

SPEZIFIKATIONEN DIGITAL 2018

SPEZIFIKATIONEN | Desktop

RUN OF SITE + TARGETING

| Format | Masse / Pixel | Dateigrösse | Dateiformat |
|----------------------|------------------------------------|-------------|--------------------------------|
| Wideboard | 994x250 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Maxiboard | 994x118 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Billboard | 970x250 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Halfpage Ad | 300x600 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Universal Ad Package | Leaderboard: 728x90 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| | Skyscraper: 160x600 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| | Medium Rectangle: 300x250 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Layer | max. 500x500 / Close Button: 20x20 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Wallpaper | Maxiboard: 994x118 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| | Skyscraper: 160x600 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| Monsterboard | 468x400 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |

SPEZIFIKATIONEN | Mobile

mobile RUN OF SITE + TARGETING

| Format | Masse Retina / Pixel | Masse Non-Retina / Pixel | Dateigrösse | Dateiformat |
|-------------------------|----------------------|--------------------------|-------------|--------------------------------|
| Mobile Wideboard | 640x320 | 320x160 | 100KB | JPG, GIF, HTML5, 3rd Party Tag |
| Mobile Medium Rectangle | 600x500 | 300x250 | 100KB | JPG, GIF, HTML5, 3rd Party Tag |
| Mobile Banner | 640x100 | 320x50 | 100KB | JPG, GIF, HTML5, 3rd Party Tag |
| Mobile Prestitial | 640x920 | 320x460 | 100KB | JPG, GIF, HTML5, 3rd Party Tag |
| Mobile Interstitial | 640x920 | 320x460 | 100KB | JPG, GIF, HTML5, 3rd Party Tag |

SPEZIFIKATIONEN | Content

ADVERTORIAL

| Format | Teaser | Artikel |
|-----------------------|--|---|
| Teaser + Artikelseite | Bild: 653x427 Pixel / Titel: max. 25 Zeichen / Text: max. 55 Zeichen | Titelbild: Breite 940 Pixel / Bilder: max. Breite 940 Pixel / Titel: max. 80 Zeichen / Lead Text: max. 200 Zeichen / Body Text: max. 2 000 Zeichen / Videos: YouTube Links oder MP4 |

SPEZIFIKATIONEN

- Anlieferungsfristen Werbemittel:
 - Desktop+Mobile Advertising: 3 Arbeitstage vor Kampagnenstart
 - Video Advertising (InStream, OutStream): 5 Arbeitstage vor Kampagnenstart
 - Content Advertising (Advertorial, Native, Sponsoring): 5 Arbeitstage vor Kampagnenstart
- Anlieferungsadresse Werbemittel: digitaladops.ringier@admeira.ch
- Anlieferung zwingend in https