



WEISCHER.ONLINE

# **Specifications 2020**

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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](mailto: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 have to 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.)	Pixel/expandable	Weight (max.)	Formats (Options)
Skyscraper	120x600	200 KB	400x600	200 KB	GIF / JPG / HTML5
Wide Skyscraper	160-200x600	200 KB	600x600	200 KB	GIF / JPG / HTML5
Medium Rectangle/ Content Ad	300x250	200 KB	500x500/ 600x250	200 KB	GIF / JPG / HTML5
Supersize Banner/ Super Banner	728x90	200 KB	728x300	200 KB	GIF / JPG / HTML5
Wallpaper	728x90, 120-160x600 + Hintergrund	200KB	728x90/600x600	200KB	GIF / JPG / HTML5
Billboard	800x250	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 left 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 / STICKY BILLBOARD



### **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.

### **Sticky Billboard**

It starts at the billboard position and sticks to the top of the screen when scrolling

It does not cover page content, since the content is pushed downwards during user-friendly scrolling.

In addition you can integrate moving images up to max. 30 seconds. In this case, the format expands down to twice the size

If the User does not close the ad via „close-button“, it will minimize itself after 5 seconds to its original position

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

## B. ADVERTISING STANDARD | HALFPAGE AD



A large area advertising format integrated in the right side part.  
It might be sticky.

- 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: ab 300 x 600px oder größer
- 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

## B. ADVERTISING STANDARD | EXPANDABLE AD



Expandable ads should be delivered as one file, one advertising.

With input „OnMouseOver“ (user moves mouse-pointer on advertising media) the user activates the expandable ad and enlarges the advertising space in front of the content. The sounds starts only after user interaction.

As soon as the user removes the mouse-pointer from the space, the advertising media must return immediately in its output parameter.

### Possible advertising forms :

- |   |                      |        |
|---|----------------------|--------|
| ▪ Expandable Skyscraper                   | 600x600 px           | 200 KB |
| ▪ Expandable Wide Skyscraper              | 600x600 px           | 200 KB |
| ▪ Expandable Superbanner                  | 728x300 px           | 200 KB |
| ▪ Expandable Medium Rectangle/ Content Ad | 500x500 / 600x250 px | 200 KB |

## C. ADVERTISING SPECIAL | FORMATS AND SIZES



Ad	Pixel	Weight (max.)	Formats (Options)
Layer	400x400	200 KB	HTML5
Megalayer	800x800	240 KB	HTML5
Banderole	770x250	200 KB	GIF / JPG / HTML5
Fireplace	Siehe Tabelle Seite 19		GIF / JPG / HTML5
Videotakeover	Siehe Tabelle Seite 22		GIF / JPG / HTML5/ MP4
Pre- und Postroll	854x480	3,9 MB	MP4
Interaktives Preroll	854x480	3,9 MB	Redirect
Interscroller Ad	720x1280 / 300x600	200 KB	GIF / JPG / PNG
Prestitial / Interstitial	1.280x800	200 KB	GIF / JPG / HTML5
Floor Ad	1.000x200 / 1.000x400	200 KB	GIF / JPG / HTML5



## C. ADVERTISING SPECIAL| LAYER AD

This Advertising overlays page content for max. 20 sec.. Parts of the content below are hidden.

Layer-Options:

- Layer Ad
- Banderole Ad
- Floor Ad
- Inter- und Prestitial

The following conditions must be fulfilled:

- Max. duration of animation: 20 sec. (animation and videostream)
- Autoclose functionality after layers ending is necessary
- Z-Index: 111.000
- Layer must be clearly recognizable as advertising
- The sound starts only within user interaction and must end directly with closing the video window
- This advertising must have a close button (please see below page 15)
- Only visible features may be clickable
- Please do not use buttons in transparent surfaces
- The layer has to have an autoclose after clicking and transfer
- Using a redirect is possible



## C. ADVERTISING SPECIAL | LAYER AD

This advertising overlays the page-content for max. 20 sec.

- **Max. Datasize Layer :** 400x400 px, 200KB
- **Max. Datasize Megalayer:** 800x800 px, 240 KB
- **Format:** \*HTML5 (JPG, GIF, PNG, HTML, Javascript) incl. background-color or redirect
- **Close-Button\*\*:** must be integrated

Functionality of a closebutton:

- **The closebutton must be clearly identifiable** and the word „Schließen X“ must be contained
- Positioning of the closebutton for layer, pre- and interstitial: top right
- Positioning of the closebutton for floor Ad: bottom right
- Positioning of the closebutton for banderole: bar on right side

The closebutton closes the advertising with javascript.

E.g.: optional the assignment of ad-wrapper uses `display='none'` or `visibility='hidden'`.

\* see HTML5-Specification on page 6

\*\* see closebutton-functionality on page 15



## C. ADVERTISING SPECIAL | PRESTITIAL / INTERSTITIAL

A prestitial is a full-page advertising installed upstream underlying the content . An Interstitial contains a full-page advertisement, during the interaction on the website it is indicated.

The video closes by itself, depending on the length.

The advertising adapts to users display. It is fully surfaced. It will be possible by reading out the information screen size (`clientWidth` / `clientHeight`) and linked content-scaling (`transform: scale`)

- Format: \*HTML5 (JPG, GIF, PNG, HTML, Javascript) background color
- The advertising have to close after max. 20 seconds
- A logo of the website operator must be integrated on top left-hand side
- The physical advertising media and if appropriate a video as MP4-Data will be needed. Also the advertising may be supplied as a redirect
- closebutton has to be integrated
- Weight: max. 180 KB
- Graphics size: dynamic appropriate to advertising-scaling

\* see HTML5-Specification on page 6

\*\* see closebutton functionality on page 15



## C. ADVERTISING SPECIAL | FLOOR AD

A floor ad (footer ad) is fixed at the bottom of the page („sticky“), even when the content is scrolled. Per mouseover it expands from 1000x200 px to max. 1000x400px. If the mouse leaves the advertisement, it automatically scales down. The close button is always positioned on the bottom right side. By clicking the button the advertising closes completely

- Size: 1 datafile which expands from 1.000x200 px to 1.000x400 px.  
Weight: 1.000x200 px: 200 KB / 1.000x400 px: 200 KB
- Format: GIF/ JPG / HTML5\* as a fallback size 1.000x200 px
- Closebutton\*\*: **Must** be integrated into both files

\* see HTML5-Specification on page 6

\*\* see closebutton functionality on page 15



## C. ADVERTISING SPECIAL | 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 150 px
- Size Sky: each 150x850 px
- Weight: each max. 200 KB
- Format: JPG, HTML5\* or Redirect

Please declare the colorcode for the background color..

\* Page width list please see page 20.

\* see HTML5-Specification on page 6

## C. ADVERTISING SPECIAL | PAGE WIDTH



Header Size	Site
Hero: 1920x665 Pixel mobile: 770x665 Pixel Top: 1920x120 Pixel mobile: 770x120 Pixel 882 Pixel	UCI-Kinowelt.de  astor-grandcinema.de (responsive) zoopalast-berlin.de (responsive)
982 Pixel	c1-cinema.de 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 quotenmeter.de promivideo.de spielenxxl.de
1.032 Pixel	cinemaxxl.de moviejones.de (responsive) scary-movies.de (responsive)

## C. ADVERTISING SPECIAL | VIDEOTAKEOVER



A Videotakeover contains a wallpaper and a content overlaying video. By mouseover via button (cinplex: mouseclick) the content expands and the content overlaying video starts automatically

A closebutton is necessary and should be placed at top right in the expanded header. With a userclick the expandable window closes.

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 20.

## C. ADVERTISING SPECIAL | VIDEOTAKEOVER



### Picture elements:

- Size: Superbanner: 210 x page width (see page 20)  
2 Skyscraper: 160 x 850 px
- Weight: Single element max: 200 KB
- Format: HTML5  
GIF / JPG as a fallback

Redirects are also possible.

### Video elements:

- Video in Header: "Sound OFF" when starting (optionally per click "Sound ON")
- Video in exp. Header: "Sound ON" when expanding
- Videolenght: max. 30 sec.
- Weight: max. 5,5 MB
- Stream: 1 Videostream (when using two streams, one has to be paused)
- Format: MP4
- Button: closebutton, audibutton, pausebutton

Hosting via Weischer.Online GmbH is possible. Please supply in best quality, e.g. HD.

## C. ADVERTISING SPECIAL | PRE-/ POSTROLL AND OUTSTREAM AD



Pre- and postrolls are advertising spots, which might be placed exclusive on the website before or after a trailer. Outstream-videos might be placed in websites content, in a longer text passage. While scrolling the text a videowindow opens, the video starts and ends automatically. If the user scrolls during the term in another visible area, the video pauses. If he scrolls back, it continues. The outstream ad might be closed during the term by a closebutton.

- Spotlenght Preroll: 20 sec. (longer terms up to max. 30 sec. for extra charge)
- Spotlenght Postroll: up to zu 40 sec
- Spotlenght Outstream: up to 30 sec. (longer running time on request)
  
- Size Pre-/ Postroll (optimal): 854x480 px
- Further optional sizes:  
16:9 ratio :640:360 px, 960:540 px and 1024:576px, 1920:1080 px  
4:3 ratio: 640:480 px and 960:720 px must be looked as a function of the sides in each case to be played
  
- Weight Preroll / Postroll / Outstream: max: 3,9 MB
- Linking is possible

**Please supply the videomaterial in best possible quality, preferred MP4.**

**The Video could also be supplied as a VAST-Redirect (MP4 involved)**

We exclusively use VAST Version 2.0 – protocol (Video Ad Serving Template).

## C. ADVERTISING SPECIAL | INTERACTIVE PREROLL



If the user clicks the ad, he will get more interactive information. To get these additional information, the user might stop the preroll. After closing the information window, the preroll continues.

Please supply a VAST-REDIRECT.

- Size (optimal): 854x480 px
- WeightPreroll: max: 3,9 MB
- Spotlength: 20 sec. (longer terms up to max. 30 sec. for extra charge)

If you use a redirect, please guarantee the functionality of the ads in the current browsers.



## C. ADVERTISING SPECIAL | INTERSCROLLER AD

The Interscroller format is revealed underneath the mobile web page content as the user scrolls down the page. The ad can be delivered mobile and desktop.

- Delivery :                   physically incl. tracking pixel and clickcommand  
                                  Javascript- oder iframe-Redirect without scroll-effect
- Size Desktop:            720x1280px
- Size Mobile:             300x600 oder 320x480
- Weight:                  200 KB
- Format:                    GIF / JPG / PNG

## D. MOBILE ADVERTISING| MOBILE SUPERBANNER



The mobile superbanner presents itself prominent and for users always obviously in the upper side edge in banner strip.

Please supply the banner physically.

Mobile Web / App:

- Size 300x 50px  
300x150px  
480x240px  
300x300px
- Weight: 200 KB
- Format: GIF/ JPG/ PNG



## D. MOBILE ADVERTISING | MOBILE BILLBOARD

The mobile billboard presents itself on mobile sides at the upper side edge in the banner strip.  
In addition, a video can also be played

**Please deliver the image physically** and the video possibly as MP4-file  
Mobile Web / App:

- Size: 710x 210px
- Weight: 200 KB
- Format: GIF/ JPG/ PNG/ HTML5\*  
and video possibly as MP4-file

\* see HTML5-specifications on page 6



## D. MOBILE ADVERTISING | MOBILE SWIPE AD

The mobile Swipe Ad presents itself prominent and for the user always in sight at the bottom edge above the content

The ad closes automatically after 12 seconds but can also be closed by the user with a swipe.

The time for auto close and the note for closing the ad will always be shown at the upper edge of the ad.

- Please deliver the ad physically incl. tracking pixel und clickcommand  
Javascript- oder iframe-Redirect without swipe-effect

Mobile Web / App:

- Size: 300x 50px  
300x150px
- Weight: 200 KB
- Format: GIF/ JPG/ PNG

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



While starting the mobile website, the mobile splash appears. It contains a closebutton in ther upper right corner. The user can close the mobile splash by closebutton. Without users interaction the advertising closes after 7 sec. automatically.

Please deliver the image physically.

Mobile Splash (Mobile Interstitial):

- Size: 640x860px
- Weight: 200 KB
- Format: GIF / JPG / PNG

## D. MOBILE ADVERTISING | MOBILE PREROLL



Mobile prerolls will be supplied directly in a videoplayer which is installed on mobile websites or apps. The advertising starts automatically, the delivery occurs before the real video content appears.

- Size: 480x270px
- Weight: max. 2,9 MB
- Format: MP4
- Bitrate: as small as possible/ recommendation: 384

The word „ANZEIGE“ must appear well obviously on top right in the video.

## D. MOBILE ADVERTISING | MOBILE CUBE



A 3D-Cube is a mobile advertising which can be used on the great banner position or screen-filling as mobile splash. There appears a 4-sided cube which can be turned about finger interaction in the display. All four sides are clickable. Four different links can be deposited. These advertising gets by without FLASH and are suitable for smartphones as well as for Tablets. In the splash version there is closebutton in the upper right corner. Here is valid the guideline for mobile splash (page 28)

Please, deliver the images physically.

Mobile Cube:

- Size: 4 images à 620x620px
- Weight: 200 KB
- Format: GIF / JPG / PNG
- Links: 4 different links can be deposited



## E. ADVERTISING SWITZERLAND| FORMATS AND SIZES



Advertising	Pixel	Weight (max.)	Format (Options)
Maxi Leaderboard	994x118	200KB	GIF / JPG / HTML5
Monsterboard	468x400	200 KB	GIF / JPG / HTML5
Monstersky	345x770	200 KB	GIF / JPG / HTML5
Wideboard	994x250	200 KB	GIF / JPG / HTML5

## F. WEISCHER.ONLINE | CONTACT



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Elbberg 7                    F +49 40 8090 58-2198  
D-22767 Hamburg

Durchwahl:

### **Sales:**

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<b>Project Management:</b>	Britta Möhring	britta.moehring@weischer.net	-2349
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