



SPECIFICATIONS DIGITAL 2019

SPECIFICATIONS | Desktop

RUN OF SITE + TARGETING

Format	Size/pixels	File size	File format
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

SPECIFICATIONS | Mobile

mobile RUN OF SITE + TARGETING

Format	Retina Images	Display format	File size	File format
Mobile Halfpage Ad Premium	600x1200	300x600	100KB	JPG, GIF, HTML5, 3rd Party Tag
Mobile Poster Ad	640x960 oder 640x832	320x480 oder 320x416	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

SPECIFICATIONS | Video

video RUN OF SITE + TARGETING

Format	Size/pixels	File size	File format
Pre Roll (video: max. 30 sec.)	Uncompressed Video: 1280x720	max. 100MB	MP4, MOV, AVI
	Compressed for Desktop: 768x432	max. 5MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID on demand
	Compressed for Mobile: 512x288	max. 2MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID on demand

Format	Size/pixels	File size	File format
Pre Roll Bumper (video: max. 6 sec.)	Uncompressed Video: 1280x720	max. 100MB	MP4, MOV, AVI
	Compressed for Desktop: 768x432	max. 5MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID on demand
	Compressed for Mobile: 512x288	max. 2MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID on demand
In-Article Video	Uncompressed Video: 1280x720	max. 100MB	MP4, MOV, AVI
	Compressed for Desktop: 768x432	max. 5MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID on demand
	Compressed for Mobile: 512x288	max. 2MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID on demand
In-Article Bumper (Video: max. 6 Sek.)	Uncompressed Video: 1280x720	max. 100MB	MP4, MOV, AVI
	Compressed for Desktop: 768x432	max. 5MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID on demand
	Compressed for Mobile: 512x288	max. 2MB	VAST (MP4 -> min. Codec H.264 4.1/ACC), VPAID on demand