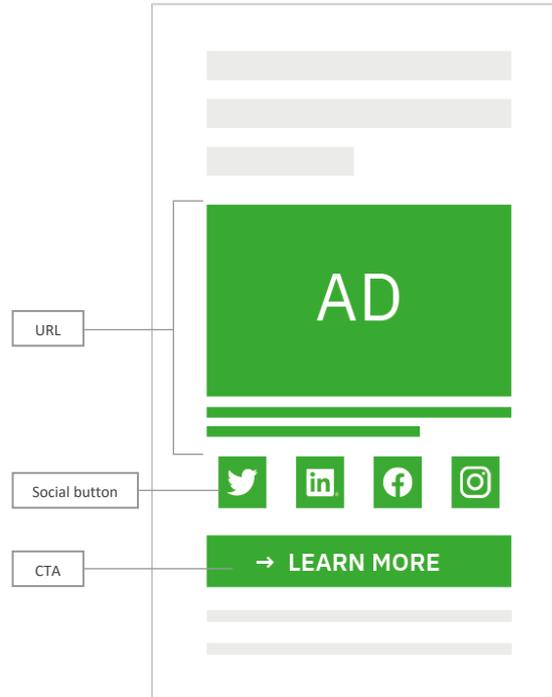
(i) Posts must be public

Social button URLs

– The URLs where the user is directed to when
clicking on the social icons

Call to action text

– The text to be displayed

Call to action URL

– The URL where the user is directed to when clicking
on the call to action section

URL

AD

Social button

CTA

→ LEARN MORE

We report back on individual clicks

→ Main social image

→ Each individual social button

→ Call to action