

## Technical specifications for online products

### Formats for the websites

- **Leaderboard 728 x 90 Pixel**
- File formats: jpg, png, gif (also animated), HTML5, any kind of 3rd-party tag
- File size: no more than 200KB
- Target URL
  
- **Medium Rectangle (aka MPU) 300 x 250 Pixel**
- File formats: jpg, png, gif (also animated), HTML5, any kind of 3rd-party tag
- File size: not more than 200KB
- Target URL
  
- **Wide Skyscraper (160 x 600 pixels for desktop) plus Medium Rectangle (300 x 250 pixels for mobile deliveries)**
- File formats: jpg, png, gif (animated), HTML5, any kind of 3rd-party tag
- File size: no more than 200KB
- Target URL
  
- **Skyscraper (120 x 600 pixels for desktop) plus Medium Rectangle (300 x 250 pixels for mobile deliveries)**
- File formats: jpg, png, gif (animated), HTML5, any kind of 3rd-party tag
- File size: no more than 200KB
- Target URL

### Content ads

#### Top Features (Content Ad)

- Headline
- Teaser text with a maximum of 150 characters/spaces
- Text with up to 4,000 characters
- The text must be formulated in a factual manner and is subject to valid editorial criteria.
- At least one illustration with a width to height ratio of 1.5 to 1 (e.g. 750 x 500 pixels), the file size should not exceed 250 KB; other illustrations with the above dimensions are possible.
- Captions with exact attribution to the illustrations
- If possible, a target URL

#### Videos/Webcasts

- File format: all common video formats are possible.
- Embedding of existing Youtube or Vimeo videos is also possible.
- Headline
- Descriptive text with approx. 300 to 500 characters
- If possible, an image (e.g. screenshot) with a width to height ratio of 1.5 to 1 (e.g. 750 x 500 pixels)

## **Formats for the Newsletters**

### **Full Banner 468 x 60 Pixel**

- File formats: jpg, png, gif (animations are possible)
- File size: no more than 200KB
- Target URL
- No HTML5 or 3rd-party tag possible!

### **Medium Rectangle (aka MPU) 300 x 250 Pixel**

- File formats: jpg, png, gif (animations are possible)
- File size: not more than 200KB
- Target URL
- No HTML5 or 3rd-party tag possible

### **Newsletter Feature (Content Ad)**

- Headline
- Teaser text with a maximum of 150 characters/spaces
- Text with up to 4,000 characters
- The text must be formulated in a factual manner and is subject to valid editorial criteria.
- At least one image with a width to height ratio of 1.5 to 1 (e.g. 750 x 500 pixels), the file size should not exceed 250 KB; other illustrations with the above dimensions are possible.
- Captions with exact attribution to the illustrations
- If possible, a target URL

### **Direct Feature (also Content Ad)**

- Headline maximum 70 characters/space
- Text maximum 300 characters/space
- One image 750 x 500 pixels
- A direct link to a target page of the customer.

### **Event notice**

- Headline maximum 70 characters/space
- Text maximum 300 characters/space
- One image 750 x 500 pixels
- A direct link to a target page of the customer.