

A photograph of a person sitting on a thick, moss-covered tree branch in a dense forest. The trees are covered in vibrant green moss, and the scene is misty and atmospheric. A large, semi-transparent yellow hexagon is overlaid on the bottom left of the image, containing the title and date.

Technical Specifications

January 2023

technical specifications - Display

Banner	Format in pixels	file size	
Wallpaper	728-780 x 90 und 200 x 800	Je 120 kB	html, html5, jpg, gif, png
Super Banner	728 x 90	100 kB	html, html5, jpg, gif, png
Skyscraper	120 – 200 x max. 600	100 kB	html, html5, jpg, gif, png
Medium Rectangle	300 x 250	100 kB	html, html5, jpg, gif, png
AdBundle	200 x 600 + 300 x 250 + 728 x 90	je 100 kB	html, html5, jpg, gif, png
Billboard	780-970 x max. 250	100 kB	html, html5, jpg, gif, png
HalfpageAd	300 x 600	100 kB	html, html5, jpg, gif, png
HalfpageAd	300 x 600	80 kB	html, html5, jpg, gif, png
Mobile Ads	320x150 x 320 x 75, 320 x 50	40 kB	html, html5, jpg, gif, png
Mobile ContentAd	300 x 250	40 kB	html, html5, jpg, gif, png
Mobile Interstitial	320 x 480	40 kB	html, html5, jpg, gif, png

Additional directions

Please send all your media by e-mail to
banner@finance-media.de

All media as packed *.zip files

Send fallback images in a separate files please
(gif, animated gif, jpg or png).

Please specify background color
in Hex code

Videos with sound are accepted, but only after
an active user interaction

We will send you more detailed AdServer
specifications or you can
[download them here.](#)

technical specifications - Display

- Deliver HTML5 ads as 3rd party tags (JavaScript or iframe) (see also: [http://files.finance-media.de/ADDITION_HTML5_clicktag\(EN\).pdf](http://files.finance-media.de/ADDITION_HTML5_clicktag(EN).pdf))
- SSL Info: 3rd party ads must always be delivered as HTTPS. All advertising materials and files must be in a secure / SSL encrypted environment.
- Deliver an Target-URL
- Sound: If you use sound, it may only be activated by a user action (eg "Rollover", clicking on the "Sound on" button, "Sound on" or similar). Furthermore, it must always be possible to disable the sound
- Video can only be used in 3rd party hosted ads. A physical delivery of the advertising material with video content is not possible. Please contact a 3rd party service provider and submit a redirect
- Polite download: After the initial load, an ad content must be displayed (no white area). It may be recharged up to 2,048kb.
- 3rd party dynamic site bar merchant and detailed ad specs:
 - Sizmek http://demo.mediamind.com/DEUTSCHLAND/creative_specs/DG/index.html
 - Flashtalking <http://www.flashtalking.com/de/cologne/>
 - Adform <http://creative.adform.com/tomorrow-focus-production-guides/advertising-formats/>

technical specifications - NativeAds

Teaser - AdOut / AdIn (headline, text, pictures)

- **Images - Formats:**
 - GIF, JPG, PNG
 - **Images sizes (all needed):**
 - 300 x 300 px (1:1 Ratio)
 - 300 x 150 px (2:1 Ratio)
 - 300 x 200 px (3:2 Ratio)
 - 300 x 225 px (4:3 Ratio)
 - 300 x 250 px (6:5 Ratio)
 - 300 x 169 px (16:9 Ratio)
 - **LONG TEASER**
 - Teaser headline (in German):**
 - max. 70 characters
 - (including spaces)
 - Teaser text (in German):**
 - max. 350 characters
 - min. 200 characters
 - (including spaces)
 - **SHORT TEASER**
 - Teaser text (in German):**
 - max. 70 characters
- Please do not include any text in the images, as this will be unreadable when scaled. Logos are also not ideal for native advertising teasers.
 - All teaser texts in German, please! The landing page should also be in German.



technical specifications - NativeAds

Brand Content Page (Advertorial) - NativeAdIn

- **images - formats:**
 - GIF, JPG, PNG
- **images - sizes:**
 - Images in full page width :
1.200 x max. 600px (will be scaled down if necessary)
 - Bilder imTextfluss:
600 x 600px (will be scaled down if necessary)
- **videos:**
 - YouTube, Vimeo, other embeddable videos
- **content / text:**
 - max. 1.000 words
- **external links:**
 - Any number of external links possible - even 3rd party tags



technical specifications – Videos, Spots, PreRolls

medium	formats
file format	
Cut Ins	Without sound, in-out animation does not have to be created. However, this is to be considered with 5 frames each.
Spots	<p>HD (1920 x 1080 px 25fps interlaced or progressive), (1280 x 720 px 25fps oder 50fps progressive)</p> <ul style="list-style-type: none"> - Codec: XDCAM HD, Container = mxf, min. 50 Mbit/s - Codec: Apple ProRes (422), Container = mov - Codec: H.264, Container = mp4 oder mov, mind. 12 Mbit/
	<p>SD (720 x 576 px in 16:9 Non-Square 25 fps interlaced or progressive)</p> <ul style="list-style-type: none"> - Codec: MPEG2, Container = mpg, min. 10 Mbit/s - Codec: H.264, Container = mp4 or mov, min. 5 Mbit/s - Codec: DV-PAL, Container = mov - Codec: Apple ProRes (422), Container = mov
	<p>AUDIO (The directive applies EBU-R128)</p> <ul style="list-style-type: none"> - target value -23 LUFS (0 LU) - Max. Momentary Loudness = -14 LUFS (+9 LU) - Max. Short-term Loudness = -17 LUFS (+6 LU) - Max. peak level = -1 dBTP



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