WEISCHER.ONLINE

Specifications 2018

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SPECIFICATIONS| INDEX

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A. GENERAL INFORMATION | SUPPLY OF ADVERTISING MEDIA

Supplying your Advertising Media, please note our deadlines before starting the campaign:

- standard Advertising formats: min. three working days
- special advertising formats: min. five working days
- Supply to: ads@weischeronline.de

The following informations are mandatory for a goal-oriented production flow:

- name of customer, name of campaign
- booking period
- reserved site/s, placement on site/s
- advertising format
- contact person in case of questions
- click-url/s, name of motif as well as an alternative text (optional)
- GIF / JPG / as fallback, in case user has not HTML5

A. GENERAL INFORMATION | SUPPLY OF ADVERTISING MEDIA

Supply of Advertising Media:

- Please state explicitly, if you wish one campaign with several motifs and different placement units.
- In case of advertising media exchange please advise us of relevant motifs and timed placements. Please also be aware of the time limits before exchange: three working days standard advertising (five working days nonstandards)
- For a smooth production flow, please pay attention to our following technical specifications
  (max. files sizes, pixel sizes of the different advertising formats).
  For more information please see the relevant pages
  Advertising material, which do not correspond in our specs, we are regrettably unable to work with.

A. GENERAL INFORMATION | REDIRECT

All standard advertising media can be supplied as a redirect.

Requirements:

- The link opens an active, new window.
- The preparation of a redirect will require these features: HTML5 specifications and individual functionality of different advertisings (close-button, ton closes with video end e.g..).
- Please don't distribute cookies over the redirect.
- All redirects und countingpixels must be http-complient. This also applies to included trackings.

Please send us redirects as text files / attachements and don't paste redirects as a text in your email.

A. GENEAL INFORMATION | HTML5

- Please put all files into the root directory, do not use a folder structure.
- Put all necessary scripts (CSS-Style) within the index.html-file (root directory).
- HTML5-advertisings without video-file should not exceed 400 KB.
- The variable for linking is: _ADCLICK_
- Die Adserver-Variable "_ADPATH_„ defines the correct path to the server and will be used for image- and video-files
    - e.g.: <imgsrc="_ADPATH_300x250_blau.jpg" width="300" height="250" />
- Basic structure-tags like html, head, title, body should not be contained in HTML-files.
- Use unique identifiers, classes, variables and function names per banner.
- Often used ID-names like "AdWrapper", "Wrapper", "Logo" shouldn't utilize to avoid conflicts with website Ids.
- In current situation there is a problems with Adobe.Edge HTML5-files. Please use another program. HTML5-Guidelines of BVDW may be used: http://www.bvdw.org/medien/richtlinie-ovk-standardisiert-erstellung-von-html5-werbemitteln-?media=6884
- Before reloading JS-libraries and frameworks (jQuery, ZeptoJS, etc.) , you must check whether an instance of the framework is already present on the displayed website and if possible use it

B. ADVERTISING STANDARD| FORMATS AND SIZES

Advertising	Pixel	Weight (max.)	Pixel/expandable	Weight (max.)	Formats (Options)
Skyscraper	120x600	120 KB	400x600	120 KB	GIF / JPG / HTML5
Wide Skyscraper	160-200x600	120 KB	600x600	120 KB	GIF / JPG / HTML5
Medium Rectangle/ Content Ad	300x250	120 KB	500x500/ 600x250	120 KB	GIF / JPG / HTML5
Supersize Banner/ Super Banner	728x90	120 KB	728x300	120 KB	GIF / JPG / HTML5
Wallpaper	728x90, 120-160x600 + Hintergrund	160 KB	728x90/600x600	160 KB	GIF / JPG / HTML5
Billboard	800x250	160 KB			GIF / JPG / HTML5
Halfpage Ad	300x600	160 KB			GIF / JPG / HTML5
Dynamic Sitebar	$\geq$300x600	<200 KB			GIF / JPG / HTML5

B. ADVERTISING STANDARD | WALLPAPER

A wallpaper contains a (wide) skyscraper, a superbanner and a background color (colorcode: hexadezimal).
Usually the superbanner docks with the sky on left side.

The sky might be sticky.
.
The advertising media will be supplied as a redirect (relative positioning of both ads) or physical.

- Size Superbanner: 728x90 px

- Size Skyscraper: 120-160x600 px

- Size Wide Skyscraper: 300x600 px

- Total Weight: 160 KB

- Format: GIF / JPG / HTML5

B. ADVERTISING STANDARD | | BILLBOARD / STICKY BILLBOARD

Billboard

The billboard is played between header and content. Therefore the advertising pushes the content down.

Optionally the billboard might be placed on superbanner-position.

Sticky Billboard

It starts at the billboard position and sticks to the top of the screen when scrolling

It does not cover page content, since the content is pushed downwards during user-friendly scrolling.

In addition you can integrate moving images up to max. 30 seconds. In this case, the format expands down to twice the size

If the User does not close the ad via „close-button", it will minimize itself after 5 seconds to its original position

- Size: 800x250 px

- Weight: 160 KB

- Format: GIF/ JPG / HTML5

B. ADVERTISING STANDARD | HALFPAGE AD

A large area advertising format integrated in the right side part.
It might be sticky.

- Size: 300x600 px

- Weight: max. 160 KB

- Format: GIF / JPG / HTML5

B. ADVERTISING STANDARD | DYNAMIC SITEBAR

The Dynamic Sitebar is placed to the right of the content and fills the area up to the screen edge and, besides , adapts itself dynamically to the screen size.

A dynamic sitebar means remain sticky and is always in the view area of the user.

- Size: ab 300 x 600px oder größer
- Weight: max. 200 KB
- Format: HTML5

Please, deliver the advertising as a redirect.

Please, consider the following conditions :
- The link has to open a new window
- No cookies about the redirect may be strewn

B. ADVERTISING STANDARD | EXPANDABLE AD

Expandable ads should be delivered as one file, one advertising.

With input „OnMouseOver" (user moves mouse-pointer on advertising media) the user activates the expandable ad and enlarges the advertising space in front of the content. The sounds starts only after user interaction.
.
As soon as the user removes the mouse-pointer from the space, the advertising media must return immediately in its output parameter.

Possible advertising forms :
- Expandable Skyscraper   600x600 px   120 KB
- Expandable Wide Skyscraper   600x600 px   120 KB
- Expandable Superbanner   728x300 px   120 KB
- Expandable Medium Rectangle/ Content Ad   500x500 / 600x250 px   120 KB

C. ADBVERTISING SPECIAL | FORMATS AND SIZES

Werbeform	Pixel	Weight (max.)	Formats (Options)
Layer	400x400	160 KB	HTML5
Megalayer	800x800	240 KB	HTML5
Banderole	770x250	120 KB	GIF / JPG / HTML5
Fireplace	Siehe Tabelle Seite 19		GIF / JPG / HTML5
Videotakeover	Siehe Tabelle Seite 22		GIF / JPG / HTML5/ MP4
Pre- and Postroll	854x480	3,9 MB	MP4
Interactive Preroll	854x480	3,9 MB	Redirect
Prestitial / Interstitial	1.280x800	180 KB	GIF / JPG / HTML5
Floor Ad	1.000x200 / 1.000x400	160 KB	GIF / JPG / HTML5

C. ADVERTISING SPECIAL| LAYER AD

This Advertising overlays page content for max. 20 sec.. Parts of the content below are hidden.

Layer-Options:
- Layer Ad
- Banderole Ad
- Floor Ad
- Inter- und Prestitial

The following conditions must be fullfilled:
- Max. duration of animation: 20 sec. (animation and videostream)
- Autoclose functionality after layers ending is necessary
- Z-Index: 111.000
- Layer must be clearly recognizable as advertising
- The sound starts only within user interaction and must end directly with closing the video window
- This advertising must have a close button (please see below page 15)
- Only visible features may be clickable
- Please do not use buttons in tranparent sufaces
- The layer has to have an autoclose after clicking and transfer
- Using a redirect is possible

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C. ADVERTISING SPECIAL | LAYER AD

This advertising overlays the page-content for max. 20 sec.

- Max. Datasize Layer :   400x400 px, 160 KB
- Max. Datasize Megalayer: 800x800 px, 240 KB
- Format: *HTML5 (JPG, GIF, PNG, HTML, Javascript) incl. background-color or redirect
- Close-Button**:   must be integrated

Functionality of a closebutton:
- The closebutton must be clearly identifiable and the word „Schließen X" must be contained
- Positioning of the closebutton for layer, pre- and interstitial: top right
- Positioning of the closebutton for floor Ad: bottom right
- Positioning of the closebutton for banderole: bar on right side

The closebutton closes the advertising with javascript.
E.g.: optional the assignment of ad-wrapper uses display='none' or visibility='hidden'.

C. ADVERTISING SPECIAL | PRESTITIAL / INTERSTITIAL

A prestitial is a full-page advertising installed upstream underlying the content . An Interstitial contains a full-page advertisement, during the interaction on the website it is indicated.

The video closes by itself, depending on the length.

The advertising adapts to users display. It is fully surfaced. It will be possible by reading out the information screen size (clientWidth / clientHeight) and linked content-scaling (transform: scale)

- Format: *HTML5 (JPG, GIF, PNG, HTML, Javascript) background color
- The advertising have to close after max. 20 seconds
- A logo of the website operator must be integrated on top left-hand side
- The physical advertising media and if appropriate a video as MP4-Data will be needed. Also the advertising may be supplied as a redirect
- closebutton has to be integrated
- Weight: max. 180 KB
- Graphics size: dynamic appropiate to advertising-scaling

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C. ADVERTISING SPECIAL | FLOOR AD

A floor ad (footer ad) is fixed at the bottom of the page („sticky"), even when the content ist scrolled. Per mouseover it expands from 1000x200 px to max. 1000x400px. If the mouse leaves the advertisement, it automatically scales down.The closebutton is always positioned on the bottom right side. By clicking the button the advertising closes completly

- Size: 1 datafile which expands from1.000x200 px to1.000x400 px.
  Weight: 1.000x200 px: 160 KB / 1.000x400 px: 160 KB
- Format: GIF/ JPG / HTML5* as a fallback size1.000x200 px
- Closebutton**:   **Must** be integrated into both files

C. ADVERTISING SPECIAL | FIREPLACE

A Fireplace contains one superbanner and two skyscrapers.
The skyscraper are docking with superbanners left and right side and might be sticky.

- Size SB: each width * x 150 px
- Size Sky: each150x850 px
- Weight: eachs max. 120 KB
- Format: JPG, HTML5* or Redirect

Please declare the colorcode for the background color..

* Page width list please see page 20.

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C. ADVERTISING SPECIAL | PAGE WIDTH

Header Size	Site
854 Pixel	c1-cinema.de film-zeit.de
882 Pixel	astor-grandcinema.de (responsive) zoopalast-berlin.de (responsive)
982 Pixel	cinemotion-kino.de (responsive) cineplex.de (responsive) cineweb.de critic.de kino-zeit.de (responsive) kinoundco.de robots-and-dragons.de uci-kinowelt.de (responsive)
1.002 Pixel	fernsehplan.de quotenmeter.de
1.032 Pixel	moviejones.de (responsive) scary-movies.de (responsive)
1.112 Pixel	blairwitch.de 4players.de buffed.de gamezone.de gamesaktuell.de pcgames.de pcgameshardware.de readmore.de videogameszone.de

C. ADVERTISING SPECIAL | VIDEOTAKEOVER

A Videotakeover contains a wallpaper and a content overlaying video. By mouseover via button (cineplex: mouseclick) the content expands and the content overlaying video starts automatically

A closebutton is necessary and should be placed at top right in the expanded header.
With a userclick the expandable window closes.

After video has completed, a PLAY-button appears in the header for starting again.
The avarage utilisation of CPU-capacity should not be higher than 50%,

.

General information:

- Several linkings are possible.
- Please supply the optional backgroundcolor in hexadecimal code
- For more page format details please see page 20.

C. ADVERTISING SPECIAL | VIDEOTAKEOVER

Picture elements:

- Size: Superbanner: 210 x page width (see page 20)
                                  2 Skyscraper: 160 x 850 px
- Weight: Single element max: 160 KB
- Format: HTML5
                                  GIF / JPG as a fallback

Redirects are also possible.

Video elements:

- Video in Header: "Sound OFF" when starting (optionally per click "Sound ON")
- Video in exp. Header: "Sound ON" when expanding
- Videolenght: max. 30 sec.
- Weight: max. 5,5 MB
- Stream: 1 Videostream (when using two streams, one has to be paused)
- Format: MP4
- Button: closebutton, audibutton, pausebutton

Hosting via Weischer.Online GmbH is possible. Please supply in best quality, e.g. HD.

C. ADVERTISING SPECIAL | PRE-/ POSTROLL AND OUTSTREAM AD

Pre- and postrolls are advertising spots, which might be placed exclusive on the website
before or after a trailer. Outstream-videos might be placed in websites content, in a longer text passage. While scrolling the text a videowindow opens, the video starts and ends automatically. If the user scrolls during the term in another visible area, the video pauses. If he scrolls back, it continues. The outstream ad might be closed during the term by a closebutton.

- Spotlenght Preroll: 20 sec. (longer terms up to max. 30 sec. for extra charge)
- Spotlenght Postroll: up to zu 40 sec
- Spotlenght Outstream: up to 30 sec. (longer running time on request)

- Size Pre-/ Postroll (optimal):   854x480 px
- Further optional sizes:
  16:9 ratio :640:360 px, 960:540 px and 1024:576px, 1920:1080 px
  4:3 ratio: 640:480 px and 960:720 px must be looked as a function of the sides in each case to be played

- Weight Preroll / Postroll / Outstream: max: 3,9 MB
- Linking is possible

Please supply the videomaterial in best possible quality, preferred MP4.
The Video could also be supplied as a VAST-Redirect (MP4 involved)

We exclusively use VAST Version 2.0 – protocol (Video Ad Serving Template).

C. ADVERTISING SPECIAL | INTERACTIVE PREROLL

If the user clicks the ad, he will get more interactive information. To get these additional information, the user might stop the preroll. After closing the information window, the preroll continues.

Please supply a VAST-REDIRECT.

- Size (optimal):   854x480 px
- WeightPreroll: max: 3,9 MB
- Spotlenght: 20 sec. (longer terms up to max. 30 sec. for extra charge)

If you use a redirect, please guarantee the functionality of the ads in the current browsers.

D. MOBILE ADVERTISING| MOBILE SUPERBANNER

The mobile superbanner presents itself prominent and for users always obviously in the upper side edge in banner strip.

Please supply the banner physically.

Mobile Web / App:

- Size   300x 50px
              300x150px
              480x240px
              300x300px

- Weight: 40 KB

- Format: GIF/ JPG/ PNG

D. MOBILE ADVERTISING | MOBILE BILLBOARD

The mobile billboard presents itself on mobile sides at the upper side edge in the banner strip.
In addition, a video can also be played
.
Please deliver the image physically and the video possibly as MP4-file
Mobile Web / App:

- Size: 710x 210px

- Weight: 180 KB

- Format: GIF/ JPG/ PNG/ HTML5*
             and video possibly as MP4-file

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D. MOBILE ADVERTISING| MOBILE SPLASH / MOBILE INTERSTITIAL

While starting the mobile website, the mobile splash appears. It contains a closebutton in ther upper right corner. The user can close the mobile splash by closebutton. Without users interaction the advertising closes after 7 sec. automatically.

Please deliver the image physically.

Mobile Splash (Mobile Interstitial):

- Size: 640x860px

- Weight: 60 KB

- Format: GIF / JPG / PNG

D. MOBILE ADVERTISING | MOBILE PREROLL

Mobile prerolls will be supplied directly in a videoplayer which is installed on mobile websites or apps. The advertising starts automatically, the delivery occurs before the real video content appears.

- Size: 480x270px

- Weight: max. 2,9 MB

- Format: MP4

- Bitrate: as small as possible/ recommendation: 384

The word „ANZEIGE" must appear well obviously on top right in the video.

D. MOBILE ADVERTISING | MOBILE CUBE

A 3D-Cube is a mobile advertising which can be used on the great banner position or screen-filling as mobile splash. There appears a 4-sided cube which can be turned about finger interaction in the display. All four sides are clickable. Four different links can be deposited. These advertising gets by without FLASH and are suitable for smartphones as well as for Tablets. In the splash version there is closebutton in the upper right corner. Here is valid the guideline for mobile splash (page 28)

Please, deliver the images physically.

Mobile Cube:

- Size: 4 images à 620x620px
- Weight: 60 KB
- Format: GIF / JPG / PNG
- Links: 4 different links can be deposited

E. ADVERTISING SWITZERLAND| FORMATS AND SIZES

Advertising	Pixel	Weight (max.)	Format (Options)
Maxi Leaderboard	994x118	120 KB	GIF / JPG / HTML5
Monsterboard	468x400	120 KB	GIF / JPG / HTML5
Monstersky	345x770	120 KB	GIF / JPG / HTML5
Wideboard	994x250	120 KB	GIF / JPG / HTML5

F. WEISCHER.ONLINE | CONTACT

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