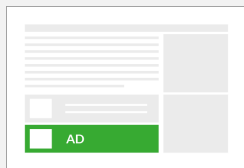
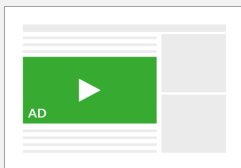


Please select your desired format:



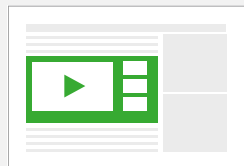
Native Ad



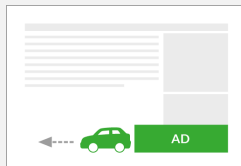
In-Article Video



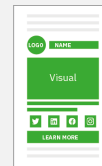
Branded Player



Shoppable Video



High Impact Ad



Social Ad

# Native Ad (Image-text ads)

## Creative

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

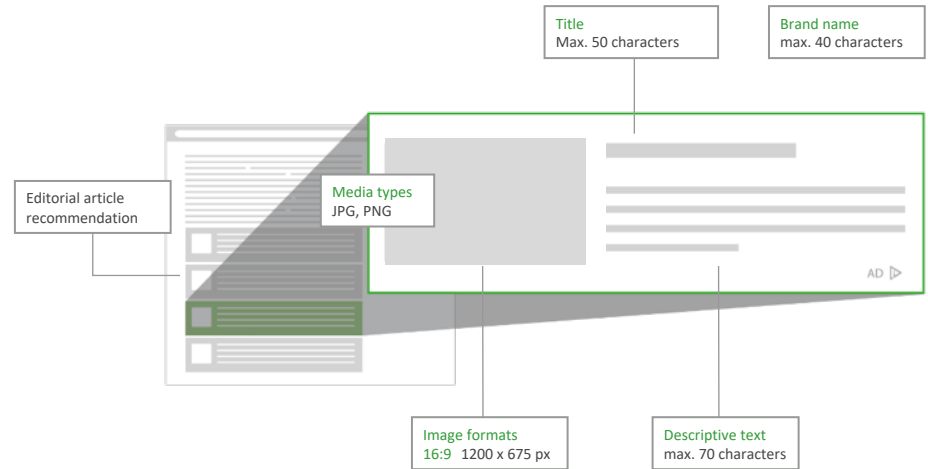
**i** Note: Please consider that images will be cropped to align with the publisher's layout.

## Text

- Two title variations:
  - Title 1: max. 30 characters
  - Title 2: max. 50 characters

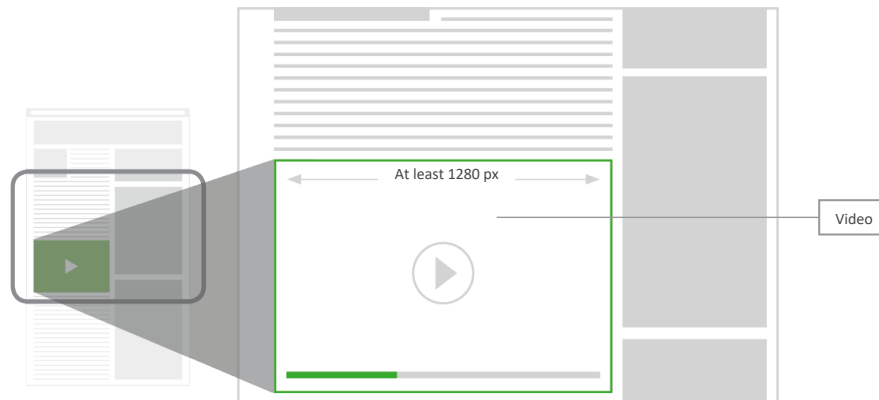
The title should be created in such a way that it can effectively be a stand-alone text without a teaser.
- Descriptive text: max. 70 characters (60 characters recommended)
- Brand name: max. 40 characters

**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.



## 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



**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

**i** 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

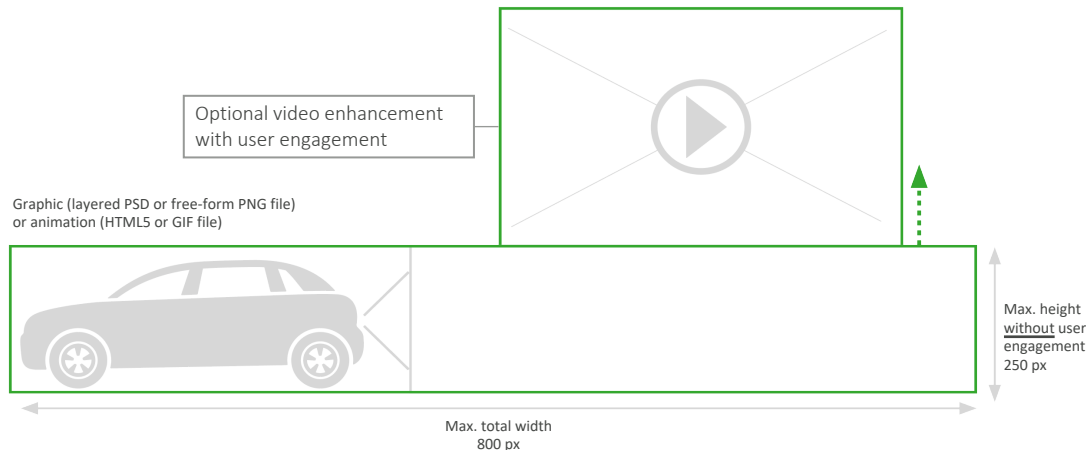
1/2

## 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

2/2

## 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.

## Main Social URL

Where image and text will be taken from (e.g. Facebook or Instagram posts URL)

Posts must be public

## Social button URLs

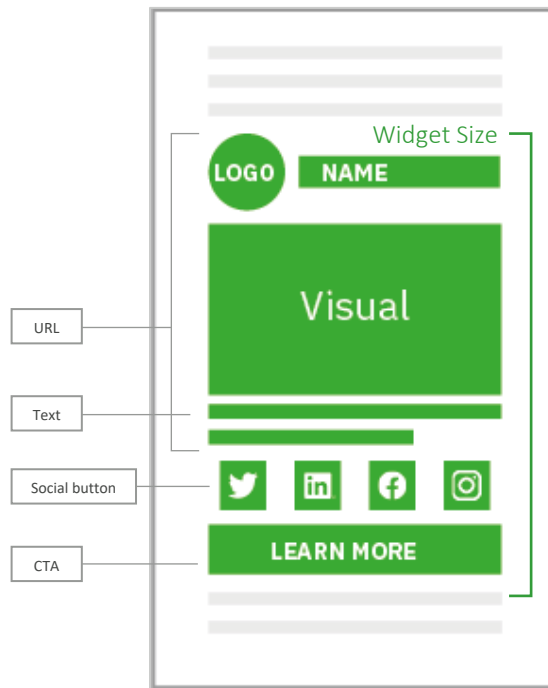
The URLs where the user is directed to when clicking on the social icons

## 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



We report back on individual clicks

- Main social image
- Each individual social button
- Call to action

Please deliver material at least one week before campaign start.



# Social Ad – Widget Size 320 x 480

2/3

## Header

- Company Name: max. 17 chars
- Logo: jpg, png, gif – Aspect Ratio 1:1

## Visual (Image or Video)

Aspect Ratio 1:1 or 4:3 or 16:9

- Image: jpg, png, gif
- Video: mp4, mov, avi (recommended length: max. 30s)

**i** NOTE: minimum resolution for retina optimization: 640px width [... height depending on Aspect Ratio]

## Text

Aspect Ratio of Visual	Max. chars*
1:1	120
4:3	240
16:9	360

\*Without additional Social Button

## Custom Social Buttons

Place additional Twitter / Facebook / Instagram / LinkedIn / Pinterest buttons (optional) –

**i** NOTE: using Custom Social Buttons will reduce available text size

## CTA

- Caption: max. 21 chars
- Color: optional

## Tracking (optional: created by plista or customer)

- **General:** clicktracker for tracking main area of the Social Ad
- **Video:** quartile clicktrackers (START, 25%, 50%, 75%, END) in case you want to track video events
- **Custom Social Buttons:** clicktracker for every single button
- **CTA:** extra clicktracker in case you want to differentiate between clicks on CTA and main area of the Social Ad

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

# Social Ad – Widget Size 300 x 600

3/3

## Header

- Company Name: max. 16 chars
- Logo: jpg, png, gif – Aspect Ratio 1:1

## Visual (Image or Video)

Aspect Ratio 1:1 or 3:4

- Image: jpg, png, gif
- Video: mp4, mov, avi (recommended length: max. 30s)

**i** NOTE: minimum resolution for retina optimization: 600px width [... height depending on Aspect Ratio]

## Text

Aspect Ratio of Visual	Max. chars*
1:1	400
3:4	260

\*Without additional Social Button

## Custom Social Buttons

Place additional Twitter / Facebook / Instagram / LinkedIn / Pinterest buttons (optional) –

**i** NOTE: using Custom Social Buttons will reduce available text size

## CTA

- Caption: max. 21 chars
- Color: optional

## Tracking (optional: created by plista or customer)

- **General:** clicktracker for tracking main area of the Social Ad
- **Video:** quartile clicktrackers (START, 25%, 50%, 75%, END) in case you want to track video events
- **Custom Social Buttons:** clicktracker for every single button
- **CTA:** extra clicktracker in case you want to differentiate between clicks on CTA and main area of the Social Ad

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