

Specification Digital

DisplayAds Website/Mobile

Delivery of advertising material

By e-mail, at the latest 4 working days before the start of placement, with separate indication of the link. If an advertising medium arrives late or does not meet the technical specifications, Delius Klasing reserves the right to postpone the campaign by the number of days that the ad content arrives late in order to achieve the contractually agreed duration or ad impressions.

Billing basis

For CPM campaigns, the figures from our ad server always serve as the basis for billing.

Sound

If sounds are used in an ad, they may only be activated by a user action (user click, mouse-over). It must also be possible to stop the sound.

Change of motif / Multiple advertising media

We will of course change your banner motif during your campaign. Delivering several advertising media on one placement is also no problem.

Simply let us know the desired banner weighting (standard for two advertising media is 50:50).

Display Ads - Website

- Data formats: JPG, GIF, redirect TAG, image TAG, HTML5
- File size: max. 80 KB per advertising medium

TCF v2: redirect tags, tracking

All technical service providers (vendors) that agencies and advertisers wish to use must be registered in the IAB's TCF v2.0 (Transparency and Consent Framework) (see <https://iabeurope.eu/transparency-consent-framework>).

As part of the TCF v2 framework, agencies and advertisers are obliged to observe the necessary framework conditions in the course of the consent request for cookies for the delivery of advertising material.

Correctly set GDPR macros are a basic requirement to ensure that the consent information set by the user can also be passed on to third-party systems.

If you wish to track your campaign or integrate a redirect tag, the necessary GDPR macro for the vendors used must be transmitted to us.

So that we can recognize and find this GDPR macro in the future, we need information from you on how and where this GDPR macro is delivered in redirects, scripts, iframes and/or any other tracking.

All advertising media tags/trackings to be used by us must contain these GDPR macros.

Note: Without this information, we cannot ensure that campaigns can be published properly.

HTML5 advertising material

The following contents are components of the most common HTML5 advertising media:

- HTML document, usually called "index.html"
- Assets: Images (e.g. JPG, PNG, GIF), videos (e.g. mp4), etc.
- CSS file
- Javascript file

HTML5 ZIP file

A ZIP file with the individual components must be delivered, which has been saved according to the following rules:

- Name the HTML element with the name "index.html" (without the quotation marks).
- Place the index.html file in the main folder of the ZIP file (do not place it in a subfolder). If you use subfolders, make sure that they are not compressed.
- Only use components of the HTML5 advertising material and no orphaned assets.

- Keep the ZIP file as small as possible.
- Store the individual components (images, videos, etc.) in subfolders (e.g. Images, Videos, etc.).

Supported file formats for HTML5 advertising media

HTML, CSS, Javascript	html, css, js
Images	jpg, jpeg, png, gif
Video/Audio/Playlist	mp4, m4v, wmv, m4a, avi, webm, 3gp, ogg, mp3, aac, ogv, m3u8
Other formats	txt, zip, xml

The most commonly used formats for HTML5 videos are H.264/MP4 and VP8/WebM. Videos should be converted into these two formats.

Video Ads

InPage Video Ads

- Format: MP4 or VAST redirect
- File size: max. 6 MB

Please provide the video as a physical file or a link for download. In addition to the video material, we need the advertising media and the desired target URL.

Digital apps

Data delivery

Inserts: Please provide us with your inserts as a PDF with a single page view and a maximum file size of 30 MB. The insert should preferably be in portrait format to ensure the best possible presentation. Only a single page view is possible in landscape format. We will add functionalities such as the slide or scroll function accordingly.

Link activation: Max. 3 links.

Delivery date: The data must be available by the print magazine's copy deadline.

Newsletter

Display Ads/Presenter

- Format: JPG, GIF, PNG
- Dimensions: 600x150 pixels
- File size: max. 100 KB
- Delivery date: 7 working days before dispatch

Advertising material placed in the newsletter may only be delivered as an image file such as JPG, GIF or PNG, otherwise it cannot be displayed. If animations are required, these must be implemented using an animated GIF. Unfortunately, not every e-mail program (e.g. Outlook) is capable of playing a GIF file, which is why it is advisable to display the important information in the first sequence or to use a static image.

Sponsored Post

We require the following data from you for the integration of sponsored news in our newsletters:

Texts

- Title: max. 60 characters incl. spaces
 - Teaser text: max. 280 characters incl. spaces
- The teasers are always marked with the word "advertisement".

Image

- Quantity: 1 teaser image
- Format: JPG, PNG
- File size: max. 150 KB
- Resolution: 600 x 400 pixels

Delivery date

Please send us the data at least 5 working days before the newsletter is sent.

NativeAds/Sponsored News

We need the following data from you for the integration of Sponsored News:

Texts

- Title: max. 55 characters incl. spaces
- Teaser text: max. 200 characters incl. spaces
- Article text: max. 750 characters incl. spaces

The articles and teasers are always marked with the word "Advertisement".

Images

- Number: max. 2 (teaser image plus 1 image in the article)
- Format: JPG, PNG
- File size: max. 6 MB per image

Delivery date

Please provide us with the data at least 7 working days before the start of placement.
Once the article has been created, we will send you a link for viewing.

Replacing the teaser

The article can be changed once a week. You are also welcome to send us all the information before the start of the campaign.

If you have any questions about the specifications, please contact us.

Contact

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