

The background features a network diagram with nodes and connecting lines. The left side is a teal color, and the right side is a green color. The network diagram consists of various nodes connected by thin lines, creating a complex web-like structure. The nodes are represented by small circles, and the lines are thin and light-colored.

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Creative Specs

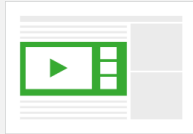
We make digital advertising easy and accessible

Please select your desired format:

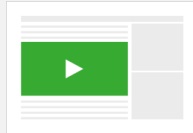
Integrated Video 2.0



Branded Player



Shoppable Video



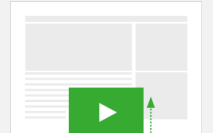
Oustream/ Instream



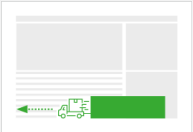
YouTube



Connected TV



Floating Video



High Impact Ad



Mobile Smart Media Ad



Social Ad



Story Ad



Native Advertorial



Native Advertorial



E-mail Marketing

[Extended Reach](#) ►

Branded Player

Video


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

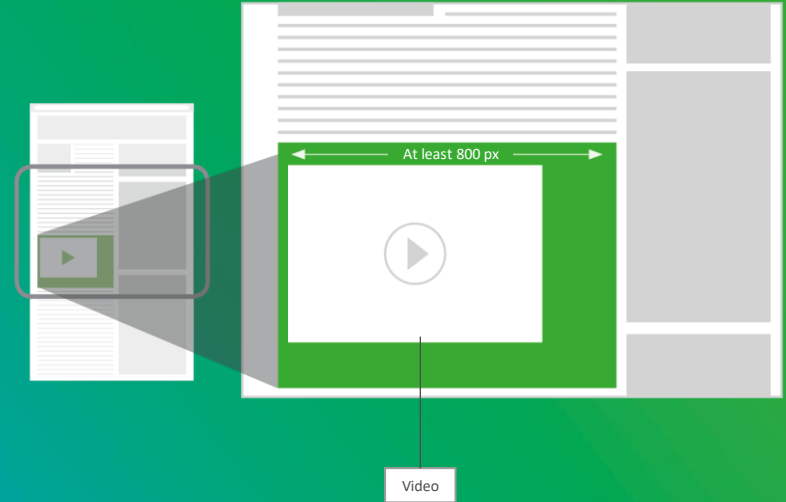
3rd-Party Tracking

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

Interactive Layer

- Minimum width: 800 px
- Aspect 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.



Shoppable Video

Video


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

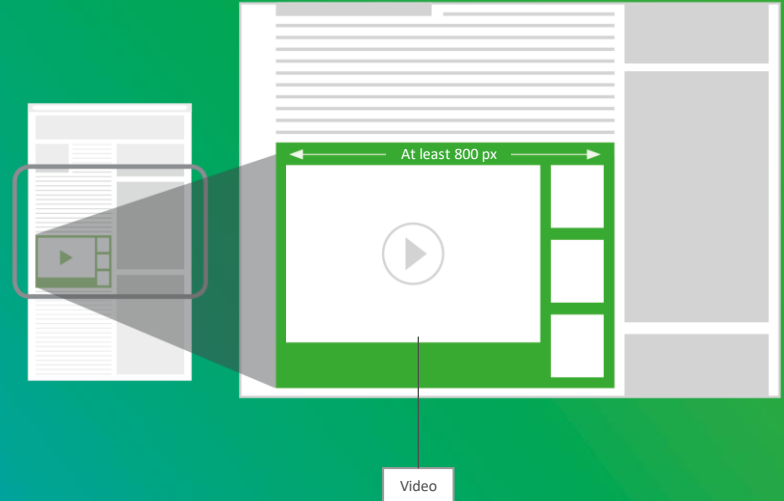
3rd-Party Tracking

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

Interactive Layer

- Minimum width: 800 px
- Aspect 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.

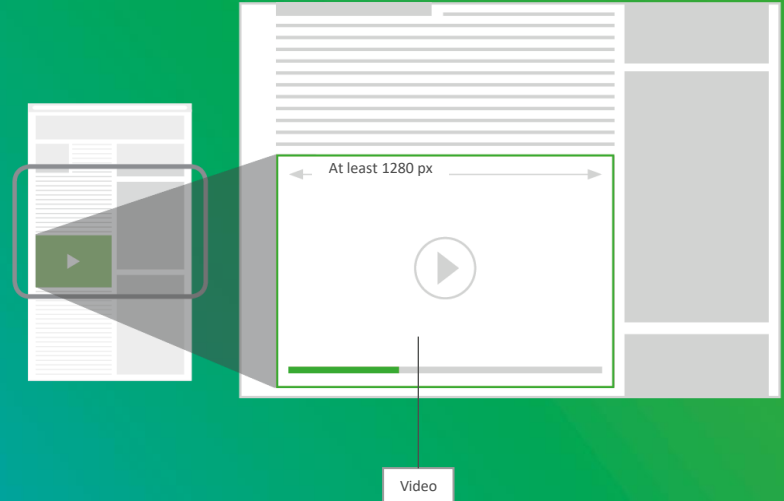


Oustream/ Instream

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.



Floating Video

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 be even shorter for mobile devices.



Creative Specs

YouTube

Creatives have to be delivered as a YouTube link
(optionally with ClickCommand)

Hosting

- Video must be uploaded in YouTube
- Embedding must be possible
- Video must be public or unlisted
- True streaming is not allowed

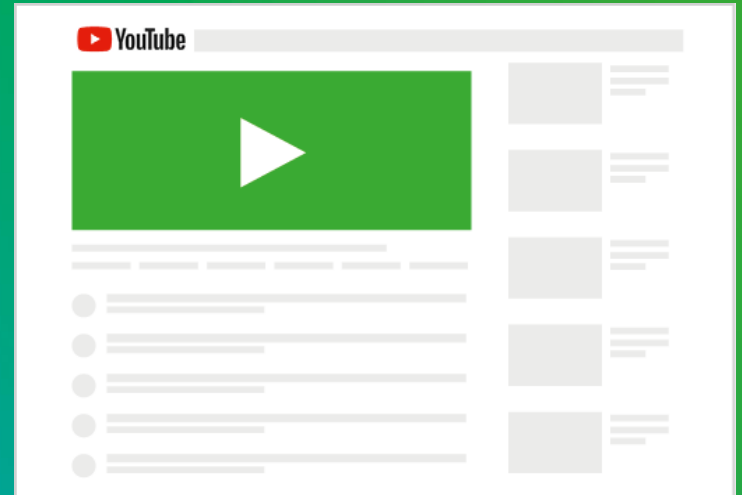
Video length

- Non- Skippable: max. 15 Sec.
- Skippable max 30 Sec.
- (Bumper Ads: max. 6 Sec.)

Ad content

- Must be compliant with YouTube policies

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Connected TV (CTV)

CTV is a format that delivers videos over the internet and distributes them on televisions. This includes:

- “Smart TVs” that stream video directly over the internet
- Internet connected devices such as: Roku, Chromecast, Fire stick, Apple TV and others that stream to a TV
- Game consoles such as Xbox, Playstation, Nintendo, and others that stream to a TV

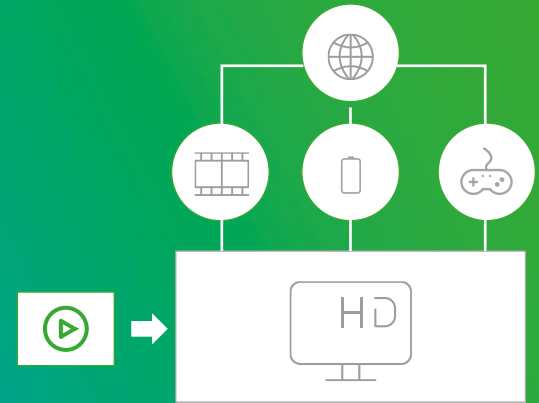
Video

- Creative Type: VAST*
- Media Type: MP4
- Minimum Bitrate: 2,000 kbps
- Videosize: 1920 px x 1080 px
- Running time: 15 or 30 sec.**
- Layer integration possible:
 - Minimum width: 1920 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.

Don’t use VPAID Creatives. They will not be supported by most of the CTV devices.

ATTENTION: The CTV format is not clickable. We offer you a QR code for further linking.



High Impact Ad

1/2

Formats

- HTML5 (recommended for desktop)
- Layered PSD graphics
- Free-form PNG graphics
- GIF graphics (also automated for desktop)
- ① There is the possibility to use retina optimization for tablet and phone.

Video (optional)

- File formats: VAST Tag, AVI, MPG, MOV, WEBM, MP4
- File size: ≥ 1 MB per 10 sec. playtime
- Ratio: 4:3; 16:9, etc.
- Minimum width: 640 px
- Running time: 15 - 25 sec. recommended

2 OPTIONS



A. FLY AD

From right to left

B. RISE AD

From bottom up

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

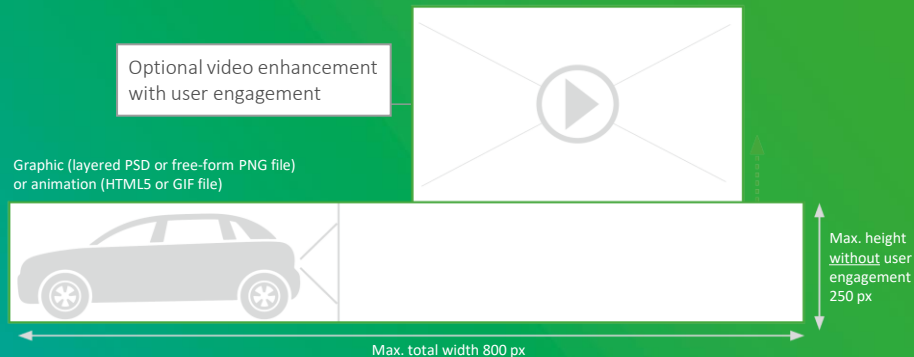
Tracking

- 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 – Codec: h.264
- Format: 16:9 – Loudness: -23 LUFS

 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)

 The post needs to be set to "public"

Social button URLs

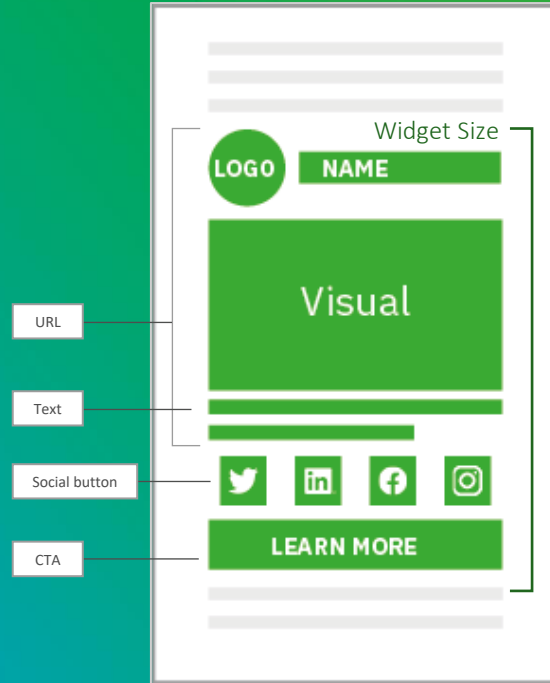
The URLs where the user is directed to when clicking on the social icons

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

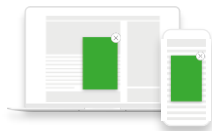
→ Each individual social button

→ Call to action

 Please deliver material at least one week before campaign start.

Social Ad for Interstitial | Widget Size 320 x 480

2/4



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 Minimum resolution for retina optimization:
640 px 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 Using Custom Social Buttons will reduce available text size.

CTA

- Caption: max. 20 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 for Halfpage | Widget Size 300 x 600

3/4



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 Minimum resolution for retina optimization:
600 px 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 Using Custom Social Buttons will reduce available text size.

CTA

- Caption: max. 20 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 for Medium Rectangle | Widget Size 300 x 250

4/4



Header (will be placed on the visual in the top left corner)

- Company Name: max. 20 chars
- Logo: jpg, png, gif – Aspect Ratio 1:1

Visual (Image or Video)

Aspect Ratio 16:9

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

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

Text

- max. 80 chars (without additional social buttons)

Custom Social Buttons

- Not available

CTA

- Caption: max. 20 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
- 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.

Story Ad

Desktop size

- **Billboard:** 970 x 250 px
Safe zone* with CTA: 970 x 135 px,
Safe zone without CTA: 970 x 175 px
- **Halfpage Ad:** 300 x 600 px
Safe zone with CTA: 300 x 485 px,
Safe zone without CTA: 300 x 525 px
- **Medium Rectangle:** 300 x 250 px
Safe zone with CTA: 300 x 135 px
Safe zone without CTA: 300 x 175 px

Mobile size

- **Medium Rectangle:** 300 x 250 px
Safe zone with CTA: 300 x 135 px
Safe zone without CTA: 300 x 175 px

i Further sizes based on IAB standard formats are possible by request. Please, be aware of so-called safe zones.

Visual (Image or Video)

- **Video:** physical video (mp4 etc.), 30 seconds max. duration (including all slots), autostart without sound, provision at best quality as MP4, MOV, AVI (recommended duration: max. 30 sec.)
Minimum resolution for retina optimization: 640 px width x ... (height depending on aspect ratio)
- **Images:** delivery at best quality as JPG, PNG, GIF

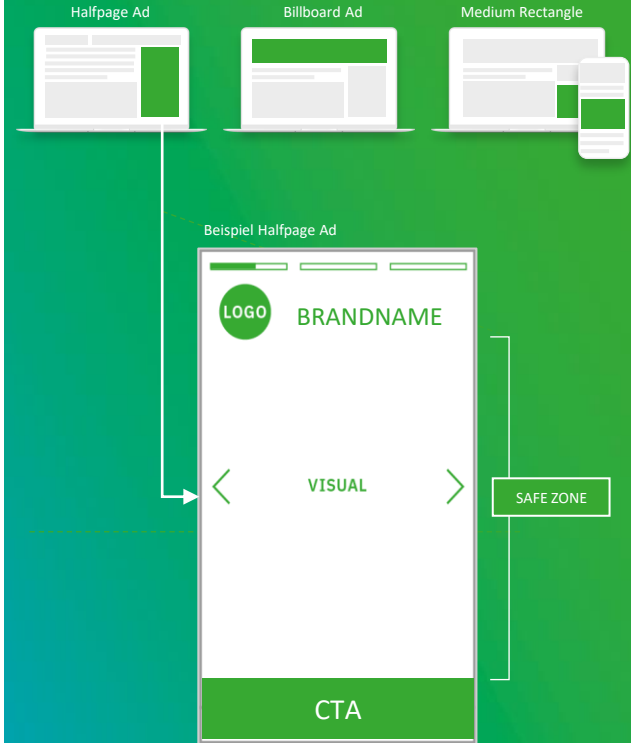
Text

- is possible, will be placed on visual

FEATURES

- Multiple clickouts, flexible size, flexible duration of slots (time of slot), flexible quantity of slots (3 to 5 recommended)
- Logo: JPG, PNG, GIF – aspect ratio 1:1

i *SAFE ZONE simply refers the area in which texts, icons, symbols, emojis can be placed without overlay of StoryAd-Controls or StoryAd-Header. In the SAFE ZONE the design is free from constraints.



Mobile Smart Media Ad

Formats

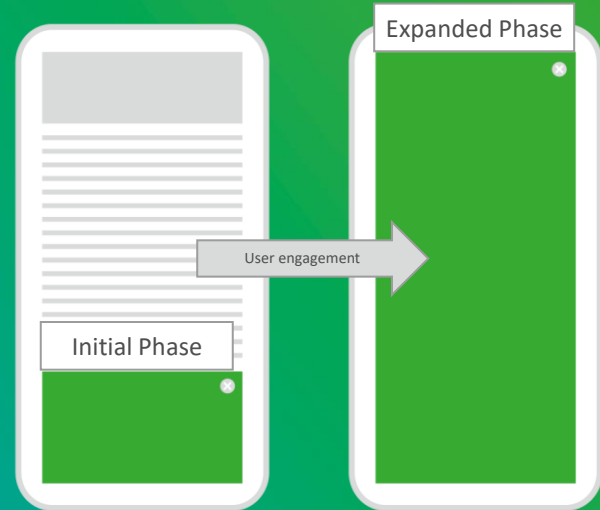
- Layered PSD graphics
 - EPS, AI, JPG, PNG im RGB color spectrum
 - Initial phase: Phone: 300 x 165 px, Tablet: 500 x 250 px
 - Expanded phase: Phone: 320 x 568 px, Tablet: 600 x 1024 px
- i** All objects must be deposited as Smart Object and min. double sized (2x) than visible in the end to be scalable for retina displays.

Video (optional)

- File formats: MOV, AVI or MP4
- Running time: max. 30 sec.

Tracking

- Multiple destination-URLs can be deposited
- Tracking Options: Click Tracking, Impression Tracking



i Please deliver material at least 10 days before campaign start.

Native Ad (Image-text ads)

Image

- Recommended aspect ratio: 16:9, 1200 px x 675 px
- Optional: 4:3, 1:1, min. 1200 width
- Media types: JPG or PNG, max. 1 MB filesize

i 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. Just in case these elements should be placed with a safety space of 10 % to the boarder of the image.

Text

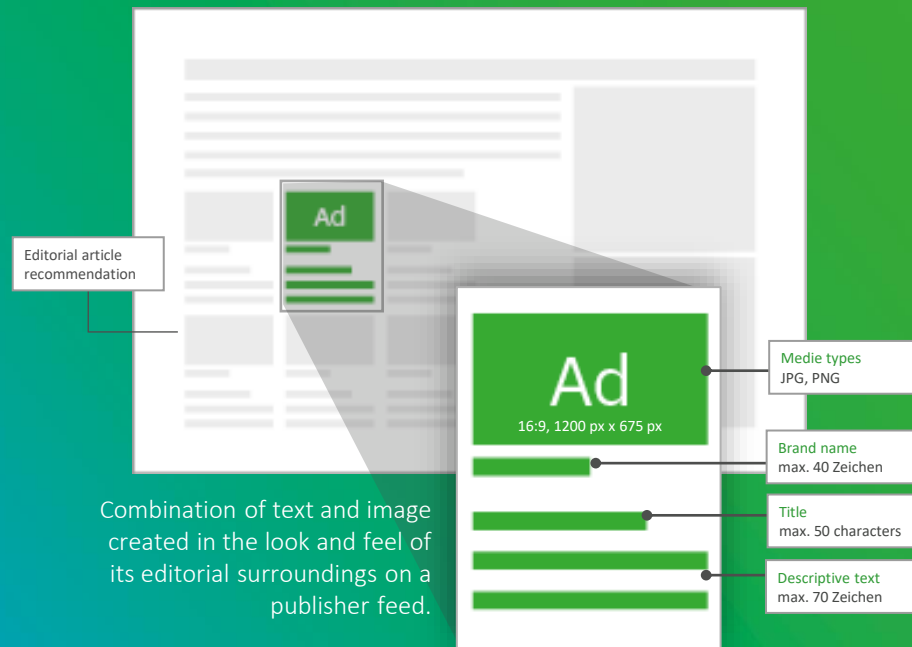
- Title short: max. 25 characters
 - Optional title long: max. 50 characters
- i** The title should be formulated in such a way that even without a teaser it will have the same effectiveness.
- Descriptive text: max. 100 characters (60 characters recommended)
- Brand name: max. 25 characters¹
 - Call-to-Action: optional, max. 25 characters¹
- i** Please take into consideration that whitespace characters (e.g. space, tab) are included in the character count. Texts can be shortened, depending on the publisher and that images can be cropped.

Logo: optional, 300 px x 300 px max. 200 KB ^{1 2}

Tracking:

Landingpage URL including UTM parameters or 3rd party clicktracking to link to your landingpage

¹optional, depending on publishers widget. ²if available



Native Advertorial

1/2

Teaser-Set

- Aspect ratio: 16:9
- Media types: JPG or PNG

i Please note that images can be cropped depending on the publisher. 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

2 variations of title:

- Title 1: max. 30 characters
- Title 2: max. 50 characters

Create catchy title, so that title will work effectively even without teaser.

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 text can be shortened, depending on the publisher.



Native Advertorial

2/2

Content-Set

- Max. 1000 characters
- Brand logo: GIF, JPG, PNG
- Images: GIF, JPG, PNG, 3rd party tracking
- Recommended resolution: 1200 x 800 px
- Media types: Youtube, Vimeo, other imbedded videos
- External links: max. 5 clickouts (3 clickouts recommended)

i Publisher 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 prepared as an editorial article on a publisher website

E-Mail Marketing

1/2

File size: standard 50 kb – 100 kb

File format: html

Width: 600 or 720 px

Height: as required (general rule: 1 DIN-A4-sheet)

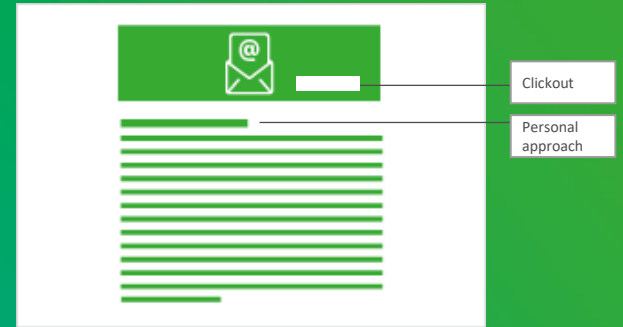
Images: GIF, JPG, PNG

- GIF: graphics up to 256 colors or images such as logos on monochrome, background should be saved as web optimized GIF
- JPG: save images or photos as web-optimized JPG in medium quality level
- PNG: : Attention PNG significantly increases the weight of the Newsletter - avoid it!

Delivery

- Image: 1 - 3 pictures in high resolution
- Adjustment of widths included (target: 600 px or 720 px)
- Text: 50 – 150 words
- Link to the landing page (we copy the corporate design based on the landing page)
- Call to action

i Delivery: min. 3 working days before campaign start, or 10 working days in case of template production by plista (images, texts, info)



- Hosting should be carried out on the client's servers - if required, this can also be carried out by the marketer
- Graphics and images must be linked in the HTML template, because the images are not sent directly with the mail. Images are available on a web server and loaded when the mail is opened (assuming that the e-mail client of the recipient supports this)

Source code

- Use style definitions as inline styles
- Use source codes as simple as possible - simple tabular structure

Design (mobile optimization)

- Liquid CSS is preferred or
- Use responsive design

Further to note

- Do not use JavaScript, Video, Flash
- Preferably use UTF-8 (specify this also in the header)
- Avoid unnecessary empty fields
- Avoid interactive elements as much as possible, most clients prevent this
- Always process text as HTML
- Watch out for HTML special symbols!

<https://wiki.selfhtml.org/wiki/Referenz:HTML/Zeichenreferenz>

No-Pic Version

In most email clients (Outlook, etc.), the user loads the images of an email independently. This has several reasons, such as the economical use of mobile data.

For this reason we have to pay attention to the "no-pic version" in the production. This means that even without loading images, the email and its content is visible to the user. Images, texts and graphic elements must be displayed separately in the HTML code.

It is important to avoid the inclusion of individual graphics that represent the entire template. This leads to the fact that the user only sees an X while opening the e-mail. As a result, the e-mail may be classified as untrustworthy and the email contact is lost.

Tracking

- Tracking pixels
- Click tracker

Extended Reach

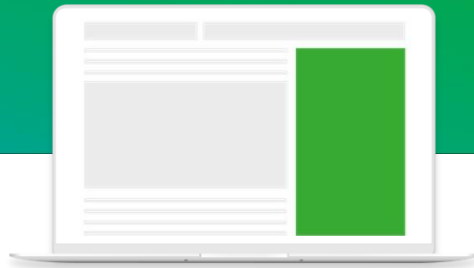


Extended Reach - Ad Bundle

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Leaderboard
728 x 90



Medium Rectangle
300 x 250



Skyscraper
160 x 600

Maximum Size Restrictions:	200 kb incl. fallback
Format:	HTML5
Fallback:	gif or jpg
Animation:	allowed, max. 30 sec.

Billboard Ad

plista



970 px x 250 px

Creative Size:	800 px x 250 px and 970 px x 250 px
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(please deliver both format sizes)

Maximum Size Restrictions:	200 kb incl. fallback
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Creative format:	HTML5 Fallback .gif or .jpg
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Animation:	allowed, max. 30 sec.
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Halfpage Ad

plista



300 px x 600 px

Creative Size:	300 px x 600 px
Maximum Size Restrictions:	2 MB
Creative format:	HTML5 (responsive)
Fallback:	.gif or .jpg
Animation:	allowed, max. 30 sec
Please note:	Physical ads are necessary (zip-file), redirects can only be used when previously requested. All components must be delivered responsive! Hosting via Adition adserver; creative can directly be uploaded by creative agency after consultation.

Instream Ad (Multi roll)

plista



Mediatype:	.mp4
Creative Size:	16:9, 1:1, 9:16
Creative format:	HTML5 (responsive)
Fallback:	min. 720 px x 720 px
Supported Tags:	VAST 2.0/VPAID
Video length:	max. 30 sec. (recommended: max. 20 sec.)
Max. Size:	unlimited