

Technical specifications



For advertising formats in the businessAD portfolio

03/2020

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1. General information and delivery

1.1 Delivery information and deadlines

To make sure that we can correctly identify your ad, please always include the following information:

- Client name
- Campaign name
- Our reference number (if available)
- Booking period
- Position on site and booked capacity
- Ad format

Your contact person: adm@businessad.de

Delivery deadline and adress:

Standard advertising formats

- at least 3 working days before insertion

All others (**or download link in case of video and streaming**)

- at least 5 working days before insertion

Delivery adress: banner@businessad.de

General:

businessAD will accept delivered creatives under reserve by approval (case by case). Ads which cause strong resistance among users and have bad influence on the publisher's websites may be rejected.

1. General information and delivery

1.2 Compatibility

Sound (nur bei expliziter Buchung)

Sound default „off“. „On“ only after click on call-to-action element

Testing the compatibility

The ad must ensure that the information which is necessary for the correct representation and functionality of technologies has to be available in the calling browser. Otherwise, no delivery can take place. **In no case must the user be prompted to receive security alerts or a request to install plugins.**

CPU utilization of HTML5

The CPU-load of the HTML5 should not exceed 25% with an up-to-date standard configured computer. High CPU-load results in slow scrolling through a website or the website starts to stutter heavily which limits the usability of the site. To reduce the CPU-load one has to reduce the number of animated objects as well as the weakening of the movement of animated objects



1. General information and delivery

1.3 HTML5 files

HTML5 files

These banner files can be delivered via script or iframe. Precondition for correct delivery of the script is the encapsulation of the code, in order to avoid unintended side effects on the website. When delivering redirects all our offered formats are possible. For Wallpaper or Fireplace: please deliver in separate tags, ideally as iFrames. In case of physical banner files, all standard formats are possible. All elements of the banner should be comprised in a zip-file except for externally loaded libraries, videos or fonts.

The file size (please not more than 5 files for standard ad formats!) should not exceed 120 KB (depending on the form of advertising). Libraries like the Adobe-Edge Runtime should not be physically delivered but linked externally.

The HTML5 code must include a (local) javascript variable with the name "clicktag" in order to deliver to it the target - URL. The banner file has to be conceived in such a way that a fallback file is delivered, if a browser does not support a necessary feature. Banner files that have been produced with Adobe Edge Animate can only be served as redirects!

SVG-Graphics cannot be used as external files, only inline within the HTML-Code.

These specifications are continually adapted to new technical developments and experiences. When in doubt, please ask.

1. General information and delivery

1.4 Standard ads

File format and weight

File type: HTML5, clickTag-support

Maximum weight: 120 KB depending on the form of advertising

Alternative graphics: GIF/JPG.

In case of file delivery – please send us:

- HTML5 file (see page 6)
- Destination URL(s)
- Compatibility information

In case of redirect delivery – please send us:

- Javascript/Iframe-redirect
- Compatibility information (browser, operating system)
- Information about call parameters / variables for
 - Avoid caching (timestamp)
 - 3rd party click tracking

1. General information and delivery

1.5 Expandable ads

File format and weight

File type: HTML5, clickTag support

Maximum weight: 50 KB per file

Alternatively Graphics: GIF / JPG

Programming

All terms used in javascript control-files for variables, functions, and generated HTML elements are not allowed to affect the representation and function of the booked website. This is achieved by prefixing an individual identifier for your advertising media, such as "campaignname_variablename".

1. General information and delivery

1.5 Expandable ads

In case of file delivery – please send us

- HTML5 with clickTag-support
- Alternative graphics
- Destination URL (s) (click commands of your adserver are possible)
- Compatibility information (browser, operating system)
- Background colour (RGB color in hex code)
- Tracking pixels of your adserver are possible
- JavaScript control file, which demonstrates the desired representation and functionality

In case of redirect delivery – please send us

- Javascript redirect
- Compatibility information (browser, operating system)
- Information about call parameters / variables for
 - Avoid caching (timestamp)
 - 3rd party click tracking

Technical specifications



2. Display ads

2.1 Billboard (1/2)

The Billboard offers an impressive format, which opens up many possibilities. No matter whether graphic, video or interactive elements, there are no creative limits. Your advertising message is being amplified by our top placements – always in direct view of our audience assuring highest advertising impact.

Benefits

- Guaranteed attention
- Unusual placement
- Wide range
- Can be designed with a sticky, pushdown- or expandable-function on several websites

Example

**Format:**

Standard formats 800x250px,
770x250px (depending on the width of
the site: 900x250px, 970x250px)

Position:

Under the navigation

2.1 Billboard (2/2)

Dimensions and presentation

The delivery takes place in the content-area of the website. The width of the advertisement can be adapted to the width of the site. Basically 770, 800, 900 and 970 pixels are possible as far as the page-width allows it. The standard height of 250 pixels is supported on all sides. XXL versions of the billboards as well as expandable billboards are possible on several websites.

File format and weight (per advertising media)

File Type: HTML5, clickTag support

Maximum weight: 120kB

Frame rate: 18 fps recommended, maximum 25 fps

Audio: Default = off, if explicitly booked, coding maximum -12dB

In case of file delivery – please send us

- HTML5 with clickTag-support, alternative GIFs and Destination URL (s)

In case of redirect delivery – please send us

- Javascript redirect
- Compatibility information (browser, operating system)
- Information about call parameters / variables for
 - Avoid caching (timestamp)
 - 3rd party click tracking

2.2 Cube Ad



The Cube Ad is an interactive cube that is played with 4 advertising messages on the immediately visible presenter position. The 10-second rotation takes place automatically when the page is opened. The user can navigate within the cube and view four different creatives through the „browse-interaction“ via the advertising material. The Cube Ad closes after 10 to 15 seconds, but the user can also close the ad manually.

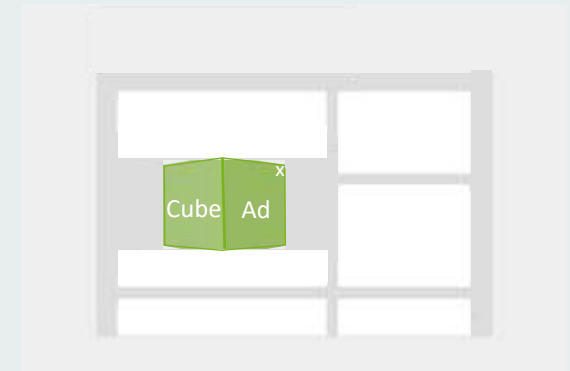
This format is not tied to any fixed advertising space. The creative delivery and the high surprise effect ensure a positive response from the user.

Advantages

- Very creative
- High surprising effect
- Guaranteed attention
- Emotional user adress

The delivery of the advertising material must be done exclusively as Flashtalking Redirect.

Example



Format:

400-700x400-450px

Position:

„on“ the content with „close“ button

2.3 Cinema Ad

Dimensions

Height before expanding: 250px, its width corresponds to the width of the Billboard place.

In case of mouseover the banner expands up to 100% of the window width and a maximal height of 380px.

By clicking the close-button the advertising format gets the initial size.

This mechanism is provided by businessAD.

File format and weight

File Type: HTML5, clickTag support

Maximum weight: 120 kB

Audio: Default = off, if explicitly booked, coding maximum -12dB

Please send us (in case of redirect-delivery)

- Javascript redirect
- Information about call parameters / variables for
 - Avoid caching (timestamp)
 - 3rd party click tracking

Example

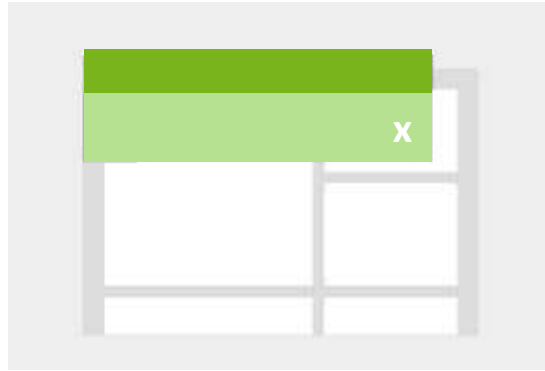
**Format:**

e.g. 800x 250 px
expands to 100% of the window width and max.
height of 380 px

Position:

Under the navigation

2.4 Expandable Full Banner & Expandable Super Banner (1/3)



Exp. FB – Format:
Reminder (Standard format):
468x60px

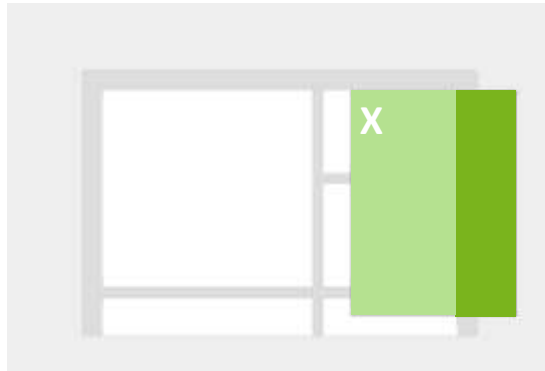
Expandable (max.):
468x240px



Exp. SB – Format:
Reminder (Standard format):
728x90px

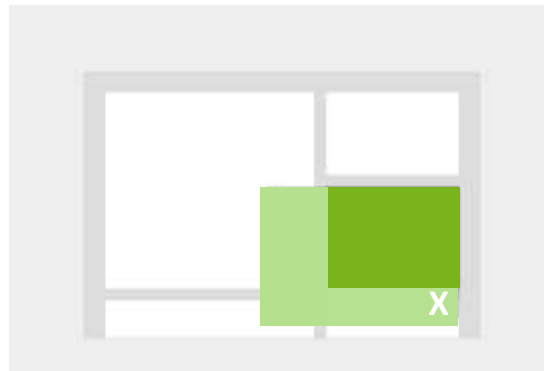
Expandable (max.):
728x300-360px

2.4 Expandable Skyscraper & Expandable Medium Rectangle & Expandable Halfpage Ad (2/3)



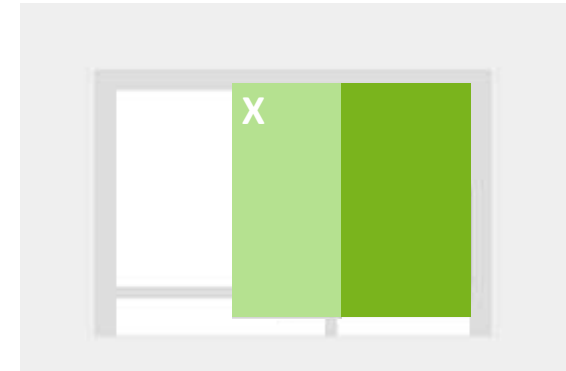
Exp. SKY – Format:
Reminder (Standard format):
160x600px

Expandable (max.):
480x600px



Exp. MR – Format:
Reminder (Standard format):
300x250px

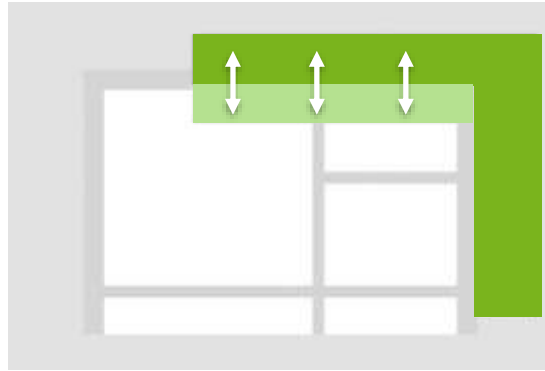
Expandable (max.):
tbd



Exp. HalfpageAD – Format:
Reminder (Standard format):
300x600px

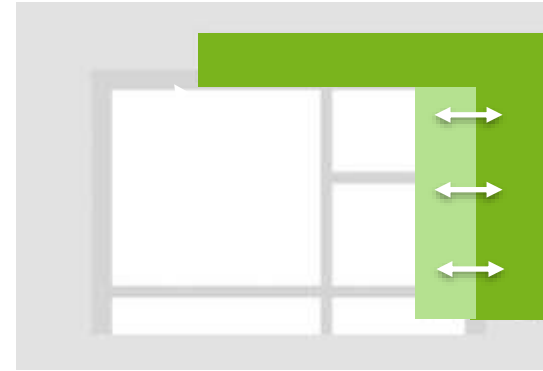
Expandable (max.):
600x600 px (Special formats tbd)

2.4 Expandable Wallpaper Top & Expandable Wallpaper Side (3/3)



Exp. Wallpaper Top – Format:
Reminder (Standard format):
728x90px

Expandable (max.):
728x300-360px



Exp. Wallpaper Side – Format:
Reminder (Standard format):
160x600px

Expandable (max.):
468x600px

2.5 Fireplace (1/3)

The Fireplace is a good format for a branding campaign. It generates a long-lasting brand experience and has an event-character.

Benefits

- High interactivity
- Guaranteed attention
- Unusual placement
- Wide range

Example

**Format:**

Left Sky + Super Banner + Right Sky

Position:

According to the picture above

2.5 Fireplace (2/3)

File format and weight

Topbanner: height fix 90 px, width site-specific on request OR 769px default width + delivery hex code, which fills the remaining left side of the top banner space. Skyscraper, left and right: flexible height, width flexible 120-250px

File Type: HTML5 ; clickTag support

Maximum weight: 60kB per file Fireplace

Audio: Default = off

Alternative graphics: GIF/JPG

Programming

All terms used in javascript control files for variables, functions, and generated HTML elements are not allowed to affect the presentation and function of the booked website. The requirements for the expanding banners are available in the chapter “Expandables ADs”.

2.5 Fireplace (3/3)

In case of file delivery – please send us

- HTML5 with clickTag-support
- Alternative graphics
- Destination URL (s) (click commands of your adserver are possible)
- Background color (RGB color in hex code)
- Tracking pixel of your adserver possible

Should specific features be used (communication of advertising material with each other, semi-transparent advertising materials, forms, multiple destination URLs, etc.), the following aspects have to be considered:

Javascript control file that demonstrates the desired presentation and functionality. Hereby the custom-fit alignment of the Skyscrapers is ensured by a top banner for absolutely positioned DIV container. (For the interaction of advertising materials, see page 2- the instructions for usability of the website).

In case of redirect delivery – please send us

- Two iFrame redirects for the top banner and the skyscraper
- Colour of the background (RGB-colour in the Hexcode)/ background picture
- Javascripts redirects require an individual consultation and a testing in advance of the final advertising materials, to test the possibility of delivery through this redirect-type.

2.6 Floor Ad

Dimensions

The size of the advertisement is WxH 1200 x 200 pixels, expands in case of interaction up to 1200 x 400 pixels.

File format and weight

Delivery as a 3rd party JavaScript redirect

Please send us (in case of redirect delivery)

- Javascript redirect
- Information about call parameters / variables for
 - Avoid caching (timestamp)
 - 3rd party click tracking

Example

**Format:**

1200 x 200 px expanding to
1200 x 400 px

Position:

At the foot of the website

2.7 Full Banner (FB)

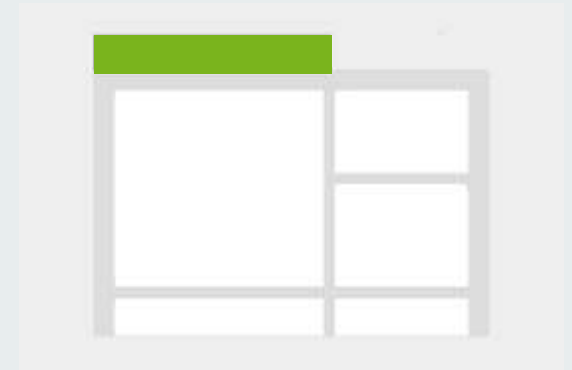
The Full Banner (also called a Fullsize Banner) is a classic among advertising formats.

However, it is increasingly being superseded by the Leaderboard (max. 728x90 pixels). The Full Banner is generally placed at the top of a page.

Benefits

- Accepted as traditional media
- Low disturbance of the observer
- Fixed position as an eye-catcher
- Universally applicable
- Animation and interaction
- Economical

Example



Format:
468x60px

Position:
Page header, above or below the header

2.8 Halfpage Ad

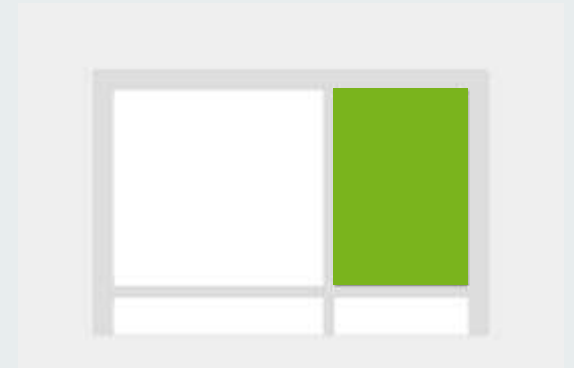
The Halfpage Ad is an attention-grabbing format with a highly visible size of 300x600 pixels. The extra attention: the direct and prominent integration of the half-page ad into the page structure.

Here, you have ample creative space with rich media and moving picture formats. This special format is ideal for sustainable branding effects on placements achieving the very highest levels of coverage and offers the benefits of communication success with a broad basis.

Benefits

- Modern advertising formats
- High attention is given on the user-level
- Perfect advertising format for branding campaigns
- Provides plenty of room for creative approaches

Example



Format:
300x600px

Position:
Within the marginal column

2.9 Homepage Takeover (1/3)

The Homepage Takeover is the star of the banner formats. It generates a long-lasting brand experience, has an event-character and can be enriched with an integrated video content. The homepage takeover is particularly popular, to drum up the business for new products

Benefits

- High interactivity
- Guaranteed attention
- Unusual placement
- Wide range

Example

**Format:**

Left Sky + Super Banner + Right Sky

Position:

According to the picture above

2.9 Homepage Takeover (2/3)

File format and weight

Topbanner: height fix 90 px, width site-specific on request OR 769px default width + delivery hex code, which fills the remaining left side of the top banner space. Skyscraper, left and right: flexible height, width flexible

Billboard: The width of the advertisement can be adapted to the width of the site. Basically 770, 800, 900 and 970 pixels are possible as far as the page-width allows it. The standard height of 250 pixels is supported on all sides.

File Type:	HTML5 ; clickTag support
Maximum weight:	60kB per file Fireplace, 120 kB Billboard
Audio:	Default = off
Alternative graphics:	GIF/JPG

Programming

All terms used in javascript control files for variables, functions, and generated HTML elements are not allowed to affect the presentation and function of the booked website. The requirements for the expanding banners are available in the chapter “Expandable ADs”.

2.9 Homepage Takeover (3/3)

In case of file delivery – please send us

- HTML5 with clickTag-support
- Alternative graphics
- Destination URL (s) (click commands of your adserver are possible)
- Background color (RGB color in hex code)
- Tracking pixel of your adserver possible

Should specific features be used (communication of advertising material with each other, semi-transparent advertising materials, forms, multiple destination URLs, etc.), the following aspects have to be considered: Javascript control file that demonstrates the desired presentation and functionality. Hereby the custom-fit alignment of the Skyscrapers is ensured by a top banner for absolutely positioned DIV container. (For the interaction of advertising materials, see page 5- the instructions for usability of the website).

In case of redirect-delivery – please send us

- I-frame redirects for top banner and skyscraper and billboard
- Colour of the background (RGB-colour in the Hexcode)/ Backgroundpicture
- Javascripts redirects require an individual consultation and a testing in advance of the final advertising materials, to test the possibility of delivery through this redirect-type.

2.10 Layer Ad & Banderole Ad (1/2)



Presentation (HTML5 / Layer Ad)

Automatic closing after a maximum of 15 seconds. Clearly visible manual close button (size must be at least 25x25 pixels), located in the upper right corner. Layers must be positionable via corresponding configuration parameters.

Presentation (Banderole Ad)

Attentive advertising form. It appears centrally over the content of the page. After a few seconds the advertising material is reduced to a reminder button (21x250px) on the right edge of the screen, where it can expand at any time by mouse-over function again. When pressing the scroll bar. The reminder moves with.

Interaction

All areas that respond to a user action must be visible; while elements such as pulldown menus or input fields of the superimposed page remain usable in the transparent area of the layer. The landing page must be opened in a new window

Fileformat

Filetyp:	HTML5; clickTag-support (see page 6)
max weight:	120 kB
Audio:	Default=off; Coding maximum -12dB

2.10 Layer Ad (2/3)

Detached from a fixed banner position, the layer ad floats above the content of the actual webpage and achieves unexpected effects for you as a result. By overlaying the content, it attracts the user's entire attention to itself – especially if it is animated in a multi-media manner. There are hardly any limits to your creative ideas here.

Benefits

- Great creative leeway
- High effect of surprise
- Guaranteed attention
- Emotional speech of the users

Example

**Format:**

400-700x400-450px

Position:

"On" the content with the close-button

2.10 Banderole Ad (3/3)



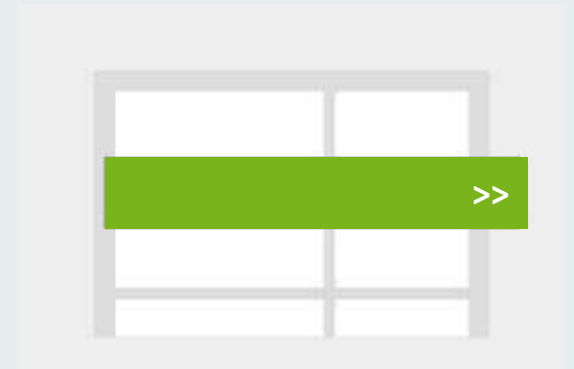
Directly integrated into the magazines environment, the form of advertising lies like a printed paper transparency on the website. In the immediate field of view of the user, the high-quality banderole coat is wrapped over the entire width of the editorial page content, moving on request when scrolling and thus ensures the highest attention.

After 10 seconds, the advertising material reduces to a format of 160 x 250 pixels on the right-hand edge of the screen and thus ensures lasting advertising impact. Click to unfold it again to full size

Advantages

- High attention

Example



Format:

770x250px

Position:

„on“ the content – fade in / out

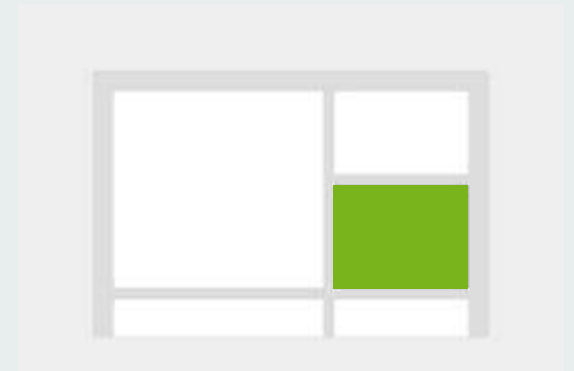
2.11 Medium Rectangle / Content Ad (MedRec)

Placed conspicuously on the web page, the medium rectangle immediately attracts attention. Because of its size, it is the multimedia format for everyone who has more to say. The medium rectangle is a guarantee for success and advertising effectiveness.

Benefits

- Central placement
- Integration into the editorial
- High visibility especially in the text flow
- Multiple link options

Example



Format:

468x60px

Position:

Within lists of topics / continuous text

2.12 Parallax Ad



Parallax Ad

The ad format moves under the content of the websites against the scrolling motion and appears when the user scrolls over it.

The advertising cutout ist between 600 px to 640 px by 250 – 300 px

File format and -size

Filetyp (background):	jpg, png, gif
size:	640x960px
Mximum weight:	120 kB

Please send us

- Image/graphics: GIF, JPG, PNG
- targeting-URL(s)

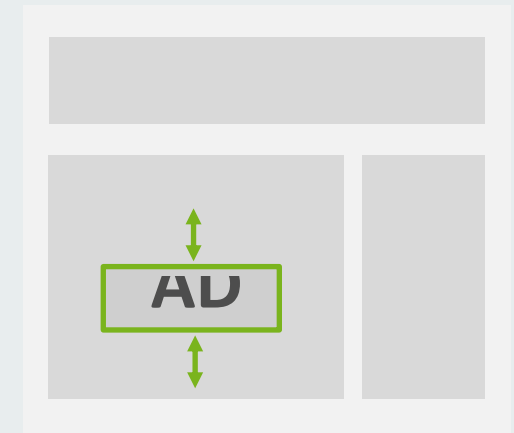
Advantages:

- Increases the reader's attention as it responds to its scrolling action.
- Exciting visual effect

Redirect not possible

Example

Parallax Ad



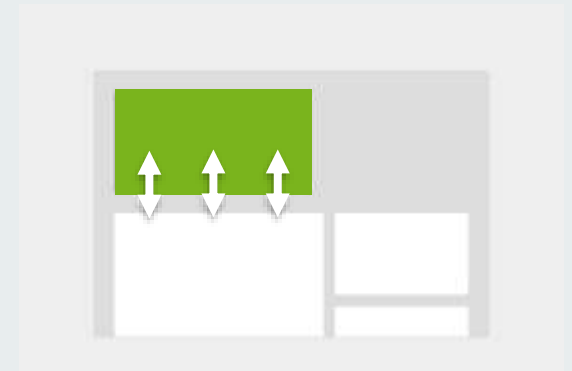
2.13 Pushdown Ad (1/2)

The pushdown ad is the ideal medium for attention-grabbing emotional advertising. The aha-effect and effective advertising messages and a high degree of user acceptance is guaranteed! The large format reacts to input from the user. If he touches this banner with his mouse, an area flips open that had previously been hidden.

Benefits

- Guaranteed attention
- Unusual placement
- Wide range

Example

**Format:**

Depends on width of the website
770px – 888px

Position:

on the place of superbanner or
Billboard

2.13 Pushdown Ad (2/2)

File format and weight

File Type: HTML5 ; clickTag support

Maximum weight: 120 kB

Audio: Default = off, if explicitly booked, coding maximum -12dB

please send us (in case of file-delivery)

- HTML5 with clickTag-support, alternative GIFs
- Destination URL (s)
- wmode=opaque (hereby is guaranteed that this advertising medium does not overlay the Layer)

please send us (in case of redirect-delivery)

- Javascript redirect
- Information about call parameters / variables for
 - Avoid caching (timestamp)
 - 3rd party click tracking

2.14 Skyscraper (Sky) & Wide Skyscraper (wide Sky) (1/2)

Skyscrapers provide new creative freedom for your online advertising. The especially eye-catching upright format and vertical placements make the skyscraper an ideal advertising space for your campaign. They are placed in a prominent position that is close to the content to reach your target group in a highly noticeable way.

The Wide Skyscraper is placed on the right beside the site content. Its extra-large format means it is very prominent and immediately visible for the user.

Benefits

- Entire space
- Great room for design leeway
- Unrivalled presence

example



Format:

SKY 120x600px, 160x600px

wideSKY 200x600px

Position:

The right side of the content area

2.14 Manhattan Skyscraper (2/2)

Dimensions

The size of the advertisement is WxH 300 x 600 pixels (recommended size). For optimal scaling we recommend an animation with a bigger size than the recommended one, for example with oversized values as: B: 2300 px, H: 2600 px, x 1000 px, y - 1000 px. In this case the size of the click-button has to be conformed.

File format and weight (per advertising media)

File Type: HTML5 with clickTag support

Maximum weight: 120 kB

Audio: Default = off, if explicitly booked, coding maximum -12dB

2.15 Super Banner (SB) (1/2)

The Super Banner uses the entire width of the webpage and offers plenty of space for creativity and comprehensive information. Due to the exclusive position in the banner bar, it enjoys special attention. Like the Full Banner, it is placed prominently at the top edge of the site and can be a highly effective form of advertising.

Benefits

- Entire space
- Great room for design leeway
- Uses the full page width
- Unrivaled presence

Example



Format:
728x90px

Position:
Page header, above or below the header

2.15 XXL Superbanner (2/2)

File format and weight

File Type: HTML5 with clickTag support

Maximum weight: 120 kB

Audio: Default = off, if explicitly booked, coding maximum -12dB

In case of file delivery – please send us

- HTML5 with clickTag-support, alternative GIFs
- Destination URL (s)
- Compatibility information (browser, operating system)
- wmode=opaque (hereby is guaranteed that this advertising medium does not overlay the layer)

In case of redirect delivery – please send us

- Javascript redirect
- Information about call parameters / variables for
 - Avoid caching (timestamp)
 - 3rd party click tracking

Example



Format

Size: 728 pixel width, height: 180 pixel.

2.16 Sitebar Ad aka Dynamic Skyscraper (1/3)

The Sitebar offers you a large scale and creative stage for rich media contents as well as a permanent presence of your advertising message on our portals.

Located to the right of the page content, your advertising format adjusts itself to the screen size which guarantees an optimum display. Through the "sticky effect" the sitebar also always stays in the visible area of the user when scrolling down or up.

Benefits

- Effective and attention-grabbing format
- Unlimited creative freedom
- Radius of action in an XXL-format

Example



Format:
dynamic

Position:
On the right side of the screen

2.16 Sitebar Ad aka Dynamic Skycraper (2/3)

Dimensions

The size of the advertisement is WxH 300 x 600 pixels (recommended size). For optimal scaling, the visuals have to be created in such a way that they expand to 100% width and height as defined by the DIV container. A non-focused pixelish display when upscaling has to be avoided. In the normal case scaling in width and height is independent of each other, at worst a fixed ratio of width and height is possible. The creative must be able to be scaled down to a width of 160 px or less. The content of the visual should change meaningfully.

File format and weight

File Type:	HTML5, clickTag support
Maximum weight:	150 kB + 300 kB Subload
Audio:	Default = off, if explicitly booked, coding maximum -12dB

2.16 Double Sitebar Ad (3/3)

As an add-on to the single Sitebar, this option is ideal for centred web pages and can display your message on both sides of the content. The format is sticky and dynamically fills the screen space on monitors of different sizes.

Benefits

- Effective and attention-grabbing format
- Unlimited creative freedom
- Radius of action in an XXL-format

Advantages

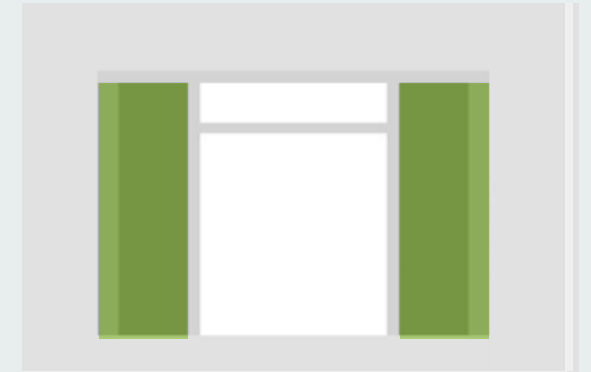
- Large branding format, prominent and conspicuous
- Highest possible visibility thanks to stickiness and dynamic format
- Not obstructing the user

The basic non-scaled size of your creative should be 300x600px. For the technical / dynamic execution your agency will be solely responsible. businessAD will provide 2 DIV-containers that will scale up to the maximum format.

The creatives have to be designed in such a way that they scale up to 100% of the DIV container width and height whilst meaningfully displaying the message.

The creative agency is responsible that the creatives do not cause a blurring effect.

Example



Delivery of material physically (HTML5 zip, 150kb per banner), as iFrame redirect or script redirect

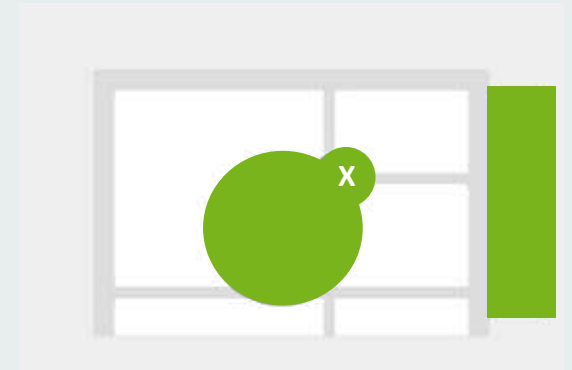
2.17 Tandem Ad – Example Sky + Layer (1/4)

How do two established standards become even more successful? Very simple: You combine them. Combine two of the standard forms of advertising. This is how you create an eye-catcher on the web page where they are placed for effective branding campaigns and an increased response.

Benefits

- High interactivity
- Increased advertising pressure
- Dynamic and permanent
- Creative space

Example



Format:

SKY 120x600px, 160x600px

Layer 400-700x400-450px

Position:

SKY: On the right side besides the content

Layer: "On" the content with a close-button

2.17 Tandem Ad – Sky + Layer, SB + Layer, MR + Layer (2/4)

Dimensions and design

Reminder are in the formats full size (468x60), bigsize (728x90), contenAD (max 300x250, other formats after consultation) or skyscraper (max. width 200, max. elevation 600).

Layer: No full-page overlays. Maximum visible Size: 450x450 pixels. Transparent background.

Specifications of the Layer part

Representation

Automatic closing after a maximum of 15 seconds. Clearly recognizable button for manually closing (the size must be at least 25x25 pixels in). Layer must be positioned over corresponding configuration parameters.

Interaction

All areas that respond to a user action must be visible, while taking elements of the superimposed side in the transparent region of the Layer must remain clickable. The landing page of the advertisement must be opened in a new window. While booking a Layer and using the reminder it can enable the re-play of the layer in case of explicit request of the user.

Sound (only in case of explicit reservation)

Clearly discernible playback controls (Play, Stop, possibly Volume / Mute). The start has to be given by an active mouse click of the user. The Stop is carried out automatically by an element of control as well as by closing the layer.

2.17 Tandem Ad – Sky + Layer, SB + Layer, MR + Layer (3/4)

Programming

All terms used in javascript control files for variables, functions, and generated HTML elements are not allowed to affect the representation and function of the website. This is guaranteed by prefixing an individual identifier for your advertising media, such as "200704campaignname_variablename"

File format and weight (per advertising media)

File Type: HTML5, clickTag support

Maximum weight: 40kB each file

Frame rate: 18 fps recommended, maximum 25 fps

Audio: Default = off, if explicitly booked, coding maximum -12dB

2.17 Tandem Ad – Sky + Layer, SB + Layer, MR + Layer (4/4)

please send us (in case of file-delivery)

- HTML5 with clickTag-support
- Destination URL (s)
- Compatibility information (browser, operating system)
- In case of a TandemAD-/Layer with reminder bookings: Fallback-GIF/JPG for the standard form of advertising, alt text

please send us (in case of redirect-delivery)

- Javascript redirect
- Compatibility information (browser, operating system)
- Information about call parameters / variables for
 - Avoid caching (timestamp)
 - 3rd party click tracking
 - variables of the position of the Layer

2.18 Wallpaper (Top Banner + Side Banner) (1/3)

How do two established standards become even more successful? Very simple: You combine them. This is how the super banner and skyscraper create an eye-catching framework on the web page where they are placed for effective branding campaigns and an increased response.

Benefits

- Large brand image
- Extended corporate design
- Eye-catching effect
- Reinforced branding

Example

**Format:**

728x90 + 120x600

Position:

Rotates the website at the upper right border

2.18 Wallpaper (Top Banner + Side Banner) (2/3)

File format and weight

- Topbanner: Height fix 90 px, width 769px as a standard, site-specific and wider after consultation
- Skyscraper: Height flexible, width flexible 120-250px
- File type: HTML5, clickTag-support
- Audio: Default = off
- alternative graphics: GIF / JPG
- Maximum weight: in total 120 kB

Programming

All terms used in javascript control files for variables, functions, and generated HTML elements are not allowed to affect the presentation and function of the website. The requirements for the expanding banners are available in the chapter "Expandables at businessAD"

please send us (in case of file-delivery)

- HTML5 with clickTag-support
- Alternative graphics
- Destination URL (s) (click commands of your adserver are possible)
- Compatibility information (browser, operating system)
- Background color (RGB color in hex code)
- Tracking pixel of your adserver possible

2.18 Wallpaper (Top Banner + Side Banner) (3/3)

Should specific features be used (communication of advertising material with each other, semi-transparent advertising materials, forms, multiple destination URLs, etc.), the following aspects are needed:

Javascript-control file that demonstrates the desired presentation and functionality. Hereby the custom-fit alignment of the skyscrapers is ensured by a top banner for absolutely positioned DIV container. (For the interaction of advertising materials, see page 2- the instructions for usability of the website).

In case of redirect-delivery – please send us

- Two Iframe-Redirects for the Top Banner and the Skyscraper
- Colour of the background (RGB-Colour in the Hexcode)
- Javascripts redirects require an individual consultation and a testing in advance of the final advertising materials, to test the possibility of delivery through this redirect-type.

Technical specifications



3.1 Mobile MMA Ad

Description	Format	File-weight	Position
MMA 2:1	300x150px	60kb	Delivery takes place on the mobile portals, responsive websites or within apps
MMA 4:1	300x75px	60kb	
MMA 6:1	300x50px	60kb	
MMA 6,4:1	320x50px	60kb	

Please send us (in case of file delivery)

- Image files GIF, JPG, PNG
- Destination URL (s)

Please send us (in case of redirect delivery)

- NOSCRIPT-Redirect

3.1 Mobile MMA Ad

Mobile Expandable Ad

The standard mobile banner (6:1 MMA / MMA 4:1) expands at the start or during the mobile application to the size of 320 x 320-360 x 300 px or 300 px (MMA 1:1). This form of mobile expandable banners is available on all mobile optimized pages (MEW), but not in apps.

Mobile Sticky Ad

Standard mobile banner (300x50px, 300x75px, 320x50) stay on the top position even when the user scrolls through the website (above/below the navigation).

3.2 Mobile Medium Rectangle

Designation	Format	File-weight	Position
Mobile MR	300x250px	60kb	Not in the direct visible area

Please send us (in case of file delivery)

- HTML5, Javascript and CSS in one file (maximum 50kb) and picture file (up to 5 images as Gif, JPG or PNG, up to max. 90kb per file, depending on the ad), Javascript variables with local scope. See page 6.
The HTML5 Code must be with the URL a (local) Javascript - variable called "clickTag" .
- Image files: GIF, JPG, PNG and Destination-URL(s)

Please send us (in case of redirect delivery)

- Redirect

3.3 Mobil High Impact Ad

Description	Format	File-weight	Position
Mobile High Impact Ad	320x320px / 300x250px	60kb	In the direct visible area
Premium	300x400px	60kb	In the direct visible area

Please send us (in case of file delivery)

- HTML5, Javascript and CSS in one file (maximum 50kb) and picture file (up to 5 pictures as Gif, JPG or PNG, up to max. 90kb per file, depending on the ad), Javascript-variables with local scope. See page 6.
The HTML5 code must be delivered with a (local) Javascript - variable called "clickTag" .
- Image files: GIF, JPG, PNG and URL(s)

Please send us (in case of redirect delivery)

- Redirect

3.4 Mobil Halfpage Ad

Description	Format	File-weight	Position
Mobile Halfpage Ad	300x600px	60kb	Not in the direct visible area

Please send us (in case of file delivery)

- HTML5, Javascript and CSS in one file (maximum 50kb) and picture file (up to 5 pictures as Gif, JPG or PNG, up to max. 90kb per file, depending on the ad), Javascript-variables with local scope. See page 6.
- The HTML5 code must be delivered with a (local) Javascript - variable called "clickTag" .
- Image files: GIF, JPG, PNG and URL(s)

Please send us (in case of redirect delivery)

- Redirect

3.5 App Prestitial

Designation	Format	File-weight
iPad Prestitial	Vertical: 768x1024px Horizontal:1024x768	120kb
iPhone Prestitial	320x480px*	90kb
Android Prestitial	320x480px*	90kb
* On Boerse-Frankfurt-App also	480x320px	90kb

Please send us (in case of file delivery)

- Image files GIF, JPG, PNG
- Destination URL (s) (possibly alternative URL (s))
- HTML5 with integrated Javascript and CSS (up to 90kb) as well as image data (up to 3, each up to 90kb)

Please send us (in case of redirect delivery)

- Redirect

3.6 Mobile Interstitial

Designation	Format	File-weight	Position
Mobile Interstitial, with FC	300x400px	90kb	On mobile and responsive websites

Please send us (in case of file delivery)

- Image files GIF, JPG, PNG
- Destination URL (s) (possibly alternative URL (s))
- HTML5 with integrated Javascript and CSS (up to 90kb) as well as image data (up to 3, each up to 90kb)

Please send us (in case of redirect delivery)

- Redirect with autoclose-function after 5 seconds

3.7 Mobile Rollover Ad

The ad format is placed permanently under the content of the website and appears when the user scrolls over it. In addition, a partially transparent advertising medium in the MMA format 4 : 1 – 2 : 1 (logo, icon, lettering, etc.) can optionally move beyond the fixed advertising format within the advertising clippings.

Possible ad formats vary between 4 : 1 and 2 : 1

File format and –size

Filetyp (background): jpg, png,gif

Size: 640 x 960 px

Optional transparent MMA: 4:1, 2:1, gif, HTML5

Maximum weight: 120 kb

Please send us:

Image: gif, jpg, png

MMA Ad in HTML5

Targeting URL(s)

3.8 Mobile Parallax Ad

The ad format moves under the content of the website against the scrolling motion and appears when the user scrolls over it.

The ad section is usually between 300 px to 320 px by 200 - 250 px

File format and –size

Filetyp (background): jpg, png,gif

Size: 320 x 600px

Maximum weight: 60 kb

Please send us:

Image: gif, jpg, png

Targeting URL(s)

No redirect possible

3.8 Mobile Parallax Ad

The ad format moves under the content of the website against the scrolling motion and appears when the user scrolls over it.

The ad section is usefully between 300 px to 320 px by 200 - 250 px

File format and –size

Filetyp (background): jpg, png,gif

Size: 320 x 600px

Maximum weight: 60 kb

Please send us:

Image: gif, jpg, png

Targeting URL(s)

No redirect possible

3.9 Mobile Cube Ad

The ad format moves under the content of the website against the scrolling motion and appears when the user scrolls over it.

The ad section is usefully between 300 px to 320 px by 200 - 250 px

File format and –size

Filetyp (background): jpg, png,gif

Size: 320 x 600px

Maximum weight: 60 kb

Please send us:

Image: gif, jpg, png

Targeting URL(s)

No redirect possible

3.10 Video Prestitial / Frequency Capping



Video Prestitial

Only possible in Apps, can be limited to WLAN availability. Video starts automatically. Further info upon request.

Frequency Capping

Frequency Capping is possible on all mobile pages of the businessAD portfolio.

Technical specifications



4. Native Advertising

4.1 Advertorial – Content Button

Button design (standard)

Microsites can be triggered by a button (or other standard as well as special forms of advertising). Standard formats for the button, for example, are 300 x 125 pixels or 300 x 150 pixels. Other sizes have to be clarified with businessAD.

Dimensions and presentation

File format and weight (Content Button)

File Type: HTML5 compatible; clickTag support „bitte target=_self“
Maximum weight: 40kB each file
Audio: Default = off, if explicitly booked, coding maximum -12dB

Please send us (in case of file delivery)

- HTML5 with clickTag-support, alternative GIFs
- Destination URL(s)

Please send us (in case of redirect delivery)

- Javascript redirect
- Compatibility information (browser, operating system)
- Information about call parameters / variables for
 - Avoid caching (timestamp)
 - 3rd party click tracking

4.1 Advertorial – Microsite

The file format and weight (Microsite)

On the booked website a rectangular area (IFRAME) is made available under a specific URL where the microsite of the customer is available. Hosting and tracking is done by the advertiser. Outside the IFRAME the usual navigation elements of the site are displayed. The width of the IFRAME is specific to the website, the height is flexible.

Implementing as redirect <iframe>

The microsite should be programmed through an HTML document with a variable width ('100% ') and frameless (all margins '0'). The design should be as flexible as possible to be adapted (at least in a corridor of 20px) to the predetermined width. Within the microsite mutually linked documents are possible, which are shown in the microsite IFRAME (target = '_self'). External links must be opened in new windows (target = '_blank') so that the booked website will not be left in case of calling links from the microsite.

Implementation as a local content through the delivery of recycled content including image files (on request)

The microsite can be hosted and tracked by businessAD. In this case, the delivery takes place as an HTML table which is included and framed by the usual navigational elements of the website. Graphic-files are either hosted by the customer and absolutely linked or included and linked without relative path. JavaScript and CSS have to be integrated into the HTML code and shall be designed in a way to guarantee no disturbance of the appearance and functionality of the booked website.

4.2 Native AD IN



The Native AD IN format consists of two elements: a teaser that links to the content and a content page that can contain text, image and video, as well as external links.

The teaser element and content automatically adapt to the CSS of the page and are marked as advertisements. On some pages they may be highlighted in colour.

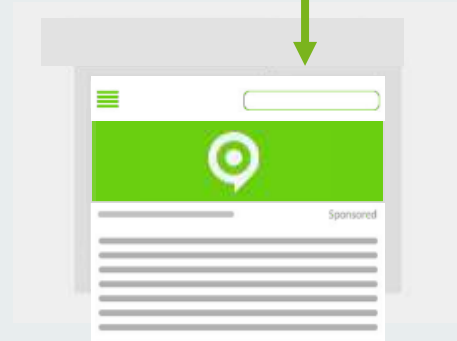
The teaser is delivered below-the-fold and in rotation on the full page: category page, article pages below and in the marginal cloumn.

Example

Teaser



Content



4.2 Native AD IN



Teaser delivery (up to 5 versions, more on request)

- headline: max 70 digits
- teaser text: 150 – 350 digits
- image: GIF, JPG, PNG
- image-sizes: 400x400, 600x300, 600x400, 600x450, 300x250, 400x225
- maximum file size: 60kb per file

Content delivery

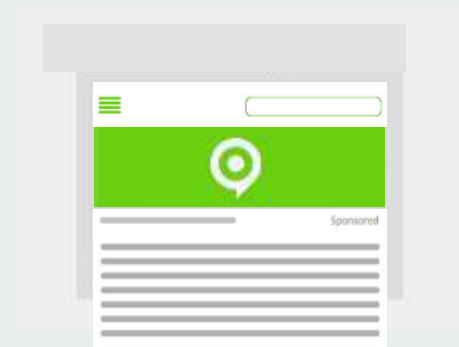
- content: max. 1,000 words (text as open document like RTF-, TXT, DOC-file -no PDF!)
- please deliver logo and visuals in high definition (min. 150 dpi)
- image: GIF, JPG, PNG
 - width: 1200px
 - height: max. 800px
- video: youtube, vimeo, other embeddable videos
- external links: any number of external links possible

Example

Teaser



Content



4.3 Native AD OUT

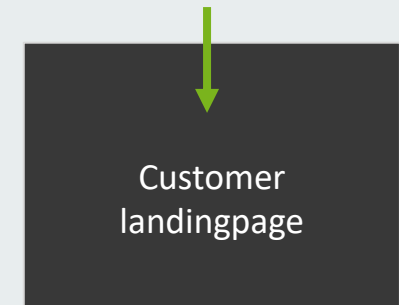


The Native AD OUT format is a text-image ad with a high degree of customization in the editorial component and links to a click on an external target.

The text image ads are always 100% adapted to the usual news teasers of the respective media and of course marked as „Advertisement“ (Anzeige).

example

Teaser



Extern

4.3 Native AD OUT



Teaser delivery (up to 5 versions, more on request)

- headline: max 70 digits
- teaser text: 150 - 350 digits
- image: GIF, JPG, PNG
- Images sizes: 400x400, 600x300, 600x400, 600x450, 300x250, 400x225
- maximum file size: 60kb per file

example

Teaser



4.4. Integration Video



Video delivery

- Supported video formate: MP4, WEBM, OGG
- Optional: Video Upload: Youtube

Beispiel

Content (Integration VIDEO)



Hinweis: Viele Publisher verwenden unterschiedliche Ansprachen Ihrer Leser (Du/Sie). Wenn Sie einen allgemeingültigen Inhalt ausspielen möchten, vermeiden Sie die direkte Ansprache des Lesers.

Technical specifications



5. Newsletter Ads

5.1 Newsletter Ad | Banner & text ad integration



Dimensions and design

- HTML or text format (can also be edited by BA as HTML)
- Only standard HTML formatted as a table:
- External images must be absolutely linked, so with [http://www.domain.de/ordner/unterordner/Dateiname.\[Dateendung\]](http://www.domain.de/ordner/unterordner/Dateiname.[Dateendung])
- Please send pictures as static JPG, GIF or PNG. Animated GIF on request.
- Animated * .gif max. 100kb.

Note: Since animated * .gif is not displayed correctly by all e-mail clients (for example, Microsoft Office), please set as fallback the default image for static display as the first graphic of the animation with a very short rendering time of e.g. 0.01 second fixed.

Current site-specific information on file weight (However, no more than 60kB per file), formats, character lengths, etc. for standalone mailing or text message can be found at: <http://www.businessad.de/channel/newsletter>

5.2 Newsletter Ad | Stand-Alone-Mail (SAM)



Dimensions and design

- HTML, alternatively text format (in case the publisher sends the newsletters in plain text)
- External images must be absolutely linked, so with: `http://www.domain.de/folder/subfolder/filename`
- Please send pictures as static JPG, GIF or PNG. Animated GIF on request.
- For the visual design of the newsletter, the stylesheets have to be placed in the mail, since webmailers largely prevent communication to other domains and users of mail client software often read their mails in offline mode. In the optimal case, the styles are inserted directly into the day they affect (inbound styles) Example of a table: `<table width = "100" style = "background-color: # 808040; color: # D8FD02; font-family: 'Century Schoolbook', serif; font-size: 2em; letter-spacing: 3px; padding: 40px; border: double # D8FD02 4px;>`
- The mail must not contain JavaScript, forms, ASP or Actionscript, which is not supported by most mail clients and blocked by (almost all) webmailers

businessAD

Mehr Wert für Marken

Technical specifications



6. Streaming Ad

6. Streaming Ad

Presentation

The playout of a video is as a content of standard and special advertising formats possible (in case of explicit reservation).

Behaviour

Delivery: Polite. CPU usage \leq 25% (on standard computers),

Control over elements of the video layer.

Sound: default „off“. „Unmute“ only after clicking on user button.

Autoplay: allowed. Recommended: no autoplay, large play-icon

Loop: allowed after clicking on „unmute“ or „play“.

Please send us:

- Redirect of Rich-Media Adserver (for example Sizmek Mediamind <http://de.mediamind.com/> , Flashtalking <http://www.flashtalking.com/de/>)
- Information about call parameters / variables for 3rd party click tracking

In case of absent Rich-Media Adserver:

- After consultation of implementation of the player and decrease – alternatively playout via the doubleclick platform.
- Delivery: Downloadlink to video file(alternative delivery on request).
- Recommended file-format: MP4 (H.264) for web, Web M for Mobile; File-size 1-10 MB; Duration: 15-30 sec.; Format 640x360 (16:9) or 640x480 (4:3); Fallback-Image JPEG, PNG or GIF; Destination URL(s)

Technical specifications



7. Video Ads

7.1 Video Ad | Pre-Roll

Presentation

The video ad is representate as a pre-roll, so an upstream of the actual video. The maximum duration must be less than 15 seconds.

Sound

control is given over the elements of the video player

Please send us

- Video file: mp4, 16:9, 640x360 px
- Destination url(s)

Dimensions and presentation

- Format: mp4, h264
- Bitrate: high quality
- Size: for 16:9, format: 640x320px
- Audio: Stereo, 90kbit / s, 44.1 kHz
- Display: 24-bit color depth, frame rate > 15 per second

7.2 Outstream | Inline

Delivery

By default, as VAST-Redirect.

File format and weight

640x360px

Duration: 25 seconds

Maximum weight: 5 MB

Please send us

If a delivery as a VAST Redirect is not possible, you can also use a common format such as MP4 H.264. In this case we need a download-URL, for example of the following provider: <https://www.wetransfer.com/>. The video will be prepared accordingly for the playout. In case of physical delivery we need the destination URL, optionally View/Clicktracker.

For **golem.de** delivery as 3rd Party Redirect via VAST3.0 Wrapper mechanism possible. When delivering as redirect please ensure only maximum 3 directs to other adservers.

deraktionäer.tv: only physical delivery



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