

# URBAN MEDIA

TECHNICAL SPECIFICATIONS FOR STATIONARY DEVICES



# TECH SPECS

Ad type	Ad format	File size normal / HTML5	Duration of animation	Anzahl der Loops
Super Banner	728 × 90 px	80 kb / 150 kb max	: 30 Sec.	infinite
Skyscraper	160 x 600 px	80 kb / 150 kb max	: 30 Sec.	infinite
Wide-Skyscraper	200 x 600 px	80 kb / 150 kb max	: 30 Sec.	infinite
Content Ad	300 × 250 px	80 kb / 150 kb max	: 30 Sec.	infinite
Wallpaper	728 x90 px + 160 x 600 px	80 kb / 150 kb max	: 30 Sec.	infinite
Halfpage Ad	300 x 600 px	80 kb / 150 kb max	: 30 Sec.	infinite
Ad Bundle	-	-	-	infinite
Billboard	800x250 / or page width	80 kb / 150 kb max	: 30 Sec. max	infinite
Fireplace	Page width × 90 + 2 × 160/200 × 600 px	80 kb / 150 kb max	: 30 Sec. max	infinite
Dynamic Sky	600 px × dynamic	80 kb / 150 kb max	: 30 Sec. max	infinite
InRead Video Ad	At least 640 × 360 px	-	: 30 Sec. max	infinite
Bridge Ad	Billboard + 2 x (wide) sky	120 kb / 250 kb max	: 30 Sec. max	infinite
Billboard	Page width × 250 px	80 kb / 150 kb max	: 30 Sec. max	infinite
Fireplace	Page width × 90 + 2 × 160/200 × 600 px	80 kb / 150 kb max	: 30 Sec. max	infinite
Dynamic Sky	600 px × dynamic	80 kb / 150 kb max	: 30 Sec. max	infinite



# BILLBOARD

## THE BILLBOARD

Generally, there are two billboard sizes per page available. The first has a size of 800x250 and is bookable on every site. The second one conforms the width of the side content of the websites.

### PAGE WIDTHS

- Tagesspiegel: 1000 px
- Cicero: 980 px
- Doodle: 826 px
- Monopol: 960 px
- PNN: 1.080 px
- Serienjunkies: 935 px



**ATTENTION!** If more than one site should be chosen we recommend the 800x250 width regarding the simple integration and universal versatility.



# FIREPLACE

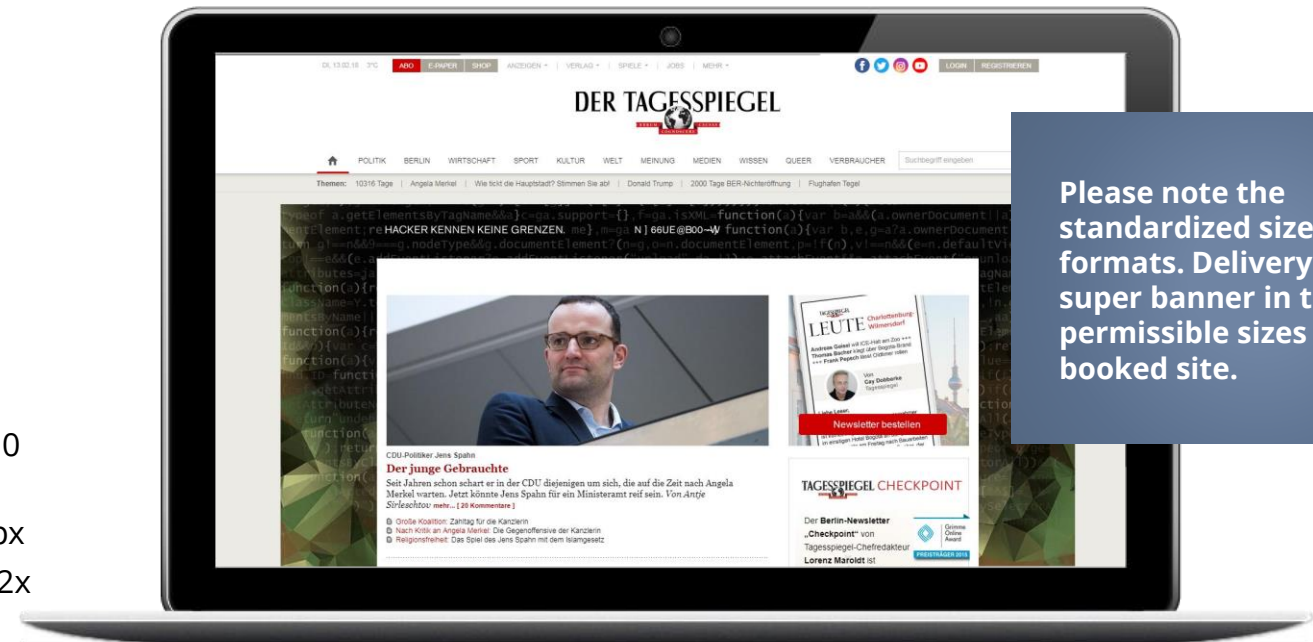
## THE FIREPLACE

The fireplace got its name from the style of frame around the content. It occupies the positions of the skyscraper ad on both sides as also the super banner. At best, the skyscraper parts of the fireplace should be directly attached to the pages' sides, otherwise the width of the super banner has to be expanded.

- Page width  $\times 90 + 2 \times 120/160 \times 600\text{px}$
- File size: max. 85 kb/ 150 kb bei HTML
- Duration of animation: 30 Sec.
- File format: html-Code, gif, jpg, png
- Fallbacks: gif, jpg, png
- +10 px distance to content on all sites
- Sound: on Click

## PAGE WIDTHS

- Tagesspiegel:  $1000\text{ px} + 2 \times 10\text{ px}$
- Cicero:  $980\text{ px} + 2 \times 10\text{ px}$
- Doodle:  $826\text{ px} + 2 \times 10\text{ px}$
- Monopol:  $960\text{ px} + 2 \times 10\text{ px}$
- PNN:  $1.080\text{ px} + 2 \times 10\text{ px}$
- Serienjunkies:  $935\text{ px} + 2 \times 10\text{ px}$



Please note the standardized sizes for all formats. Delivery of the super banner in the permissible sizes of each booked site.



# BRANDING AD

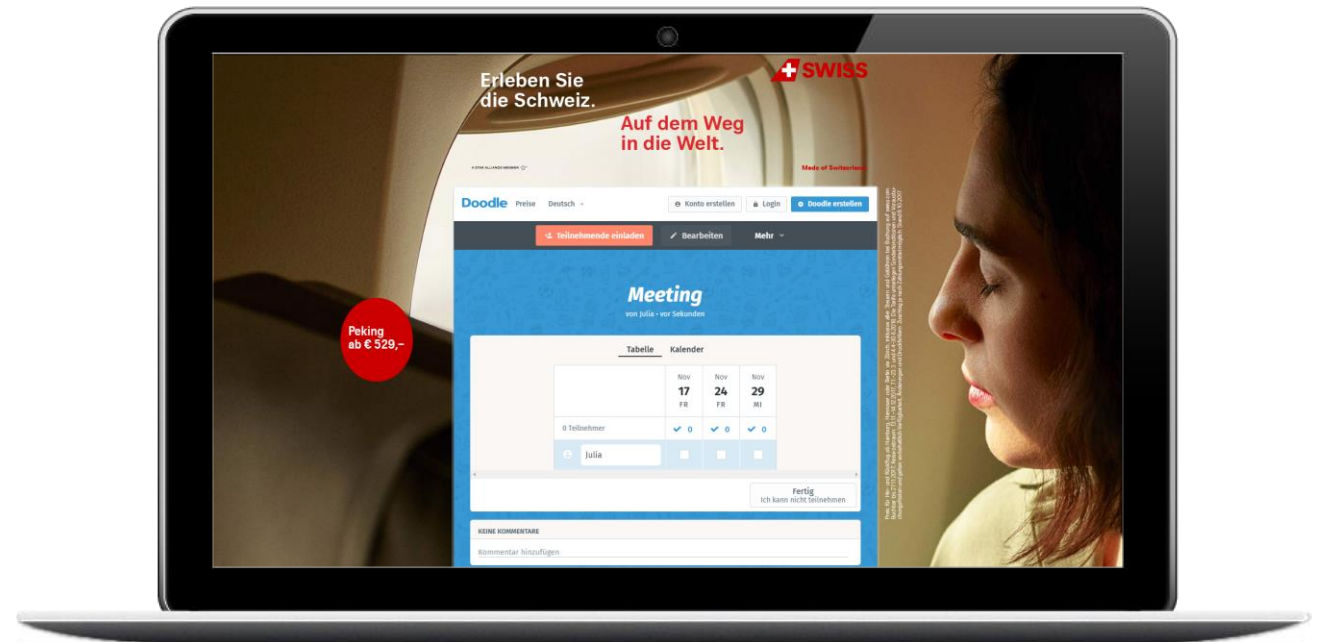
## THE BRANDING AD

The branding ad is available in different variants. The main form contains a background image on which the website content lays centered above. Please ensure that all relevant information (patches, buttons etc.) are positioned on the visible part of the image that is not overlaid by the website content.

On top, it is possible to occupy additional banners, f. e. billboard, leaderboard or skyscraper. These should be designed in the style of the background image. The format size shown here is approximately 1263x922 on a 19 inch screen. Please withdraw the actual website content sizes from the page width block on this slide.

### PAGE WIDTHS

- Tagesspiegel: 1000 px
- Cicero: 980 px
- Doodle: 826 px
- Monopol: 960 px
- PNN: 1.080 px
- Serienjunkies: 935 px





# VIDEO BRANDING AD

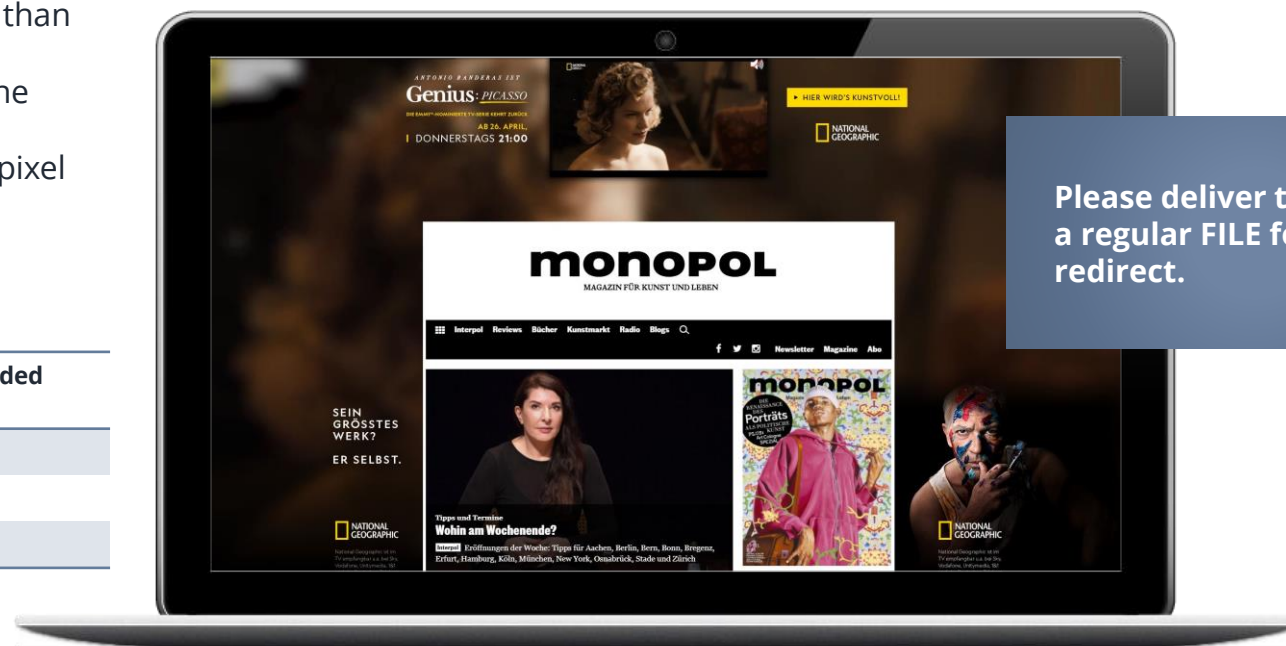
## THE VIDEO BRANDING AD

The video branding ad in the style of the branding ad includes a video above the content. There are different possibilities of branding the background. The video branding ad can be shown with a static background, yet it's also possible to let the video play simultaneously in a blurred version in the background – either completely or with a layer above it in a partly animated version (as shown in the screenshot).



- Possible data formats: .mov / .avi / .mpeg / .mp4
- Video length: recommendation = 30 Sekunden, not longer than 60 seconds
- Video resolution: if available in 19280x1080 px to ensure the best quality, otherwise in the biggest possible format
- For the purpose of tracking please deliver a view tracking pixel and a click tracking link

	Width x hight (Pixel)	Format	Recommended weight
Background picture	1920x1080	JPG, PNG, GIF	max. 250 KB
Layer picture	1920x1080	JPG, PNG, GIF	max. 250 KB
Video	480x360 Retina <sub>1</sub>	mp4 (h264---Codec)	max. 8 MB



# BRIDGE AD

## THE BRIDGE AD

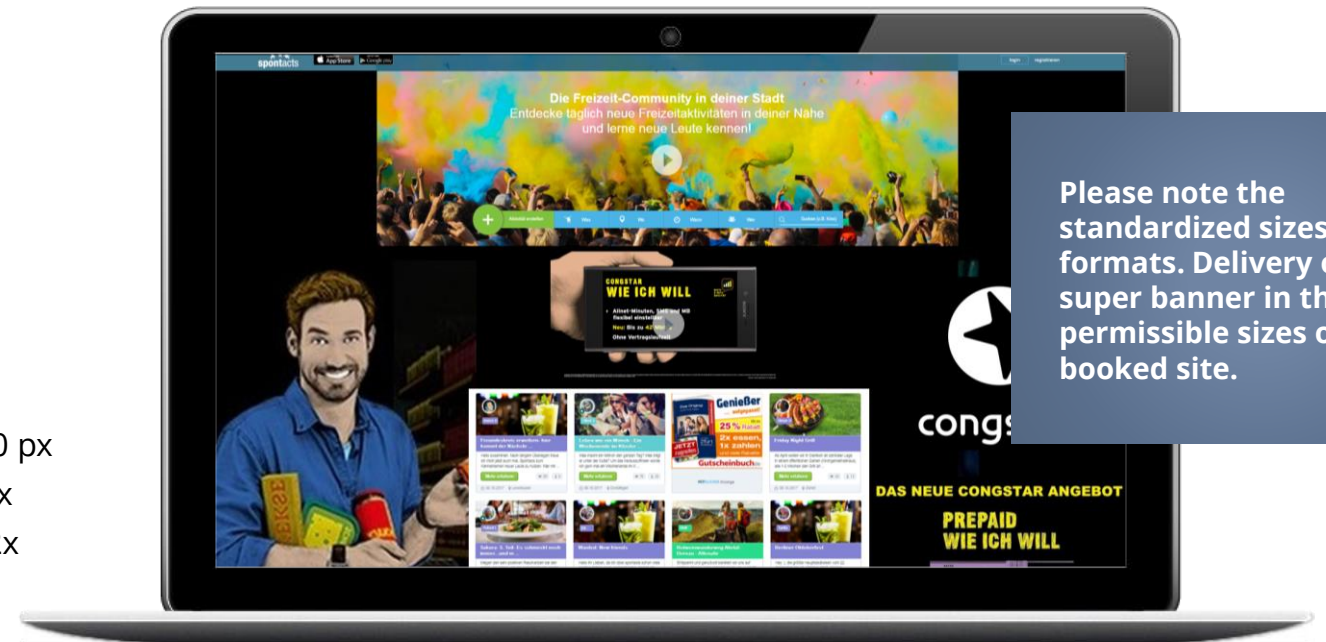
The Bridge Ad is a combination of two skyscrapers and a billboard. The billboard equals the ,bridge' inbetween the skyscrapers.

Specifications:

- Skyscraper: width of 120/160 or 200 px
- Billboard: width of content

### PAGE WIDTHS

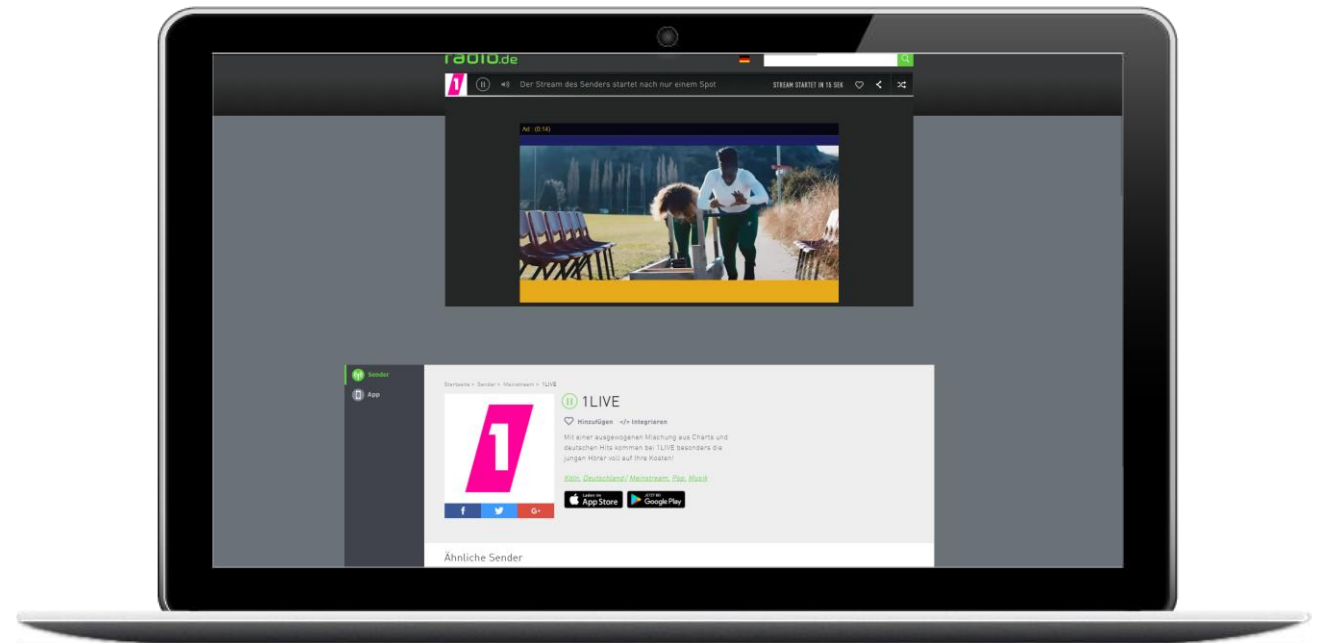
- Tagesspiegel: 1000 px + 2 × 10 px
- Cicero: 980 px + 2 × 10 px
- Doodle: 826 px + 2 × 10 px
- Monopol: 960 px + 2 × 10 px
- PNN: 1.080 px + 2 × 10 px
- Serienjunkies: 935 px + 2 × 10px



# VIDEO PRE ROLLS

## THE VIDEO PRE ROLL

The video pre roll plays automatically beforehand the actual video. That actual video starts immediately after. The pre roll links to the company's website.





# VIDEO DELIVERY

## VIDEO DELIVERY INSTREAM & OUTSTREAM

We support the following standards:

VPAID 1.0 / 2.0 / 3.0

VAST 2.0 / 3.0

We have the possibility at our disposal to measure up to which percent of the full length the video has been looked at. Principally there's an opportunity of either choosing pre, mid or post rolls or a single video within the content (inread).

### STREAMING MED REC

Another possibility remains a streaming med rec. Please also deliver as a redirect.

### WICHTIG! For both the inread format and the med rec apply the same restrictions:

- Auto start: yes
- Sound: only
- Video shouldn't be longer than 30 seconds
- Please integrate a close button in the streaming med rec
- Please design the advertising materials in a cache friendly way; after a single streaming delivery it should be reloaded via the browser cache
- Streamings may only be reloaded and not delay the page construction (polite download)
- Please deliver a fallback
- If we shall additionally report ad clicks in our reporting we need the corresponding call. Please design the advertising materials regarding the reports



# DYNAMIC SKY

## THE DYNAMIC SKYSCRAPER

The dynamic skyscraper fills in the free space in between page content and the right screen edge without gap space. The height varies regarding the screen size to fill in the whole space.

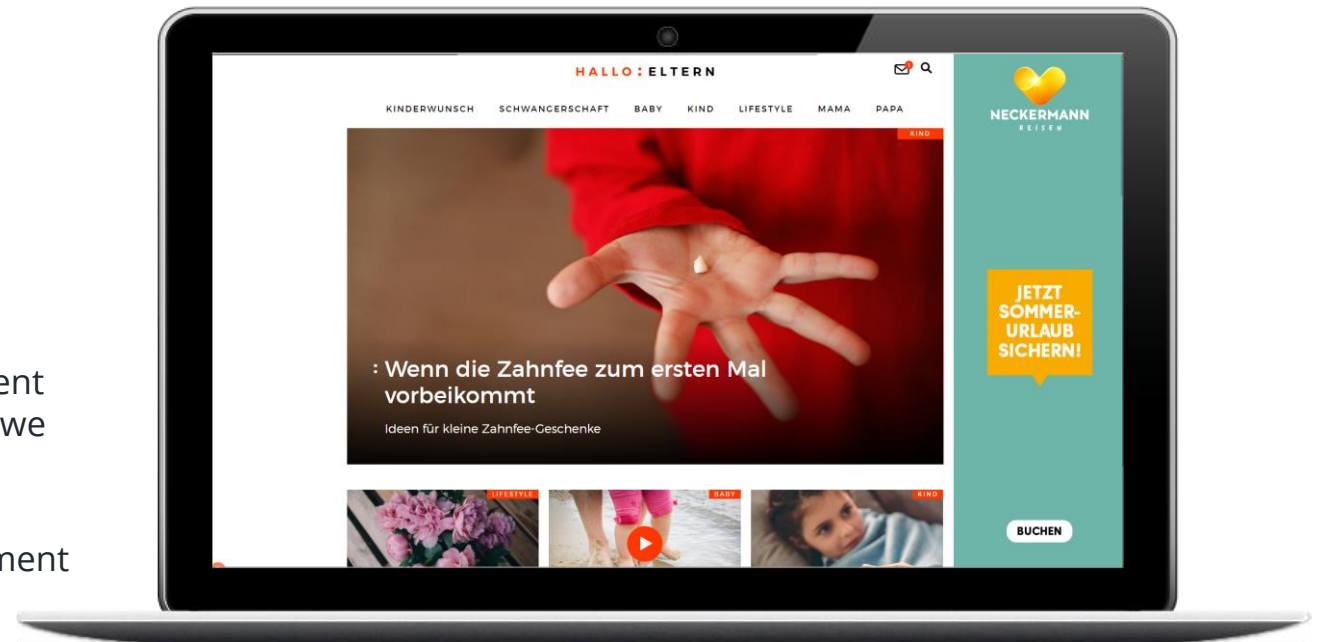
- Dimension: 600 Pixel × free space next to the content
- The scaling occurs during the loading process of the site and at the browser resize; here it's important to plan the advertising material's minimum size to be graphically demonstrative
- File size: max. 80 KB
- Duration of animation: 30 Sec.
- File format: html code
- Fallbacks: gif, jpg, png
- Sound: on click

## SAFE FRAME

Often, the delivered materials don't function within the practical experience. They lay themselves above the content and do not measure the actual spot correctly. That's why we ask for you to use the IAB safe frame standard.

<https://www.iab.com/guidelines/safeframe/>

Here the standards are clearly defined, f. e. the measurement of the free space for the ad.



# HTML 5



## HTML 5 ADVERTISING MATERIALS

HTML5 ad materials are delivered as a redirect or a zip file which includes all elements of the ad, apart from externally loaded libraries, videos or fonts. The zip file requires an index.html file as a starting point, on top all embedded scripts such as all files within the zip file need to be linked relatively.

Each files have to be saved onto a joint index path.

### CLICKTRACKING

The click tracking – not the actual destination of link but the possibility of clicking – must be integrated. Integration is set up as follows:

Within the body space:

```
<script type="text/javascript">  
var clickTag = „http://www.beispiel.de“;  
</script>
```

To be added to the body's topmost div:

```
onclick="window.open(window.clickTag)" style="cursor: pointer"
```

There may only be one ad per HTML file which functions as the actual ad material. This file needs to be archived onto the same path as the resources files (pictures, JS, CSS) (f.e. advertisement/Skyscraper/index.html)

All files may be linked relatively to each other.

The ad server will cut <head> and <body> out of the HTML file and only leave the content of the <body>. That means that additionally all <body> attributes will be ignored. Therefore these should be defined alternatively (CSS/JavaScript).

You find further information here: [BVDW HTML5-Richtlinie](#)

**ATTENTION!** The actual file size may not exceed 150 KB. If yet this should be the case we ask you to confer with us.



# DELIVERY

## DELIVERY OF AD MATERIALS

- Please send your files and data as an email to [banner@urban-media.com](mailto:banner@urban-media.com).
- To integrate the ads unobstructed we need you to deliver the **graphics** at least up to 3 working days before the actual campaign starts respectively **wallpapers and interactive ad formats** 4 working days ahead / content integration five days ahead. We also need the following information with the formats:
  - Client name & contact person for call backs
  - Period per motive
  - Website offering & category
  - Ad material & URL destination
- If the campaign exists of more than four motives per format we collect a surcharge

## DEFAULT AD MATERIALS

- If requested by the client we may deposit a default graphic (.gif, .jpg, .png) with the same measurement which will be extradited at a missing plug in

## FLASH AD MATERIALS

- Due to missing compatibility with current browsers we may not accept flash materials anymore





**THANK YOU!**