



SPEZIFIKATIONEN DIGITAL 2019

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
Interstitial	1350x640	150KB	JPG, GIF, HTML5, 3rd Party Tag

SPEZIFIKATIONEN | Mobile

mobile RUN OF SITE + TARGETING

Format	Retina Images	Anzeige Format	Dateigrösse	Dateiformat
Mobile Halfpage Ad Premium	600x1200	300x600	100KB	JPG, GIF, HTML5, 3rd Party Tag
Mobile Poster Ad Premium	640x960	320x480	100KB	JPG, GIF, HTML5, 3rd Party Tag
Mobile Poster Ad	640x960	320x480	100KB	JPG, GIF, HTML5, 3rd Party Tag
Mobile Rectangle Premium	600x500	300x250	100KB	JPG, GIF, HTML5, 3rd Party Tag
Mobile Rectangle	600x500	300x250	100KB	JPG, GIF, HTML5, 3rd Party Tag
Mobile Wideboard	640x320	320x160	100KB	JPG, GIF, HTML5, 3rd Party Tag
Mobile Banner	640x100	320x50	100KB	JPG, GIF, HTML5, 3rd Party Tag

SPEZIFIKATIONEN | Video

video RUN OF SITE + TARGETING

Format	Masse / Pixel	Dateigrösse	Dateiformat
Pre Roll (Video: max. 30 Sek.)	Uncompressed Video: 1280x720	max. 150MB	MP4, MOV, AVI
	Compressed for Desktop: 768x432	max. 5MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID auf Anfrage
	Compressed for Mobile: 512x288	max. 2MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID auf Anfrage
Pre Roll Bumper (Video: max. 6 Sek.)	Uncompressed Video: 1280x720	max. 150MB	MP4, MOV, AVI
	Compressed for Desktop: 768x432	max. 5MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID auf Anfrage
	Compressed for Mobile: 512x288	max. 2MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID auf Anfrage
In-Article Video	Uncompressed Video: 1280x720	max. 150MB	MP4, MOV, AVI
	Compressed for Desktop: 768x432	max. 5MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID auf Anfrage
	Compressed for Mobile: 512x288	max. 2MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID auf Anfrage
In-Article Bumper (Video: max. 6 Sek.)	Uncompressed Video: 1280x720	max. 150MB	MP4, MOV, AVI
	Compressed for Desktop: 768x432	max. 5MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID auf Anfrage
	Compressed for Mobile: 512x288	max. 2MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID auf Anfrage

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@admeira.ch
- Anlieferung zwingend in https