



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 |
| Sitebar / Liquid Ad / Liquid Ad Plus | Bitte kontaktieren Sie uns! | | |

BRANDING DAY

| Format | Masse / Pixel | Dateigrösse | Dateiformat |
|-------------------------------|-----------------------------|-------------|--------------------------------|
| Branding Day Desktop National | Background Image: 1920x1200 | 150KB | JPG, GIF, PNG (nicht animiert) |
| | Wideboard: 994x250 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |
| | Medium Rectangle: 300x250 | 150KB | JPG, GIF, HTML5, 3rd Party Tag |

SPEZIFIKATIONEN | Mobile

mobile RUN OF SITE + TARGETING

| Format | Retina Images | Anzeige Format | Dateigrösse | Dateiformat |
|------------------|---------------|----------------|-------------|--------------------------------|
| 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

- 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