



## 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
Interstitial	980x800	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
Sitebar	Bitte kontaktieren Sie uns!		

### 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

- 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.rasch@admeira.ch](mailto:digitaladops.rasch@admeira.ch)
- Anlieferung zwingend in https