



## 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
Wideboard MAX	994x500	150KB	JPG, GIF, HTML5, 3rd Party Tag
Interstitial	980x800	150KB	JPG, GIF, HTML5, 3rd Party Tag
XL Wallpaper	Wideboard: 994x250	150KB	JPG, GIF, HTML5, 3rd Party Tag
	Skyscraper: 160x600	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
Skybridge	Wideboard: 994x250	150KB	JPG, GIF, HTML5, 3rd Party Tag
	2x Skyscraper: 160x600	150KB	JPG, GIF, HTML5, 3rd Party Tag
Poster Ad	980x768	150	JPG, GIF, HTML5, Image or 3rd Party Tag
Big Stage	300x600 -> 1100x600	150KB	3rd Party Tag
Sitebar	Bitte kontaktieren Sie uns!		

#### BRANDING DAY

Format	Masse / Pixel	Dateigrösse	Dateiformat
Branding Day Multi Device	Background Image: 1400x1170	150KB	JPG, GIF, PNG (nicht animiert)
	Background Color	-	Hexadezimaler Farbcode
	Wideboard: 994x250	150KB	JPG, GIF, HTML5, 3rd Party Tag
	2x Skyscraper: 160x600	150KB	JPG, GIF, HTML5, 3rd Party Tag
	Mobile Wideboard: Retina 640x320 / Non-Retina 320x160	100KB	JPG, GIF, HTML5, 3rd Party Tag
	Mobile Medium Rectangle: Retina 600x500 / Non Retina 300x250	100KB	JPG, GIF, HTML5, 3rd Party Tag
Branding Day Desktop	Background Image: 1400x1170	150KB	JPG, GIF, PNG (nicht animiert)
	Background Color	-	Hexadezimaler Farbcode
	Wideboard: 994x250	150KB	JPG, GIF, HTML5, 3rd Party Tag
	2x Skyscraper: 160x600	150KB	JPG, GIF, HTML5, 3rd Party Tag

## PRIME DAY

Format	Masse / Pixel	Dateigrösse	Dateiformat
Wideboard + Mobile Wideboard	Wideboard: 994x250	150KB	JPG, GIF, HTML5, 3rd Party Tag
	Mobile Wideboard: Retina 640x320 / Non Retina 320x160	100KB	JPG, GIF, HTML5, 3rd Party Tag
Wideboard	994x250	150KB	JPG, GIF, HTML5, 3rd Party Tag
Halfpage Ad + Mobile Poster Ad	Halfpage Ad: 300x600	150KB	JPG, GIF, HTML5, 3rd Party Tag
	Mobile Poster Ad: Retina 640x960 / Non Retina 320x480	100KB	JPG, GIF, HTML5, 3rd Party Tag
Halfpage Ad	300x600	150KB	JPG, GIF, HTML5, 3rd Party Tag
Poster Ad	980x768	150KB	JPG, GIF, Image Tag, Tracking Tag, 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 Poster Ad	640x960	320x480	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

## BRANDING DAY

Format	Masse / Pixel	Dateigrösse	Dateiformat
Branding Day Multi Device	Background Image: 1400x1170	150KB	JPG, GIF, PNG (nicht animiert)
	Background Color	-	Hexadezimaler Farbcode
	Wideboard: 994x250	150KB	JPG, GIF, HTML5, 3rd Party Tag
	2x Skyscraper: 160x600	150KB	JPG, GIF, HTML5, 3rd Party Tag
	Mobile Wideboard: Retina 640x320 / Non-Retina 320x160	100KB	JPG, GIF, HTML5, 3rd Party Tag
	Mobile Medium Rectangle: Retina 600x500 / Non Retina 300x250	100KB	JPG, GIF, HTML5, 3rd Party Tag

## PRIME DAY

Format	Masse / Pixel	Dateigrösse	Dateiformat
Wideboard + Mobile Wideboard	Wideboard: 994x250	150KB	JPG, GIF, HTML5, 3rd Party Tag
	Mobile Wideboard: Retina 640x320 / Non Retina 320x160	100KB	JPG, GIF, HTML5, 3rd Party Tag
Halfpage Ad + Mobile Poster Ad	Halfpage Ad: 300x600	150KB	JPG, GIF, HTML5, 3rd Party Tag
	Mobile Poster Ad: Retina 640x960 / Non Retina 320x480	100KB	JPG, GIF, HTML5, 3rd Party Tag

## SPEZIFIKATIONEN | Video

### video RUN OF SITE + TARGETING

Format	Masse / Pixel	Dateigrösse	Dateiformat
Pre Roll	1280x720	150MB	MP4, VAST 2.0, VPAID auf Anfrage
In-Article Video	1280x720	150MB	MP4, VAST 2.0, VPAID auf Anfrage

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