



TECHNICAL DATA

W&V ONLINE

STATUS: 01.01.2024





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GENERAL INFORMATION

Creative Submission



Advertising media are to be submitted exclusively via following e-mail address:
clientsuccess@ebnermedia.de.


Your e-mail for advertising media submission must contain the following information:

- Customer name
- Campaign name
- Booking period
- Booked page or product
- Destination URL
- Advertising media
- Contact person for queries

Deadline:

Standard ad formats (JPG/GIF-Dateien, 3rd-Party Tag and text ad for newsletter): 4 working days before campaign start
Special Ad formats and HTML5 ads: 6 working days before campaign start

If you failed to observe the digital specifications and/or submission requirements, this may result in a delay to the start of the campaign.


1. **Google Ad Manager (GAM):** Our ads are served by Google Ad Manager. And so there is strictly limitation of file size up to max. 1 MB, including the zip file of HTML5 Ad.
 2. **Delivery of ads in iFrames:** Ebner Media Group delivers all advertisements in friendly iFrames. That way, no conflicts between page and ad programming will occur. This has to be taken into account when implementing expanding ad formats, for instance.
 3. **HTTPS delivery:** our websites and features can only be accessed via HTTPS and must therefore be fully supported by all ad formats, tracking pixels and 3rd party tags.
 4. **Responsive design:** our pages feature fully responsive design, which is realised using CSS3 media queries and JavaScript. In a flexible layout, scaling of advertising media can occur. This is to be taken into account when creating and technically implementing advertisements.
 5. **Internet Explorer:** Ebner Media Group supports Internet Explorer from version 11.
 6. **Flash:** Flash ads can not be accepted. We recommend creating animated or interactive advertising media using the HTML5 standard. This is the only way to ensure that an advertisement can be shown on the largest possible number of devices and browsers.
 7. **Animation:** If the last frame at the end of the timeline is blank, please ensure that the advertising medium stays in place with a powerful message.
 8. **Scalability:** Please ensure that the advertising medium is scalable.
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A decorative graphic in the top-left corner consisting of overlapping diagonal stripes in yellow, blue, and teal.

3RD-PARTY TAG / TRACKING

Potential provision of 3rd party tags as script, redirect or iFrame tags and the maximum permitted file sizes and types this involves is based on our digital specifications (see individual pages). The possibility of supplying a clickCommand or redirect URL must be available and documented so that clicks can be measured by W&V, otherwise these will not be recorded in the report.

Notes:

- 99 % accessibility of the 3rd party ad server must also be ensured.
 - 3rd party advertising media may not leave the container in which they are loaded. In other words, they must not attach themselves to the <body> or other HTML elements of the page.
 - All content from a partners server (e. g. HTML5 ad resources, 3rd party tags, tracking pixels) must function with https.
 - XSS is not permitted.
- 
- A decorative graphic in the bottom-right corner consisting of overlapping diagonal stripes in yellow, blue, and teal.

HTML5 ads are made up of individual website elements which interact. These include HTML files, CSS files, JavaScript files, images, video etc. Unlike Flash ads, these individual components are not packaged in a single executable element. For this reason, special requirements have to be observed.

1. Preliminary note

Ebner Media Group supplies HTML5 ads as standard within a Safe-Frame. If ads are to contain interactive elements (e. g. different click options, forms, game-like interactions or similar), please consult with W&V regarding direct integration.

2. File size

For an optimum user experience, load and rendering times of the ads have to be kept to a minimum. For this reason, HTML5 ads must be kept as small as possible and consist of as small a number of individual elements as possible (reduction of HTTP requests). Graphics and videos have to be compressed as effectively as possible, as do CSS and JavaScript libraries. For video integration inside HTML5 Ad, the video should be delivered or linked separately. Local CSS and JavaScript libraries are always to be applied in minimised form. The following compression tools are recommended, though there are numerous alternatives:

- Graphics: <https://tinypng.com>
- JavaScript: <https://javascript-minifier.com>
- CSS: <https://cssminifier.com>

When using fragmented layouts with lots of icons, it might be necessary to use sprites.

The following file sizes are the maximum and refer to the entire ad incl. all resources:

2.1. maximum initial size

- Desktop: 100 KB
- Mobile: 100 KB

2.2. maximum size for automatically reloading content

- Desktop: 150 KB
- Mobile: 150 KB

2.3. maximum size for reloading content requiring user interaction (e. g. video stream or similar)

- Desktop: 5 MB
- Mobile: 3,5 MB

3. File structure and file submission

All individual files must be in the same folder. No subfolders must be used. The main file is to be named index.html. All paths to other resources are to be set relative to the main file and relative to each other. Externally incorporated resources such as JavaScript libraries, web fonts etc. are an exception: these have to be referenced absolutely. A complete HTML5 ad must be supplied in a ZIP archive. This archive contains all the necessary components with the exception of the externally incorporated resources.

4. Coding and libraries

4.1. Meta-Tag for ad size

The index.html file of html5 ad muss contain one meta-tag, which specified size of the Ad:

Example for ad size with: 300x250 Pixel `<meta name="ad.size" content="width=300,height=250">`

For more detailed information for trafficking HTML5 Ad in Google Ad Manager: [click here!](#)

4.2. Click-Tag-Variable

The index.html file inside of HTML5 must have a click-tag in oder to track the click in Google Ad Manager. The destination URL can not be hardcoded. For more detailed information for trafficking HTML5 Ad in Google Ad Manager: [click here!](#)

4.3. document.write

document.write may not be used. All ads are loaded and executed asynchronously. Alternative DOM operations such as appendChild() are to be used, executed via the document.onload handler.

4.4. Code compression

The HTML document of the ad may contain no more than 4,500 characters. Larger stylesheets and JavaScript functions are to be moved to separate documents. CSS and JavaScript libraries are to be applied in minimized form. It is also recommended that your own scripts should be compressed (see above for recommended tools).

5. Browser compatibility

Ebner Media Group web pages are fully responsive. This is realized by means of CSS3 media queries and JavaScript. When developing tablet and smartphone ads, it is therefore important to ensure that the ad can handle a flexible width. The ad slot is automatically scaled to 100 %. W&V websites support Internet Explorer from version 11. If an ad does not work perfectly on all browsers, a JPG/GIF fallback must be incorporated in planning as part of the ad. The company reserves the right to limit supply to a compatible browser. -> All HTML5 ads must be UTF-8 compatible.

6. Animation

Animations are essentially possible. However, when creating them it should be noted that animations draw heavily on the CPU and GPU resources of the client. For this reason, it is not possible to have numerous parallel and overlapping animations with transparent graphics. **SVG-Tag will be not accepted, and it must be integrated separately.**

7. Videos

Videos can be integrated in an ad by means of the HTML5 video tag `<video></video>`. Video ads have to include a preview image. Autoplay is allowed only when the sound doesn't play automatically or starts with mute mode (Attribute: muted in the video tag). Please use attribute "Playsinline" in video tag to make sure that autoplay functions in iOS. It should be noted that videos on mobile end devices cannot be directly linked. The clickTag has to be placed outside the video, e. g. on an additional button.

File size and quality of videos have to be optimized so as to make them suitable for streaming in a server environment. Every video must be submitted in the formats H.264/MP4/AAC, for optimal compatibility is recommended to use video in other formats: VP8/VP9/WebM.



DISPLAY ADS



Ad formats	Device	Format in pixel	File Type	File Size	Streaming***
Content Ad	Multiscreen	300 x 250	GIF/JPG/PNG/3 rd Party Tag*/HTML5**	max.150 KB	Yes
Skyscraper / Sticky Skyscraper	Desktop only	160 x 600	GIF/JPG/PNG/3 rd Party Tag*/HTML5**	max.150 KB	Yes
Superbanner	Desktop Mobile	930 x 90 640 x 100	GIF/JPG/PNG/3 rd Party Tag*/HTML5**	max.150 KB	Yes
Native Text Ad	Multiscreen	Picture: 520 x 293 Headline: max. 60 characters incl. spaces Text: max. 240 characters incl. spaces, CTA, destination URL	GIF/JPG/PNG + Word	max.150 KB	No
Video Content Ad	Multiscreen	Video: min. 640 x 360 Background picture: 300 x 250	MP4**** GIF/JPG/PNG	max. 3,5 MB max. 150 KB	Yes

* You will find detailed technical specifications of the 3rd party tag on page 5.

** You will find detailed technical specifications of the HTML5 ad on pages 6-9.

*** Streaming is only possible through 3rd party tag or HTML5 Ad.

**** You will find detailed technical specifications of the video on page 18.

Ad formats	Device	Format in pixel	File Type	File Size	Streaming***
Wide Skyscraper	Desktop only	300 x 600	GIF/JPG/PNG/3 rd Party Tag*/HTML5**	max. 150 KB	Yes
Billboard	Desktop Mobile	930 x 250 640 x 300	GIF/JPG/PNG/3 rd Party Tag*/HTML5**	max. 150 KB	Yes
Panorama Billboard	Desktop Mobile	1300 x 400 640 x 500	GIF/JPG/PNG/3 rd Party Tag*/HTML5**	max. 200 KB	Yes
Halfpage Ad	Multiscreen	300 x 600	GIF/JPG/PNG/3 rd Party Tag*/HTML5**	max. 150 KB	Yes
Dynamic Sitebar	Desktop only	600 x 1200 For background colouring, please provide a separate colour code in form of HEX or RGB.	GIF/JPG/PNG	max. 200 KB	Integration of tracking pixel and ClickCommand is possible

* You will find detailed technical specifications of the 3rd party tag on page 5.

** You will find detailed technical specifications of the HTML5 ad on pages 6-9.

*** Streaming is only possible through 3rd party tag or HTML5 Ad.




DISPLAY ADS



Ad formats	Device	Format in pixel	File Type	File Size
Tandem Ad	Desktop only	160 x 600 + 960 x 90 + 160 x 600 + 930 x 250 Supplied in four separate files. For background colouring, please provide colour code in form of HEX or RGB	GIF/JPG/PNG/3 rd Party Tag*/HTML5**	max. 200 KB
Fireplace	Desktop only	160 x 600 + 960 x 90 + 160 x 600 Supplied in three separate files. For background colouring, please provide colour code in form of HEX or RGB	GIF/JPG/PNG/3 rd Party Tag*/HTML5**	max. 200 KB

* You will find detailed technical specifications of the 3rd party tag on page 5.

** You will find detailed technical specifications of the HTML5 ad on pages 6-9.



Device	Integration	Format in Pixel	File Type	File Size
Desktop only	Video* Fallback Image	min. 640 x 360 160 x 600 + 960 x 90 + 160 x 600 Please provide video and all three fallback image formats.	MP4 GIF/JPG/PNG	max. 5 MB max. 200 KB

Notes:

- On opening the website, the video plays in the page background and can be expanded to the whole screen by user interaction. It is possible to pause or restart the video. After the end of the video, the fallback banners supplied appear in fireplace format.
- Video will be hosted by W&V.
- Recommended runtime: max. 30 seconds.
- Integration of tracking pixel and ClickCommand is possible.
- For background colouring, please provide colour code in form of HEX or RGB.

Device	Format in pixel	Description	File Type	File Size
Desktop	930 x 500	A billboard underneath the navigation bar which shifts the content downwards by click or mouseover.	GIF/JPG/PNG	max. 150 KB
Mobile	640 x 300	The ad automatically expands from 100 pixels to a height of 300 pixels and closes after five seconds - a reminder advertising space of 100 pixels remains permanently visible.	GIF/JPG/PNG	max. 150 KB

Notes on interaction:

- Touchscreen device: Ad pushes itself down and collapses back automatically within defined timeframe. (Default-Value: within 5 seconds.)
- Non-Touchscreen device:
 - **Interaction by clicking:** The pushdown ad only opens by means of clicking the icon of enlargement or collapses by clicking the icon of reduction.
 - **Interaction by mouseover:** The ad expands automatically as soon as the mouse is above the ad, and it collapses back automatically as soon as the mouse moves outside the ad. It's possible to place the icon for enlargement at each corner, please take it in consideration within creation.
- Integration of tracking pixel and ClickCommand is possible.

Device	Video Ratio	Format in pixel	Tag accepted	File type*	File size
Desktop	16:9	1280 x 720	VAST 2.0, VAST 3.0, VPAID 2.0	MP4, AVI, MOV	max. 5 MB
Mobile	16:9	1280 x 720	VAST 2.0, VAST 3.0, VPAID 2.0	MP4, MPEG	max. 3,5 MB
Vertical InRead Mobile only	9:16	720 x 1280	VAST 3.0	MP4, MPEG	max. 3,5 MB

Hinweise:

- Recommended video length: 15 / 30 seconds
- Frame per second: 24
- Integration of tracking pixel and ClickCommand is possible
- Please feel free to send videos up to 5 MB by e-mail to: clientsuccess@ebnermedia.de
- Frequency Capping: 2/day/user
- Playout based on articles

Device	Integration	Format in pixel	File Type	File Size	Auto-Close
Desktop	Picture	800 x 600	GIF/JPG/PNG	max. 200 KB	15 seconds
Mobile	Picture	Portrait: 640 x 920 + Landscape: 960 x 600 Please provide all three image formats.	GIF/JPG/PNG	max. 150 KB	10 seconds
Desktop	Video	min. 640 x 360	MP4*	max. 5 MB	15 seconds
Mobile	Video Background picture	min. 640 x 360 Portrait: 640 x 920 editable area above the video height: 256 px editable area below the video height: 280 px	MP4* GIF/JPG/PNG	max. 3,5 MB max. 150 KB	10 seconds

Notes:

- The close button and the designation as advertisement is adopted by W&V.
- Recommended video length: 10 or 15 seconds.
- Integration of tracking pixel and ClickCommand is possible.

Device	Integration	Format in pixel	File Type	File Size
Desktop	Picture	Portrait: 960 x 1250 Landscape: 960 x 740	GIF/JPG/PNG	max. 200 KB
Mobile	Picture	800 x 1250 Please provide all three image formats.	GIF/JPG/PNG	max. 200 KB
Desktop	Video	min. 640 x 360	MP4*	max. 5 MB
Mobile	Video	min. 640 x 360	MP4*	max. 3,5 MB

Notes:

- During scrolling, a large advertising area extends that appears to be in the background of the website. When individual elements in the advertising motif move at different speeds during scrolling, the viewer has an impression of depth.
- To obtain optimum visibility of the advertising message, the latter should be positioned in the interior area of the creative, please refer the exact briefing from the examples ads: [Example](#) and [Example](#).
- Recommended video length: 30 seconds.
- Integration of tracking pixel and ClickCommand is possible.

Please feel free to send videos of up to 5 MB
by e-mail to: clientsuccess@ebnermedia.de

General Guide:

- File Typ: MP4
- Video Ratio: 16:9
- Format: min. 640 x 360 Pixel
- FPS*: 24
- Recommended length: max. 30 seconds (Exception: Layer ad with 10 or 15 seconds)
- File Size: max. 5 MB (Desktop) / max. 3,5 MB (Mobile)
- Tracking: tracking pixel + ClickCommand possible




NEWSLETTER ADS



Ad formats	Format in pixel / Text Specification	File Type	File Size
Premium Banner	600 x 450	JPG/PNG/GIF*	50 KB
Native Text Ad	Picture: 520 x 293 Headline: max. 60 characters incl. spaces Text: max. 240 characters incl. spaces, CTA, destination URL	JPG/PNG/GIF*	50 KB
Standard Banner	300 x 250	JPG/PNG/GIF*	50 KB

* GIF for animation. In some mail clients only the first frame is displayed.





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