



**Specifications 2021**

# 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-compliant. This also applies to included trackings.

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



## A. GENERAL INFORMATION | HTML5

- Implement the clicktag as shown below:

```
<html>
  <head>
    <meta name="ad.size" content="width=300,height=250">
    <script type="text/javascript">var clickTag = "http://www.google.com";</script>
  </head>
  [PASTE REST OF CREATIVE CODE HERE]
</html>
```

- In your creative use the clicktag-Variable as click-URL:

```
<a href="javascript:window.open(window.clickTag)">
  
</a>
```

- Use unique identifiers, classes, variables and function names per banner.
- Weischer Online use asynchronous Google Publisher Tags based on friendly iframes. Dynamic or expanding Rich Media Formats must break out of friendly iframes themselves.
- Please follow the Google-Guidelines: <https://support.google.com/admanager/answer/7046799>

## B. ADVERTISING STANDARD| FORMATS AND SIZES



Advertising	Pixel	Weight (max.)	Formats (Options)
Skyscraper	120x600	200 KB	GIF / JPG / HTML5
Wide Skyscraper	160-200x600	200 KB	GIF / JPG / HTML5
Medium Rectangle/ Content Ad	300x250	200 KB	GIF / JPG / HTML5
Supersize Banner / Super Banner	728x90	200 KB	GIF / JPG / HTML5
Wallpaper	728x90, 120-160x600 + background	200 KB	GIF / JPG / HTML5
Billboard	800x250 / 970x250	200 KB	GIF / JPG / HTML5
Halfpage Ad	300x600	200 KB	GIF / JPG / HTML5
Dynamic Sitebar	≥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 right 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: 200 KB
- Format: GIF / JPG / HTML5



## B. ADVERTISING STANDARD | 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.

Please deliver the wallpaper via a redirect or physically.

- Size: 800x250 or 970x250 px
- Weight: 200 KB
- Format: GIF / JPG / HTML5

Showcase-Link: <https://showcase.weischoonline.de/mobile-billboard/>

## B. ADVERTISING STANDARD | HALFPAGE AD



A large-scale advertising format in the right-side panel.  
It might be sticky.

Please deliver the wallpaper via a redirect or physically.

- Size: 300x600 px
- Weight: max. 200 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: from 300x600 px or bigger
- 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

Showcase-Link: <https://showcase.weischeronline.de/dyn.%20Sitebar/>

## C. ADVERTISING SPECIALS | FORMATS AND SIZES



Ad	Pixel	Weight (max.)	Formats (Options)
Fireplace	see chart page 14		GIF / JPG / HTML5
Videotakeover	see chart page 14		GIF / JPG / HTML5/ MP4
Preroll	854x480	3,9 MB	MP4
Interscroller Ad	720x1280 / 300x600	200 KB	GIF / JPG / PNG
Prestitial / Interstitial	1.280x800	200 KB	GIF / JPG / HTML5



## C. ADVERTISING SPECIALS | 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 210 px
- Size Sky: each 200x850 px
- Weight: each max. 200 KB
- Format: JPG, HTML5\* or Redirect

Please declare the colorcode for the background color.

Page list please see page 14.

Showcase-Link: <https://showcase.weischeronline.de/Fireplace/>

## C. ADVERTISING SPECIAL | PAGE WIDTH



Header Size	Site
942 Pixel	filmdienst.de (responsive) serienjunkies.de
982 Pixel	cinemotion-kino.de (responsive) cineplex.de (responsive) cineweb.de critic.de kino-zeit.de (responsive) kinoundco.de robots-and-dragons.de
1.002 Pixel	blairwitch.de fernsehplan.de filmfutter.com (responsive) quotenmeter.de spielenxxl.de
1.032 Pixel	cinemaxxl.de kulturnews.de (responsive) moviejones.de (responsive)
1.920 Pixel	UCI-kinowelt.de



## C. ADVERTISING SPECIAL | VIDEOTAKEOVER

The videotakeover is placed over the content as a moving image advertising medium.  
By mouseover (Cineplex: Mouseclick) via button the expanded video starts automatically.

A close button is required and should be placed in the upper right corner of the expanded header.  
This terminates the expanded video window by a user click.

After video has completed, a PLAY-button appears in the header for starting again.  
The average 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 14.

## C. ADVERTISING SPECIAL | VIDEOTAKEOVER



### Picture elements:

- Size: Superbanner: 210 x page width (see page 14)  
2x Skyscraper: 200x850 px
- Weight: Single elements max: 200 KB
- Format: HTML5  
GIF / JPG as a Fallback

Delivery as redirect possible.

### Video elements:

- Video in Header: "Sound OFF" when starting (optional: per click "Sound ON")
- Video in exp.Header: "Sound ON" when expanding
- Video length: max. 30 sec.
- Weight: max. 5,5 MB
- Stream: 1 Videostream (using 2 streams, one must pause)
- Format: MP4
- Button: Close-Button, Audio-Button, Pause-Button

Hosting via Weischer.Online GmbH is possible. Please supply in the best possible quality, for example HD.



## C. ADVERTISING SPECIAL | PREROLL AD



Prerolls are commercials that can be placed on the website before trailers.

- Length: 20 Seconds (longer running time up to a maximum of 30 sec. at an additional cost)
- Size: 854x480 px
- Other optional sizes in the 16:9 ratio (in px: 640:360 , 960:540 and 1024:576, 1920:1080) and sizes in the 4:3 ratio (in px: 640:480 and 960:720) must be considered depending on the websites to be played
- Weight: max. 3,9 MB
- Linking is possible

Please deliver the video material in the best possible quality, if possible, in MP4 format.

The video can also be delivered as a VAST redirect (only includes MP4 – no VPAID or similar).

We only use the VAST version 2.0 protocol (Video Ad Serving Template).



## C. ADVERTISING SPECIAL | INTERSCROLLER AD

The Interscroller format is placed behind the content and pulls up when scrolling.

The ad is delivered as mobile and desktop format.

- Delivery: physical incl. tracking pixel and clickcommand  
Javascript or iframe redirect without scroll effect
- Size Desktop: 720x1280 px
- Size Mobile: 300x600 or 320x480 px
- Weight: 200 KB
- Format: GIF / JPG / PNG

Showcase-Link: <https://showcase.weischeronline.de/interscroller/>



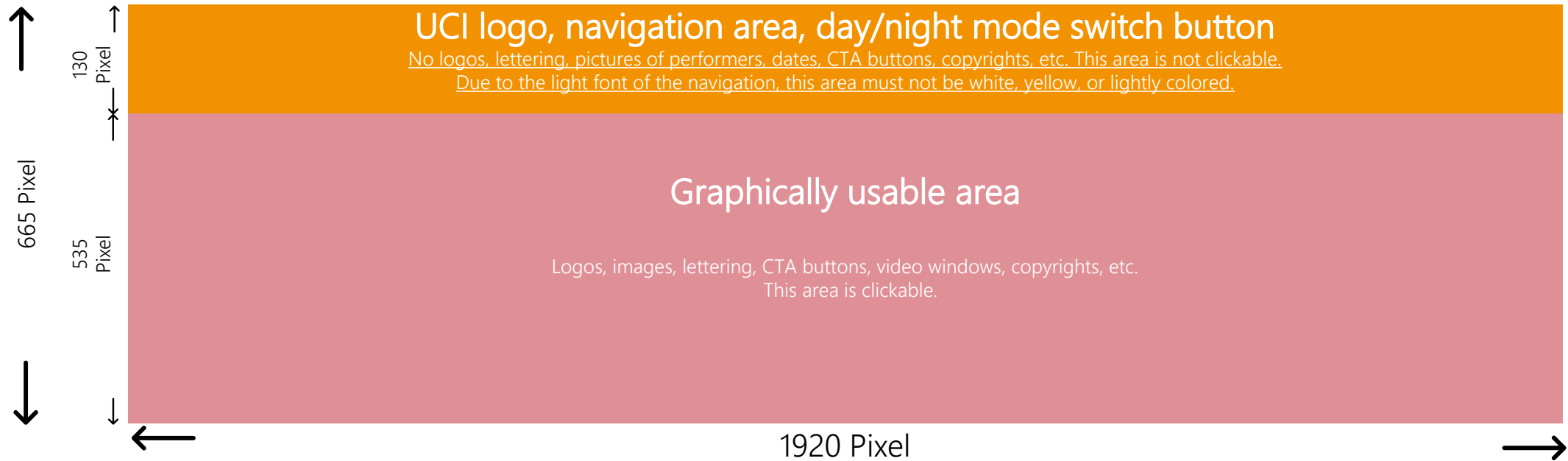
## C. ADVERTISING SPECIAL | HEROPICTURE



The ad can be delivered as mobile and desktop format.

- Delivery: physical (GIF / JPG / PNG)
- Size Desktop: 1920x665 px
- Size Mobile: 770x665 px
- Weight: 200 KB
- Z-Index: 1-999

## C. ADVERTISING SPECIAL | HEROPICTURE 1920X665 PIXEL



Delivery: physical (GIF / JPG / PNG)

Z-Index: 1-999

Showcase-Link: <https://showcase.weischeronline.de/herobild/>



## C. ADVERTISING SPECIAL | TOP BANNER

The top banner presents itself prominently and is always visible to the user at the top of the page in the banner bar.

The ad can be delivered as mobile and desktop format.

- Delivery: physical (GIF / JPG / PNG)
- Size Desktop: 1920 x 120 px
- Size Mobile: 770 x 120 px
- Weight: 200 KB

Showcase-Link: <https://showcase.weischeronline.de/topbanner/>

## C. ADVERTISING SPECIAL | PRESTITIAL / INTERSTITIAL



A Prestitial is a full-page advertisement that precedes the actual website - while the Interstitial also appears when the website is updated. After 20 seconds (depending on the length of the video), the Inter-/Prestitial closes independently.

The advertising material adapts to the user's display and is full-surface. This is made possible by reading the screen size (clientWidth / clientHeight) and scaling the content accordingly (transform: scale).

- Format: \*HTML5 (JPG, GIF, PNG, HTML, Javascript) Background Colour
- Closing time: after a maximum of 20 seconds
- An integrated reference to the site operator in the upper left area of the advertising material
- The physical advertising material and, if necessary, the video as an MP4 file are required. The advertising material can be also delivered as a redirect
- A close button must be integrated at the top right, clearly recognizable and contain the word "close X"
- The sound may only start through user interaction and ends immediately by closing the video window
- After clicking and forwarding, the ad must close automatically
- Weight: max. 200 KB
- Size of the graphics: Dynamic and appropriate to the scaling of the advertising material
- The ad must be recognizable as advertising
- Z-Index: 111.000

The close button closes the advertising material using Javascript.

For this purpose, for example, the assignment of the ad wrapper with the help of display='none' or visibility='hidden' is recommended.



## D. MOBILE ADVERTISING | MOBILE SUPERBANNER

The mobile super banner is prominent and always visible to the user at the top of the page in the banner bar.

Please deliver the advertising material physically or as a redirect.

Mobile Web / App:

- Size: 300x 50 px  
300x150 px  
480x240 px  
300x300 px
- Weight: 200 KB
- Format: GIF/ JPG/ PNG  
oder als Redirect

Showcase-Link: <https://showcase.weischeronline.de/mobile-superbanner/>

## D. MOBILE ADVERTISING | MOBILE SPLASH / MOBILE INTERSTITIAL



The Mobile Splash shows up the first time a mobile page is called up and contains a close button in the upper right corner and can be closed by the user via this. Without user interaction, the advertising medium closes itself after 7 seconds.

Please deliver the image physically.

Mobile Splash (Mobile Interstitial):

- Size: 640x860 px
- Weight: 200 KB
- Format: GIF / JPG / PNG

Showcase-Link: <https://showcase.weischeronline.de/mobile-splash/>







## D. MOBILE ADVERTISING | MOBILE SWIPE AD

The mobile swipe ad presents itself prominently and always visible to the user at the bottom of the screen above the content. The ad closes automatically after 12 seconds but can also be terminated at any time by the user with a swipe. The time to auto close and the note to close the ad are always displayed at the top of the mobile swipe.

- Delivery: physical incl. tracking pixel and clickcommand

Mobile Web / App:

- Size: 300x50 px  
300x150 px
- Weight: 200 KB
- Format: GIF/ JPG/ PNG

Showcase-Link: <https://showcase.weischeronline.de/Swipe/>

## D. MOBILE ADVERTISING | MOBILE MEDIUM RECTANGLE



The mobile medium Rectangle is placed within the content.

- Delivery: physical incl. tracking pixel and clickcommand or as a redirect
- Size: 300x250 px
- Weight: 200 KB
- Format: GIF/ JPG/ HTML5 or as redirect

Showcase-Link: <https://showcase.weischoonline.de/medium-rectangle/>



## E. WEISCHER.ONLINE | CONTACT



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Elbberg 7                    F +49 40 8090 58-2198  
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Durchwahl:

### **Sales:**

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### **Technology:**

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Ad Management:	Lars Schröder	lars.schroeder@weischer.net	-2348
Ad Technology:	Robert Moszczynski	robert.moszczynski@weischer.net	-2389

**Data delivery:**            ads@weischer.net