

TECHNICAL

SPECIFICATIONS

■ August 2020

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General Information

DELIVERY AND TECHNICAL CHECK-UP

DELIVERY

- Advertising material should be forwarded solely via E-Mail to:
AdManagement@sevenonemedia.de
- Delivery needs to be made within 3 workdays whereas special advertising material needs to be forwarded within 5 workdays.

E-Mails should include the following:

Customer name, campaign name, order number, booking period, booked site, motive name (optional)

Technical check-up

Advertising materials will be checked upon arrival. However, problems may still arise after the start of the campaign. SevenOne Media therefore reserves the right to partially or fully replace advertisements:

- in the event of user complaints
- if the advertisement causes problems concerning the performance of the page or one's device
- if the ad was replaced subsequently by an ad that does not meet our technical specifications

Trackings

External tracking pixels, which analyse and record user behaviour and, if necessary, compare this with a downstream database on the customer side, must comply with the guidelines of the EU Data Protection Regulation (DSGVO) and the provider must also be represented on our data protection site as a certified partner.

(Post-Bid Blocking pixels are not allowed)

<https://www.prosieben.de/service/allgemeine-geschaeftsbedingungen/datenschutzbestimmungen>

Counting deviations

Counting deviations in delivered ad impressions caused by the selective filtering of an external tracking pixel (e.g. ad verification pixel) shall not be recognized by SevenOne Media GmbH or billed in favor of SevenOne Media without prior consultation unless they can be proven by a validated data basis.

Motives

Standard is one motive per booked placement. In the case of motive split, the number of motives is limited to three and only one motive change per week for physical delivery is possible.

TCF

SevenOne Media GmbH fully relies on the "GDPR Transparency and Consent Framework (TCF 2.0)" and from 15.08.2020 only supports technology partners (vendors) listed by the IAB.

We kindly ask you to make sure that the delivery of tracking for advertising material or adserver redirects only includes GDPR macros. We also kindly ask you to remove non-IAB technology partners from the adserver redirects delivered to us.

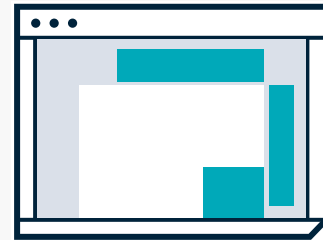
All URL-based components of an advertising medium (e.g. VAST Redirect, Pixel Tracker) must use the IAB macro **gdpr_consent=\${GDPR_CONSENT_XXX}&gdpr=\${GDPR}** where XXX is the numerical Vendor ID according to the global vendors list of the IAB.

Standard advertising formats

ADBUNDLE

IMPORTANT:

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.



Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

AdBundle	
Wight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	<ul style="list-style-type: none">• 728x90 (Superbanner)• 160x600 (Skyscraper)• 300x250 (Medium Rectangle)
3rd Party	Possible
Streaming	<ul style="list-style-type: none">• Only at 300x250, max. 30 Sek., only as 3rd Party, because video must be reloaded• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user• Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackingpixel	Possible (only image pixels allowed)
Required	Click Command (or URL)

For further information see product AdBundle:

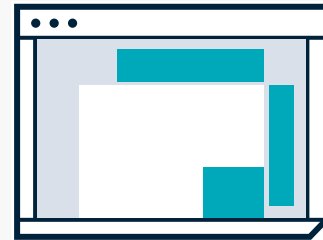
<https://www.sevenonemedia.de/de/digital/werbeprodukte/adbundle>

Special Ads

MULTISCREEN ADBUNDLE

IMPORTANT:

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.



Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

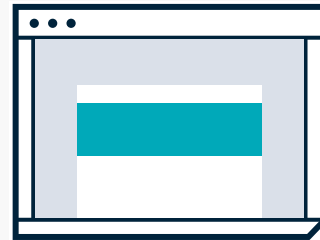
Multiscreen AdBundle	
Wight	<ul style="list-style-type: none">728x90, 160x600 / 120x600, 300x250: Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB320x50, 728x90: Max. 70 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	<ul style="list-style-type: none">728x90 -W- (Superbanner)160x600 / 120x600 (Skyscraper)300x250 (Medium Rectangle)320x50 -W- (Banner MEW)
3rd Party	Possible
Streaming	<ul style="list-style-type: none">Only at 300x250, max. 30 Sek., only as 3rd Party, because video must be reloadedDifferent video versions should be stored behind the video, which are played depending on the available bandwidth of the userMax. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">For 320x50, 728x90 the advertising marking with a -W- is mandatory: Placement not top right, but top left or bottom left or bottom rightClick Command (or URL)

Special Ads

BILLBOARD

IMPORTANT:

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.



Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Delivery at least 5 working days before campaign start.

Billboard	
Wight	90 KB JPG, GIF / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 only by Redirect
Dimensions	800x250 px in the 71Rotation, 940x250 px in the TV-Brand-Rotation
3rd Party	Possible
Streaming	<ul style="list-style-type: none">• Yes, max. 30 Sek., only as 3rd Party, only as 3rd Party, because video must be reloaded• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user• Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackingpixel	Possible (only image pixels allowed)
Fallback	JPG or GIF
Note	When booking a multiscreen billboard, the delivery of a banner 2:1 (320x150 px) and billboard (1145x250 px) with -W- marking is additionally required: Placement not top right, but top left or bottom left or bottom right
Required	Click Command (or URL)

For further information see product Billboard:

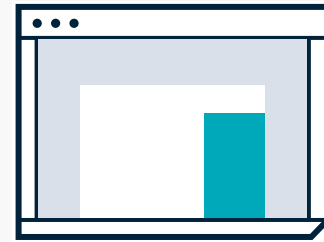
<https://www.sevenonemedia.de/de/digital/werbeprodukte/billboard>

Special Ads

HALFPAGE

IMPORTANT:

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.



Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Delivery at least 5 working days before campaign start.

Halfpage Ad	
Wight	80 KB JPG, GIF / 200 KB as HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	300x600 px
3rd Party	Possible
Streaming	<ul style="list-style-type: none">• Yes, only as 3rd Party, because video must be reloaded• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user• Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackingpixel	Possible (only image pixels allowed)
Required	Click Command (or URL)

For further information see product Halfpage:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/halfpage-ad>



Standard Ads

RECTANGLE

IMPORTANT:

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



Medium Rectangle	
Wight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	300x250
3rd Party	Possible
Streaming	<ul style="list-style-type: none">• Yes, max. 30 Sek., only as 3rd Party, only as 3rd Party, because video must be reloaded• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user• Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackingpixel	Possible (only image pixels allowed)
Required	Click Command (or URL)

For further information see product Rectangle:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/medium-rectangle>

Special Ads

OUTSTREAM

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

In addition to creation via SevenOne Media (in cooperation with ADITION) a delivery as VPAID within a VAST redirect is possible.



Outstream	
Format	MP4 / AVI / MOV / WMV / MPG
Ratio	16:9
Dimensions	640x360 px (recommended)
3rd Party	Yes, based on the VAST 2 / VPAID standard (VPAID only by Redirect from Adition with SOM assignment)
Sound	<ul style="list-style-type: none">• Must be integrated into the video, i.e. all audio tracks must have sound.• Sound starts only on user interaction
Trackingpixel	Possible (only image pixels allowed)
Required	Click Command (or URL)
Note	<ul style="list-style-type: none">• Spot length max. 30 Sek., Recommendation: 20 Sek. (Spots > 30 Sek. only on request)• Product mainly multiscreen (desktop & MEW) bookable.
Note on production by SevenOne Media	Requirements: <ul style="list-style-type: none">• A mockup with a short description, so we know exactly what links to where• Logos & image material as Photoshop file in 16:9 format, the higher the resolution the better• Video as mp4• All fonts• Tracking and Click URLs

For further information see product InRead:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/inread>



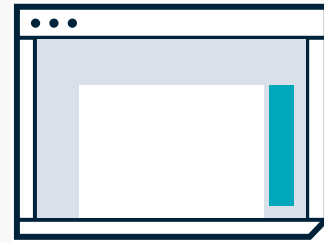
Standard Ads

[STICKY-] SKYSCRAPER

IMPORTANT:

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



Skyscraper	
Wight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	(Sticky-) Skyscraper 120x600 / (Sticky)Wide Skyscraper 160x600
3rd Party	Possible
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Note	For 3rd party delivery the sticky functionality must already be implemented in the script
Required	Click Command (or URL)

For further information see product Skyscraper:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/skyscraper>

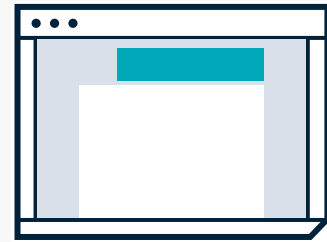
Standard Ads

BANNER

IMPORTANT:

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



Superbanner	
Wight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	728x90
3rd Party	Possible
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	Click Command (or URL)

For further information see product Banner:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/superbanner>

Special Ads

SITEBAR

IMPORTANT:

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Delivery at least 5 working days before campaign start.



Sitebar	
Wight	200 KB als HTML5 Initialload, Subload max. 2,5 MB
Format	HTML5 iFrame Redirect (no physical delivery)
Dimensions	300x600 px
3rd Party	Yes, with the following limitations: <ul style="list-style-type: none">• Only from Sizmek, Flashtalking, Adform and Adition• Advertising material may not leave the intended advertising space, i.e. it may not insert itself into the <body> or other HTML elements of the page• The Sitebar may not overlay or underlay any page elements• Access to the site (DOM) via Java Script not allowed• The delivery of the redirect is mandatory in one Tag• Sticky functionality must be set by the hosting provider• No technical support from SevenOne Media
Streaming	<ul style="list-style-type: none">• Yes, max. 30 Sek., only as 3rd Party, only as 3rd Party, because video must be reloaded• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user• Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

For further information see product Sitebar:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/sitebar>

Special Ads

UNDERSTITIAL - VPAID

SevenOne Media creates the advertising product exclusively in cooperation with ADITION mov.ad and Flashtalking (as VPAID within a VAST-Redirect URL).



Understitial - VPAID	
Wight	70 KB
Format	JPG, GIF / VPAID
Dimensions	320x480 px (or a multiple of that in a ratio of 1:1,5. Example: 640x960 px or 960x1440 px)
3rd Party	Yes, as VPAID within a VAST-Redirect URL
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">Advertising labeling with a -W- mandatory: Placement not top right, but top left or bottom left or bottom rightClick Command (or URL)
Note	<ul style="list-style-type: none">Javascript is ONLY PROGRAMMATICALLY booking possibleIf Video is included, it is an Outstream product

For further information see product Understitial:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/understitial>

Instream Video Ads

PRE-/MID-/POST-ROLL - PHYSICAL

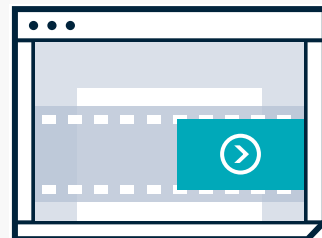
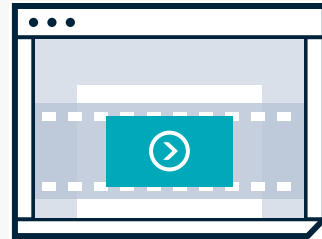
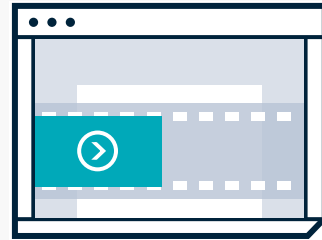
Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Using a macro (%%SCHEME%%), our AdServer automatically controls whether the requests are called via http or https.

Multiscreen bookings can be implemented with physical media as well as with 3rd party redirects from the service providers AdForm, Google Campaign Manager, Flashtalking and Sizmek. In addition, the landing page must be mobile-capable.

Note: For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).

Delivery at least 5 working days before campaign start.



Pre-/Mid-/Post-Roll – Physical	
Wight	Max. 100 MB
Format	MP4 / AVI / MOV / WMV / MPG
Dimensions	1024 x 576 Pixel (recommended)
Ratio	16:9
Sound	<ul style="list-style-type: none"> • Must be integrated into the video, i.e. all audio tracks must have sound. • Please adjust the volume level according to EBU-R128
Trackingpixel	Possible (only image pixels allowed)
Required	Click Command (or URL)
Note	<ul style="list-style-type: none"> • Please deliver the video material in the best possible quality. • Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request • - 3rd Party Ad Trackings (3PAT) can only be used on YouTube by the following service providers: Google Campaign Manager • VAST 4 is not possible • Spot length for Studio71/YouTube max. 20 sec. • The video can also be hosted on YouTube
Studio71 / YouTube	
Motive	Standard is one motive per booked placement. In the case of motive split, the number of motives is limited to three and only one motive change per week for physical delivery is possible.

For further information see product PreRoll, MidRoll, PostRoll:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/preroll>

<https://www.sevenonemedia.de/de/digital/werbeprodukte/midroll>

<https://www.sevenonemedia.de/de/digital/werbeprodukte/postroll>



Instream Video Ads

PRE-/MID-/POST-ROLL - 3RD PARTY REDIRECT VAST 2.0

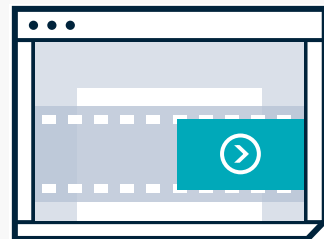
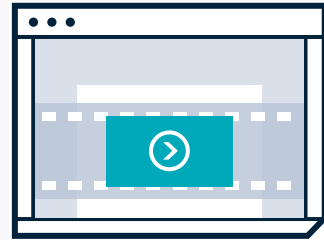
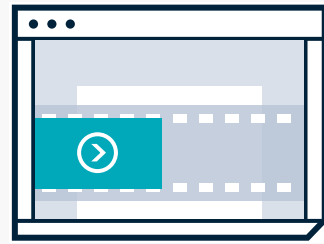
Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Using a macro (%%SCHEME%%), our AdServer automatically controls whether the requests are called via http or https.

Multiscreen bookings can be implemented with physical media as well as with 3rd party redirects from the service providers AdForm, Google Campaign Manager, Flashtalking and Sizmek. In addition, the landing page must be mobile-capable.

Note: For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).

Delivery at least 5 working days before campaign start.



Pre-/Mid-/Post-Roll - 3RD PARTY REDIRECT VAST 2.0	
Wight	Max.10 MB
Format	MP4 (Other media nodes are not allowed)
Dimensions	1024 x 576 Pixel (recommended) Ratio 16:9
3rd Party	Yes, based on the VAST 2 IAB standard (Java Script is not allowed)
Bitrate	Mediafiles Sequence: 750 kbps - 320 kbps - 1500 kbps
Farbintensität	32-Bit
Framerate	25 fps
Sound	<ul style="list-style-type: none"> • Must be integrated into the video, i.e. all audio tracks must have sound. • Please adjust the volume level according to EBU-R128
Note	<ul style="list-style-type: none"> • VAST must not contain any skip-tracking nodes <Tracking event="skip"> • Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request • 3rd Party Ad Serving (3PAS) is only allowed via Google Campaign Manager
Studio71 / YouTube	<ul style="list-style-type: none"> • Deviating from this, advertising material must be delivered physically (1st party). • VAST 4 is not possible • Spot length for Studio71/YouTube max. 20 sec.

For further information see product PreRoll, MidRoll, PostRoll:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/preroll>

<https://www.sevenonemedia.de/de/digital/werbeprodukte/midroll>

<https://www.sevenonemedia.de/de/digital/werbeprodukte/postroll>



Instream Video Ads

NATIV VIDEO – PHYSICAL

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Using a macro (%%SCHEME%%), our AdServer automatically controls whether the requests are called via http or https.



Multiscreen bookings can be implemented with physical media as well as with 3rd party redirects from the service providers AdForm, Google Campaign Manager, Flashtalking and Sizmek. In addition, the landing page must be mobile-capable.

Note: For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).

Delivery at least 5 working days before campaign start.

Native Video - PHYSISCH	
Wight	Max. 100 MB
Format	MP4 / AVI / MOV / WMV / MPG
Dimensions	1024 x 576 Pixel (recommended)
Ratio	16:9
Sound	<ul style="list-style-type: none">• Must be integrated into the video, i.e. all audio tracks must have sound.• Please adjust the volume level according to EBU-R128
Trackingpixel	Possible (only image pixels allowed)
Required	Click Command (or URL)
Note	<ul style="list-style-type: none">• Please deliver the video material in the best possible quality.• Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request
Motive	Standard is one motive per booked placement. In the case of motive split, the number of motives is limited to three and only one motive change per week for physical delivery is possible.

For further information see products

<https://www.sevenonemedia.de/digital/werbeprodukte>

Instream Video Ads

NATIV VIDEO – 3RD PARTY REDIRECT VAST 2.0

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Using a macro (%%SCHEME%%), our AdServer automatically controls whether the requests are called via http or https.



Multiscreen bookings can be implemented with physical media as well as with 3rd party redirects from the service providers AdForm, Google Campaign Manager, Flashtalking and Sizmek. In addition, the landing page must be mobile-capable.

Note: For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).

Delivery at least 5 working days before campaign start.

Native Video - 3RD PARTY REDIRECT VAST 2.0

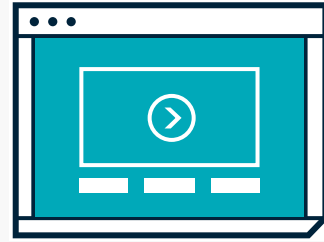
Wight	Max.10 MB
Format	MP4 (Other media nodes are not allowed)
Dimensions	1024 x 576 Pixel (recommended) 16:9
3rd Party	Yes, based on the VAST 2 IAB standard (Java Script is not allowed)
Bitrate	Mediafiles Sequence: 750 kbps - 320 kbps - 1500 kbps
Farbintensität	32-Bit
Framerate	25 fps
Sound	<ul style="list-style-type: none">• Must be integrated into the video, i.e. all audio tracks must have sound.• Please adjust the volume level according to EBU-R128
Note	<ul style="list-style-type: none">• VAST must not contain any skip-tracking nodes <Tracking event="skip">• Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request

For further information see products

<https://www.sevenonemedia.de/digital/werbeprodukte>

Instream Video Ads

INTERACTIVE ADS (IADS)



Note regarding production

Variant 1 - inhouse:

We are glad to offer you the Interactive VideoAd produced in-house by our CreativeService team.

In this case we ask for sending us pictures and Video material as well as Clickcommand or counting pixels for the desired events.

Variant 2 - externally self-directed:

You or your (creative) agency can use the Adition VideoAd Creator free of charge for the creation and production of the interactive ad or contact the service provider INNOVID. Support for the creation/production of an Interactive VideoAd is provided by Adition or INNOVID. Further information is available at <https://www.adition.com/> or <http://www.innovid.com/>

INTERACTIVE ADS (IADS)

Format	VPAID 2.0
Verhältnis	16:9
3rd Party	Yes, based on the VPAID 2 IAB standard
Note	<ul style="list-style-type: none">• No physical delivery• Besides Adition, the service providers Mashero and Flashtalking are also certified for an Interactive Ad (VPAID)• The iAds must be developed IAB compliant on VPAID 2.0• Detailed information about HTML5 can be found here: http://www.iab.com/wp-content/uploads/2015/06/VPAID_2_0_Final_04-10-2012.pdf• The chapter HTML5 describes the Javascript implementation for HTML5 in detail

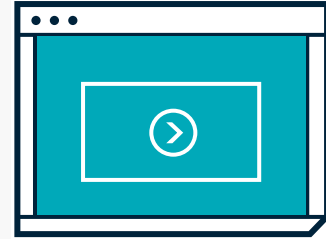
For further information see product Interactive VideoAd:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/interaktives-video-ad>

Instream Video Ads

WRAP

We are glad to offer you to have the WRAP produced in-house by our CreativeService-Team.



Wrap	
Wight	150 KB JPG
Format	MP4 /JPG
Dimensions	1310 x 740 JPG
Verhältnis	16:9 MP4
3rd Party	No
Streaming	Yes
Sound	<ul style="list-style-type: none">• Must be integrated into the video, i.e. all audio tracks must have sound.• Please adjust the volume level according to EBU-R128
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">• Physisches Video• Click Command (or URL)
Note regarding production by SevenOne Media	Requirements: <ul style="list-style-type: none">• A mockup with a brief description, so we know exactly what links to where• Logos & image material as Photoshop file in 16:9 format, the higher the resolution the better• Video as mp4• All fonts• Tracking and Click URLs

For further information see product Wrap:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/wrap>

Technical information

GENERAL INFORMATION & PERFORMANCE

- Click Command or tracking pixels should not include the word „cookie“
- All URL's (also Click Commands) should not exceed the length of 250 characters
- The word „Click Command“ describes a link rather than an entire 3rd party tag
- Non-compliance with the specifications or delayed/incorrect delivery can lead to complications in the fulfilment of the campaign.
- A punctual campaign start is no longer guaranteed and the fulfilment of the campaign may be endangered.

Deceptive advertisements

Advertisements that deliberately mislead users are forbidden, e.g. advertisements in the look and feel of a Windows system message. This, as well as wrong or belated delivery of advertisements may lead to belated campaign starts or problems fulfilling the campaign.

Performance

Complex animations can lead to an increase in CPU. However, advertising material should not affect the CPU rate of an average computer by more than 10%. The CPU rate can be verified with the help of the task manager.

In order to keep CPU load at an adequate level, please avoid recursive loops as well as complex tweenings. SevenOne Media reserves the right to reject or switch off ads with a high CPU rate.

ADFORM

For all Adform customers who already use Seven One Media Inventory to book directly (Direct I/O) or would like to book in, there is an important note: Only the "SOM-DACH-VATV" media from the media database may be used for this purpose. This ensures that any counting discrepancies are reduced to an acceptable minimum. It is also important that no changes are made to this media.

Technical information

HTML 5

- HTML5 Display advertising material consists of the following parts: HTML-Files, CSS, Libraries (JavaScript, JQuery, etc.), images and videos.
- Concerning format and sizes (incl. libraries and images) please follow the standards of IAB and the guidelines of SevenOne Media. In the event of creation, please ensure to keep individual elements of HTML5 ads as small as possible. Please use common codes and code optimization on all files.
- We recommend to keep the usage of animations or external elements such as fonts and libraries to a limited extent. Also, we kindly advise you to avoid subdirectories as well as the usage of HTML5 converter.

Delivery

- Advertising material can be forwarded solely as Redirect or IFrame tag. Physical delivery is excluded from this process..
- **HTML5 in case of standard ads:** When delivering HTML5 ads, please provide an IFrame Redirect. The SOM "clicktag" URL will be transferred as a request parameter in JavaScript redirect.
- **HTML5 in case of special advertising formats:** When delivering HTML5 ads, please provide a JavaScript redirect. Creatives have to be rendered in an IFrame. The SOM "clicktag" URL will be transferred as a request parameter in JavaScript redirect. Communication between the page and the IFrame is handled via postMessage. Please ensure to validate the event attributes "origin" and "data". Please implement scalability (expanding and collapsing) or closing of advertisements (depends on particular type of advertising).
- **Size:** Please ensure that data size does not exceed 200 KB for regular as well as special ads. A maximum of 2.5 MB may be reloaded (Subload) The definitions according to IAB and OVK apply <http://www.werbeformen.de/ovk/ovk-de/werbeformen/spezifikationen/initialsubload.html>
- Please deliver advertising material no later than 5 days prior to campaign start via E-Mail to admanagement@sevenonemedia.de

Clicktag-Notation

- The correct spelling for clicktags is as follows: clicktag
- The correct spelling for multi-clicktags is as follows: clicktag, clicktag1, clicktag2

Die following lines of code have to be integrated into the HTML5 advertisements in the event of delivering clicktags:

This function will help to return all GET parameters that have been transmitted to the file.

```
<script>
var getUriParams = function() {
var query_string = {};
var query = window.location.search.substring(1);
var parmsArray = query.split('&');
if(parmsArray.length <= 0) return query_string;
for(var i = 0; i < parmsArray.length; i++) {
var pair = parmsArray[i].split('=');
var val = decodeURIComponent(pair[1]);
if (val != '' && pair[0] != '') query_string[pair[0]] = val;
}
return query_string;
}();
</script>
```

Example HTML and assignment of the links:

- Two HTML links without assigned links:
IAB clicktag
IAB clicktag
- With these Javascript lines the click tags can be assigned to the HTML elements:

```
<script>
document.getElementById('clicktag').setAttribute('href',
getUriParams.clicktag);
document.getElementById('clicktag2').setAttribute('href',
getUriParams.clicktag2);
</script>
```

Clicktags can be checked using the following code:

```
html5werbemittel.html?clicktag=%LANDINGPAGE%
```

Please replace %LANDINGPAGE% with a target page. The link should be transmitted URL-encoded.- (encodeURIComponent-function)

Backup image, browser compatibility

- If a browser (e.g. Chrome or Firefox) does not support a particular feature or library of an ad, it is necessary to provide a fallback using either JPG or GIF.
- Agencies have to check ads on all common browsers.

Graphic compression

The size of images should be optimized using a PNG crusher and scalable vector graphics.

Streaming in HTML5

- Videos should be included with the following tag: `<video></video>`

Example:

```
<video controls height='640' width='360'>  
<source src='yourVideo.mp4' type='video/mp4' />  
<source src='yourVideo.webm' type='video/webm' />  
</video>
```

- Ads that include videos should be equipped with a preview image (poster).
- Videos should be capable of starting automatically once they are loaded or via user interaction on mobile devices.
- However, videos on mobile devices are not capable of integrating clicktags.
- The clicktag has to be located outside the video and should be optimized according to quality and size.
- The video should be located within an appropriate server environment. Video size should not exceed 2,5 MB.
- The video should be made available as H264/mp4 as well as VP8/WebM.
- Please consider that rich media ads can only be presented to an audience that uses a **WiFi-bandwidth**.

Technical information

3RD PARTY

If not stated otherwise, we are also happy to place our advertising forms using 3rd Party Adtags. Here we usually accept Adtags of the 3rd party providers common on the market, provided that these

- also count calls on mobile devices
- comply with the IAB Guidelines
- meet our technical specifications
- our click tracking is possible

Further requirements:

- 3rd-party-advertising material needs to stay in its intended container in which it was loaded beforehand. (which means that it should not be included in <body> or other HTML-elements of the site.
- The size of tracking-pixels, tracking-SWF and tracking-IFrames has to remain the same. Also, they should not create color pixels.
- Ads must not overwrite native JavaScript-functions, not even temporarily. In particular, neither document write nor document writeln can be overwritten.
- One solution that works for the last 3 requirements is to place the following style specifications: position: absolute; left: -5000px;
- Tracking pixels can also be provided with the help of JavaScript by simply assigning a new Image().src without producing an HTML element.
- It is not sufficient to change width and height via attributes or style to 0px.
- Tandem Layer should be delivered via AdTag.

SevenOne Media reserves the right to reject 3rd party advertising material due to technical reasons. In the event of providing a 3rd party-redirect-script, please follow instructions for delivering 3rd-party-tags. The agency or 3rd party service provider is responsible for a proper implementation which includes correct placement and functionality of the whole advertisement.

Technical information

STREAMING & SOUND

Requirements for streams:

- Streams should include an „on“ and „off“ button.
- Sound can only be activated by clicking on a „sound-on“ button.
- The volume of an ad should be set at an adequate level.
- Please ensure that your advertising material is cache friendly (once the stream was delivered it should be loaded out of the browser cache).
- Streams should not cause delays when loading a site and therefore should only load subsequently (polite download).
- Streams are only allowed using 3rd-Party-redirects.

Sound

- Sounds are not allowed to loop.
- The volume of an ad should be set at an adequate level.
- Sound should be set to „off“ by default.
- Sound can only be activated by clicking on a „sound-on“ button. Mouseover is not permitted.
- Users should be in the position to stop sound by simply making a further click.

Mobile VideoAds & Display

MOBILE VIDEOADS & DISPLAY

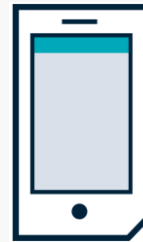
Mobile VideoAds:

Technical specifications for Mobile VideoAds & Display are the same as for InStream Videos Ads.

Mobile

MEW BANNER 6:1

The Mobile Banner (6:1) is the counterpart to the Superbanner in the desktop area.



MEW Banner 6:1	
Wight	Max. 70 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none">In general, advertising media that exceed 100KB in total are only targeted on WLANA total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	320x50 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol in the advertising media graphic itself: Placement not top right, but top left or bottom left or bottom rightThe font color of -w- must be high-contrast and at least 9ptClick Command (or URL)
Device	Smartphones

For further information see product Mobile Banner (6:1):

<https://www.sevenonemedia.de/de/digital/werbeprodukte/mobile-banner-6-zu-1>

Mobile

MEW BANNER 2:1

The Mobile Banner (2:1) is the counterpart to the Billboard in the desktop area.



MEW Banner 2:1	
Wight	70 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none">In general, advertising media that exceed 100KB in total are only targeted on WLANA total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	320x150 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol in the advertising media graphic itself: Placement not top right, but top left or bottom left or bottom rightThe font color of -w- must be high-contrast and at least 9ptClick Command (or URL)
Device	Smartphones

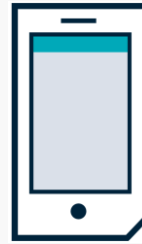
For further information see product Mobile Banner (2:1):

<https://www.sevenonemedia.de/de/digital/werbeprodukte/mobile-banner-2-zu-1>

Mobile

MOBILE BANNER

The Mobile Banner is the counterpart to the Superbanner in the desktop area.

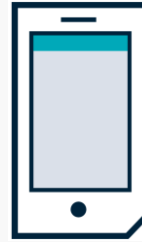


MEW Banner	
Wight	70 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none">In general, advertising media that exceed 100KB in total are only targeted on WLANA total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	728x90 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol in the advertising media graphic itself: Placement not top right, but top left or bottom left or bottom rightThe font color of -w- must be high-contrast and at least 9ptClick Command (or URL)
Device	iPad

Mobile

MOBILE BILLBOARD

The Mobile Banner is the counterpart to the Superbanner in the desktop area.

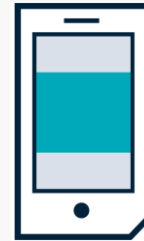


MEW Billboard	
Wight	70 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none">In general, advertising media that exceed 100KB in total are only targeted on WLANA total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	<ul style="list-style-type: none">728x250 Pixel for iPad320x150 Pixel for iPhone
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol in the advertising media graphic itself: Placement not top right, but top left or bottom left or bottom rightThe font color of -w- must be high-contrast and at least 9ptClick Command (or URL)
Device	iPad und iPhone

Mobile

MEW RECTANGLE

The MEW Medium Rectangle is the counterpart to the Medium Rectangle in the desktop area.



MEW Medium Rectangle	
Wight	70 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none">In general, advertising media that exceed 100KB in total are only targeted on WLANA total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	300x250 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol in the advertising media graphic itself: Placement not top right, but top left or bottom left or bottom rightThe font color of -w- must be high-contrast and at least 9ptClick Command (or URL)
Device	Smartphones

Mobile

RECTANGLE

The Mobile Rectangle is in no way inferior to its counterpart, the Medium Rectangle on the desktop. Classic product - future environments - a perfect mix.



MEW Medium Rectangle	
Wight	35 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none">In general, advertising media that exceed 100KB in total are only targeted on WLANA total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	300x250 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol in the advertising media graphic itself: Placement not top right, but top left or bottom left or bottom rightThe font color of -w- must be high-contrast and at least 9ptClick Command (or URL)
Device	Smartphones

For further information see product Mobile Rectangle:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/mobile-rectangle>

Mobile

INTERSTITIAL

Maximum presence on mobile devices.

Please note our technical specifications as well as the punctual delivery of advertising material no later than five working days before the campaign starts.



Interstitial	
Wight	70 KB / 100 KB HTML5 (nur per Redirect) <ul style="list-style-type: none">In general, advertising media that exceed 100KB in total are only targeted on WLANA total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	iPad: <ul style="list-style-type: none">Portrait 768x1024 PixelLandscape 1024x768 Pixel iPhone / Android: <ul style="list-style-type: none">Portrait 320x480 PixelLandscape 480x320 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	<ul style="list-style-type: none">Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol in the advertising media graphic itself: Placement not top right, but top left or bottom left or bottom rightThe font color of -w- must be high-contrast and at least 9ptClick Command (or URL)Close button: For in-app interstitials, the close button is automatically added by the ad server. It is placed on the top right or left of the ad medium depending on the operating system of the user device. This should be taken into account when designing the ad media and placing the "-W-" label (safe area: 50x50 pixels). For MEW interstitials, a close button is required and must be implemented by the creation.
Device	Smartphones
Display duration	7 Sek. HTML5: If there is no interaction by the user within 7 seconds (e.g. Touch, Shake, Swipe), the ad must be closed. This must be implemented by the creation side.

For further information see product Interstitial:

<https://www.sevenonemedia.de/de/digital/werbeprodukte/pre-interstitial>



Mobile

HTML5 MOBILE-ADS INAPP

Basically, we leave the HTML-5-Mobile Advertising media production strategy up to you. Whether the JavaScript Libraries as jQuery, CSS3 or the HTML5 Canvas Element are being used for the Animation is irrelevant. However, there are some guidelines which must be taken into consideration in order to make the HTML5 Ads to perform flawlessly within the SevenOne Media Network:

- Advertising media which exceed **100KB** are usually targeted only on WLAN.
- An overall **500KB** volume is not to be exceeded.
- All advertising media must fulfil the **MRAID-Standard** (Version 1.0) of IAB.
- All advertising media must be marked with the **-w-** sign in the upper right Corner (in German it stands for „Werbung“ = Advertising).
- All the customer provided advertising media must be hosted at the remote server and delivered as `<script>` tag **redirect**.
- Therefore, **only one URL** which refers to the advertising media should be provided.

MRAID (Mobile Rich Media Ad Interface Definitions)

MRAID is an API, which ist defined as the Standard for the mobile Rich-Media-Ads Production by the Interactive Advertising Bureau (“IAB”). This set of Javascript-Methods outlines the crossing between your HTML5 Ad and the mobile Application. Basically, the HTML5 Ads are being integrated and shown within the Apps in the separate WebView Containers per iFrame. In spite of the physical separation the HTML5Ad can communicate with the Application via the MRAID Methods and Events: for example, the ad-container could be minimized or maximized, the device functions as an acceleration-sensor, GPS etc. could be accessed. The SevenOne Media Network Applications support MRAID v1.0
Detailed information could be found at: <https://www.iab.com/>

MRAID integration: In order to access the MRAID Methods the following Line Code must be integrated into the `<head>`-field of your HTML-file:

```
<script src="mraid.js"></script>
```

Attention: the “mraid.js” file is solely located at the ad server and is available only in the actual Application.

Define advertising media as `<script>` tag: All HTML5 ads are integrated by JavaScript and must be delivered as a Tag or JavaScript file. For example:

```
<script type="text/javascript">
var soClick = "http://www.sevenonemedia.de"; // Ziel-URL
</script>
<script src="http://mraid.redirect.de/adscript.js" type="text/javascript"></script>
```

Clicktag clarification: In order for the landing page to be opened in the inApp-browser after the user touch-event you should call the „mraid.open()“ method and render the target URL as a string:

```
mraid.open(soiClick);
```

The variable name of the target URL (in this example „soiClick“) can be freely selected. This function call is being tracked by our ad server and is the basis for our reports.

Specific Guidelines for the advertising medium Interstitial:

Display duration of Interstitial is always **7 seconds**. If there is **no user activity** (for example touch, shake, swipe) during this time the ad will be closed.

The following line code calls the „mraid.close()“ method after 7 seconds and must be integrated into the Interstitial:

```
var standardtimer = setTimeout( function(){ mraid.close() }, 7000);
```

If there is some user activity within these 7 seconds the timer could be removed; the ad stays visible as long as the user does not push the close-button:

```
clearTimeout( standardtimer );
```

The timer must be started as soon as the HTML5 advertising medium load is completed! Should the data volume be bigger than usual the preloader usage is advised.

Contact

CONTACT

Sales Region München

Medienallee 4

D-85774 Unterföhring

Tel. +49 (0) 89/95 07 – 34 69 3

Fax +49 (0) 89/95 07 – 43 99

Sales Region Hamburg

An der Alster 47

D-20099 Hamburg

Tel. +49 (0) 40/44 11 16 – 0

Fax +49 (0) 40/44 11 16 – 66

Sales Region Düsseldorf

Zollhof 11

D-40221 Düsseldorf

Tel. +49 (0) 211/4 96 94 – 0

Fax +49 (0) 211/4 96 94 – 20

Sales Region Frankfurt

Rotfeder-Ring 11

D-60327 Frankfurt/Main

Tel. +49 (0) 69/27 40 01 – 0

Fax +49 (0) 69/27 40 01 – 30

Sales Region Berlin

Rungestr. 22

D-10179 Berlin

Tel. +49 (0) 30/3 19 88 08-49 81

