Technical Specifications

digital

connect professional

WEKA MEDIA PUBLISHING

Content

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General information

DELIVERY

Please deliver the advertising materials at least 5 working days before the start of the campaign by e-mail to the following addresses depending on the object to be occupied:

- connect professional: DISPO.connectProfessional@wekanet.de

So that we can assign the ad media, please provide the customer name, campaign name, campaign period, target URL and your ad management contact.
When changing advertising media, please let us know which motif and placement it is. Please adhere to the maximum file and pixel sizes of the different advertising formats. All special advertising forms that are delivered as a redirect must not be positioned "absolutely".

TECHNICAL CONTROL

Upon delivery, the advertising materials are subjected to an inspection to ensure that they meet the technical specifications. Unfortunately, we have to reject advertising media that do not meet these specifications and ask for revision. Despite checking, problems may occur even after the campaign or flight has started. We reserve the right to exclude advertising media in whole or in part from broadcasting if:

- there are massive complaints from the user (user) after the start of the campaign
- it subsequently turns out that the advertising medium interferes with the performance of the site or the user's computer
- an external advertising medium was subsequently changed without consultation and does not meet the specifications
- the advertising material misleads the viewer/user

TRACKINGS

External tracking pixels, which analyze and record user behavior and, if necessary, match it through a downstream database on the customer side, must comply with the guidelines of the EU General Data Protection Regulation (GDPR) and, in addition, the provider must be represented as a certified partner on our data protection page. (Post-bid blocking pixels are not allowed).

General information

COUNTING DEVIATIONS

Counting deviations in delivered Ad Impressions caused by selective filtering of an external tracking pixel (e.g. Ad Verification Pixel), unless they can be proven by a validated data basis, will not be recognized by WEKA Media Publishing GmbH or settled in favor of WEKA Media Publishing GmbH without prior agreement.

MOTIVE

Standard is one motif per booked placement. In the case of motif split, a limit of max. three motifs per placement must be taken into account and one motif change per week is permitted for physical delivery.

HTML ADVERTISING MEDIA

To ensure that no files are lost, we ask you to deliver all images and HTML fragments in a ZIP file.

HTML ad media must be UTF-8 compatible.

In the case of physical delivery, all elements of the advertising material must be compressed and relatively linked in a zip file, including an index.html file as the starting point and all embedded scripts. Excepted are externally loaded libraries, videos and fonts.

Please follow the specifications of google AD Manager when creating html5 ad media.

General information

SOUND

Advertising media may only start with the sound effect deactivated. The sound may only be activated by a clear user action (by click or mouse-over).

The sound must be played only once and must not repeat (no loop).
There must be a clearly visible option on the advertising material to deactivate the sound, e.g. marked by the words "sound on/off", "sound on/off" or a stylized loudspeaker.

We reserve the right to reject advertising material with "aggressive" sounds or inappropriate volume.

If the sound is subsequently downloaded from the advertising material, it must be ensured that the reloading process only starts when the page is completely built up ("Polite Download"). It is usually sufficient to delay the reloading process by approx. 5-10 seconds.

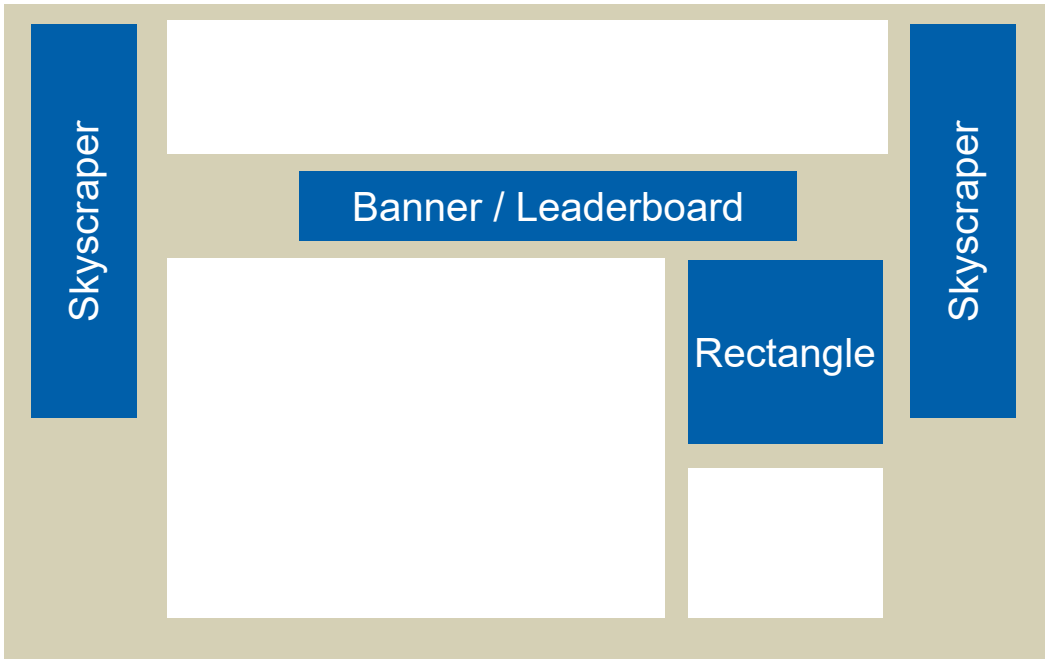
If you want to use sound effects/music in your advertising material, please take into account that this is handled differently by the various advertising media (publishers). Please ask our SalesTeam for details.

PRODUCTION

The sizes are based on the IAB standard advertising formats. Modified specific sizes can be placed after consultation with WEKA Media Publishing's ad management.

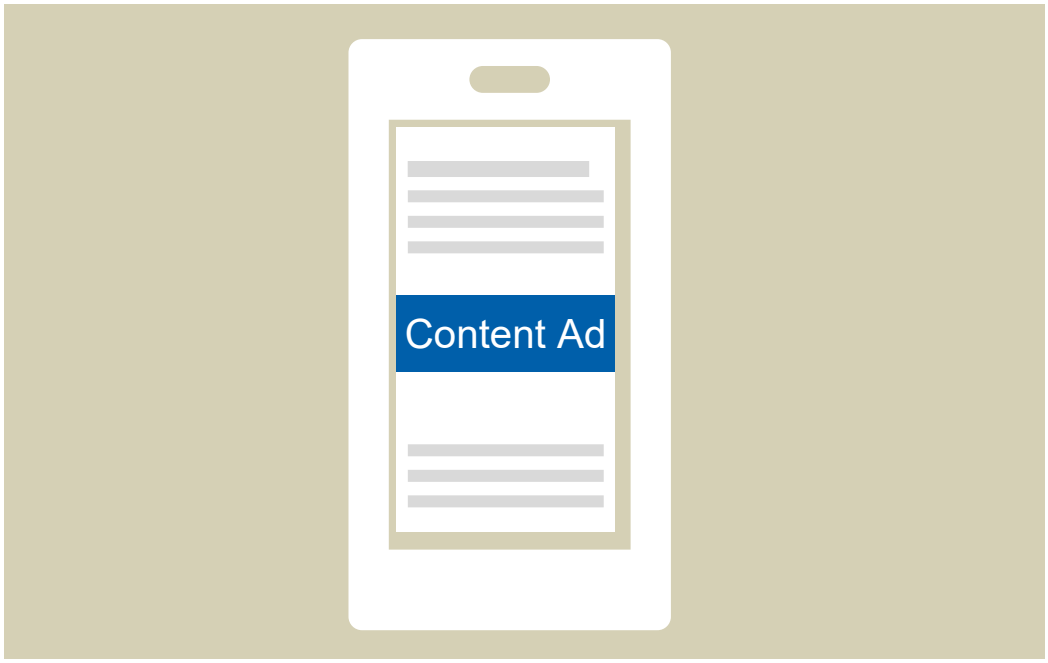
The advertising media must be optimized with regard to the specified file sizes. It is advisable to use scalable vector graphics.

Standard forms of advertising



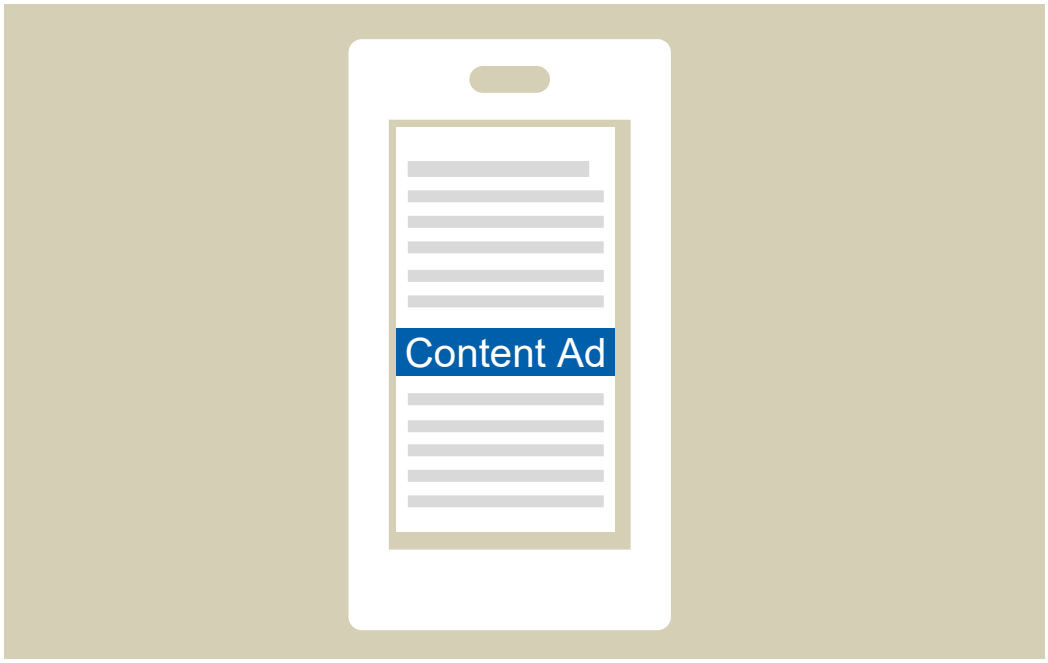
Desktop	
File weight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	• 728x90 (Banner/Leaderboard) • 160x600 (Skyscraper) • 300x250 (Medium Rectangle)
3rd party	Possible
Streaming	• Only at 300x250, max. 30 sec., only as 3rd party, because video has to be traced • Behind the video should be stored different video versions, which are played depending on the available bandwidth of the user • Max. 2 MB may be reloaded
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

Standard forms of advertising



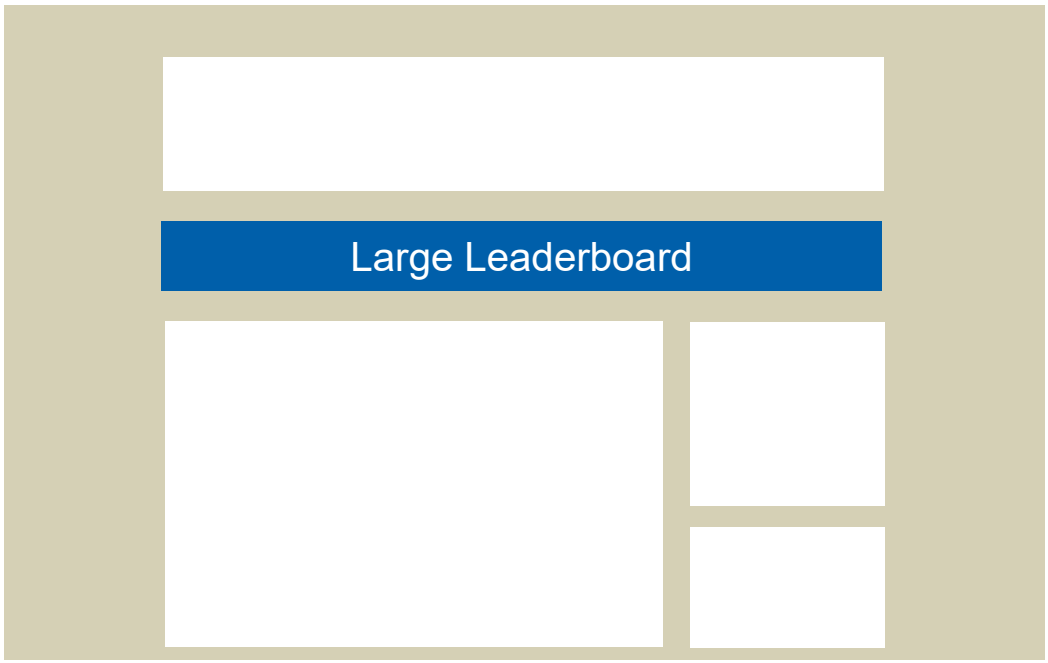
Mobile Banner / Content Ad - 4:1	
File weight	Max. 40 KB initial load, subload max. 2 MB
Placement	Inside or above the content
Format	JPG, GIF / HTML5
Dimensions	320x75
3rd party	Possible
Animation	Max. 5 sec.
Streaming	No
Sound	No

Standard forms of advertising



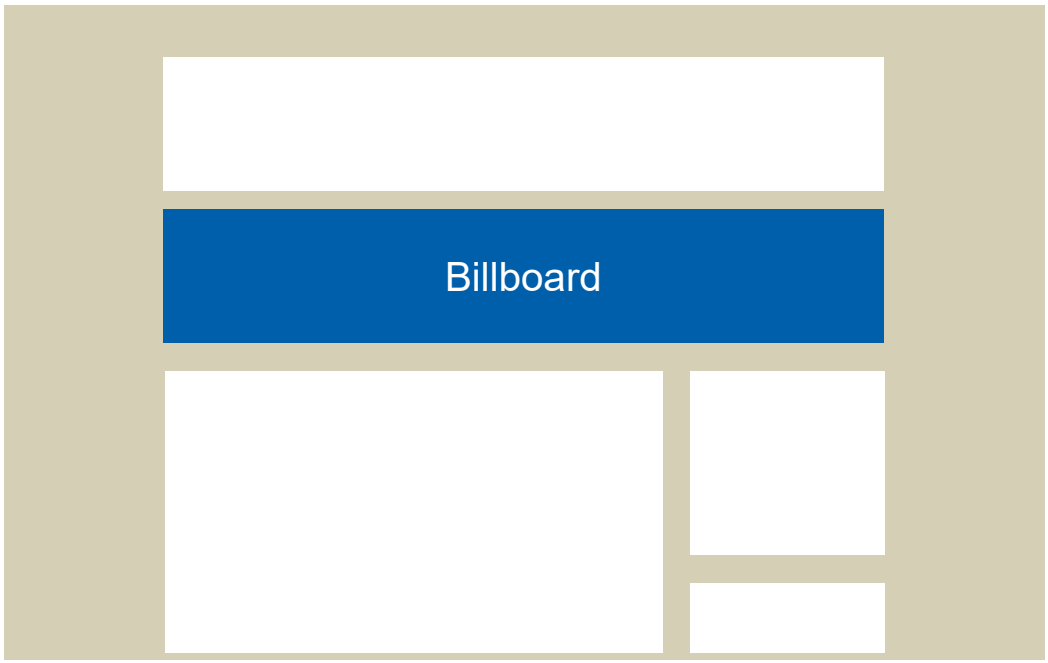
Mobile Banner / Content Ad - 6:1	
File weight	Max. 40 KB initial load, subload max. 2 MB
Placement	Inside or above the content
Format	JPG, GIF / HTML5
Dimensions	320x50
3rd party	Possible
Animation	Max. 5 sec.
Streaming	No
Sound	No

BigAds



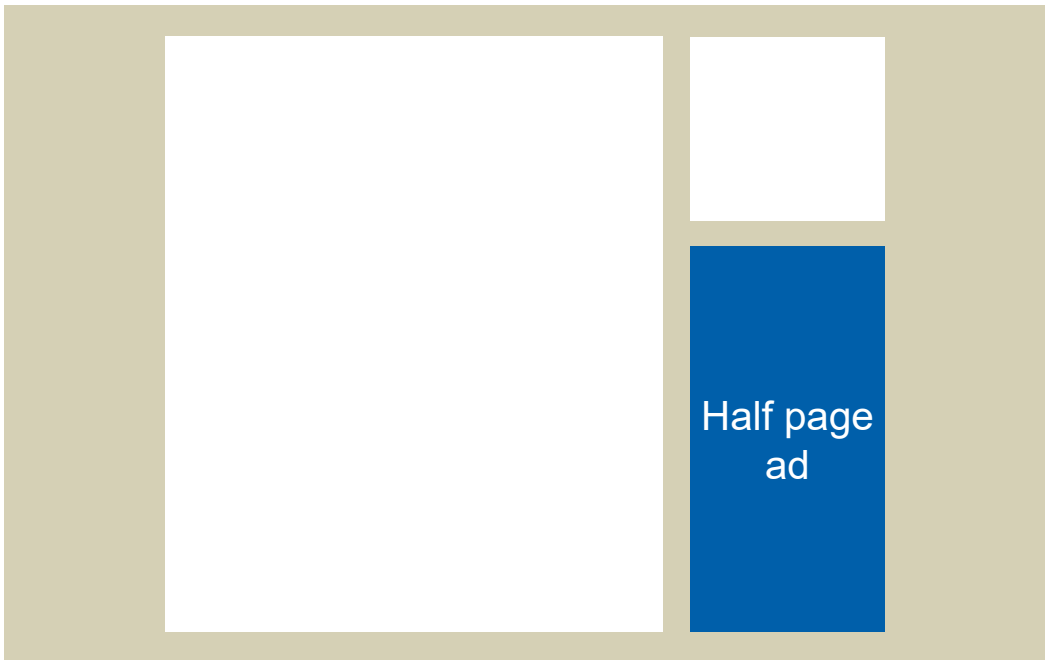
Large Leaderboard	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	• 970x90
3rd party	Possible
Streaming	• Video max. 30 sec., only as 3rd party, because video has to be traced • Behind the video should be stored different video versions, which are played depending on the available bandwidth of the user • Max. 2 MB may be reloaded
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

BigAds



Billboard	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	• 970x250; 800x250
3rd party	Possible
Streaming	• Video max. 30 sec., only as 3rd party, because video has to be traced • Behind the video should be stored different video versions, which are played depending on the available bandwidth of the user • Max. 2 MB may be reloaded
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

BigAds



Halfpage	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	• 300x600
3rd party	Possible
Streaming	• Video max. 30 sec., only as 3rd party, because video has to be traced • Behind the video should be stored different video versions, which are played depending on the available bandwidth of the user • Max. 2 MB may be reloaded
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

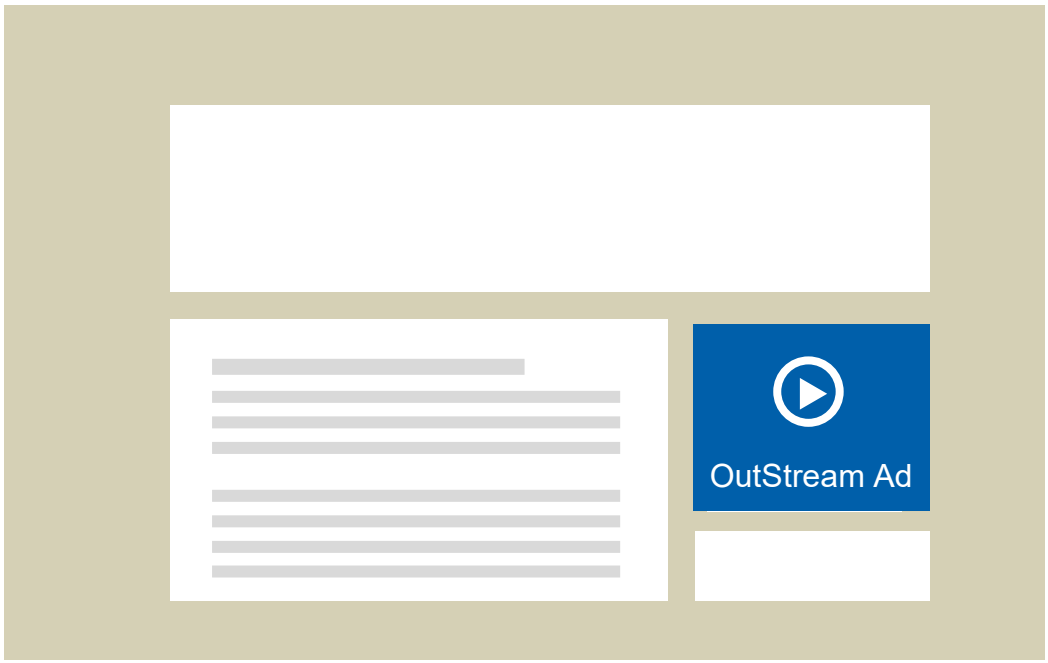
BigAds

Sitebar	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	HTML5, JPG, GIF
Dimensions	600x1200

Big Ads

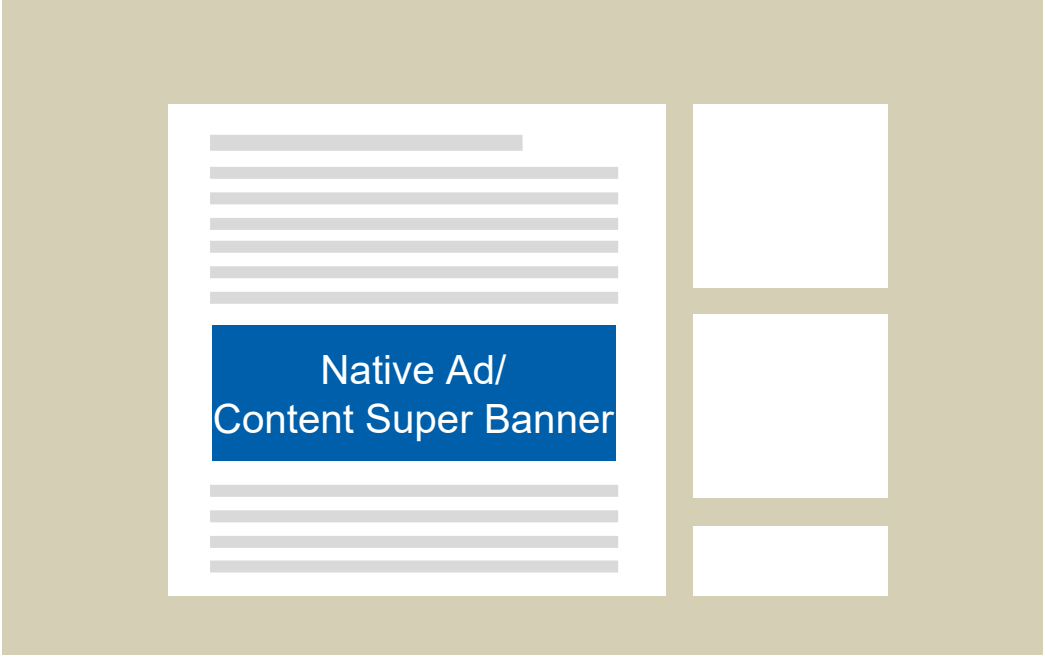
Mobile Medium Rectangle 1:1	
File weight	Max. 150 KB initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	300x250
3rd party	Possible
Streaming	• Only at 300x250, max. 30 sec., only as 3rd party, because video has to be traced • Behind the video should be stored different video versions, which are played depending on the available bandwidth of the user • Max. 2 MB may be reloaded
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

BigAds



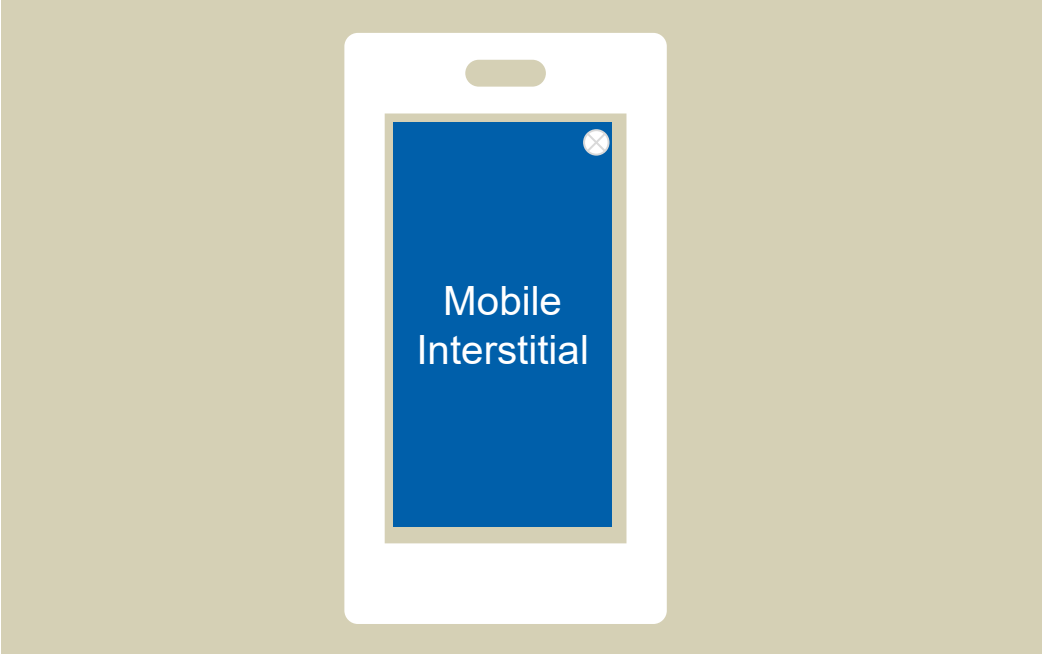
Video Ad / OutStream	
File weight	150 KB redirect initial load
Format	MP4
Dimensions	• Aspect ratio 16:9 • Min. 1280x720, Bitrate: 1.500kBit/s, max. 30 MB
Streaming	• Recommended display time: 15-30 Sec
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

Special forms of advertising



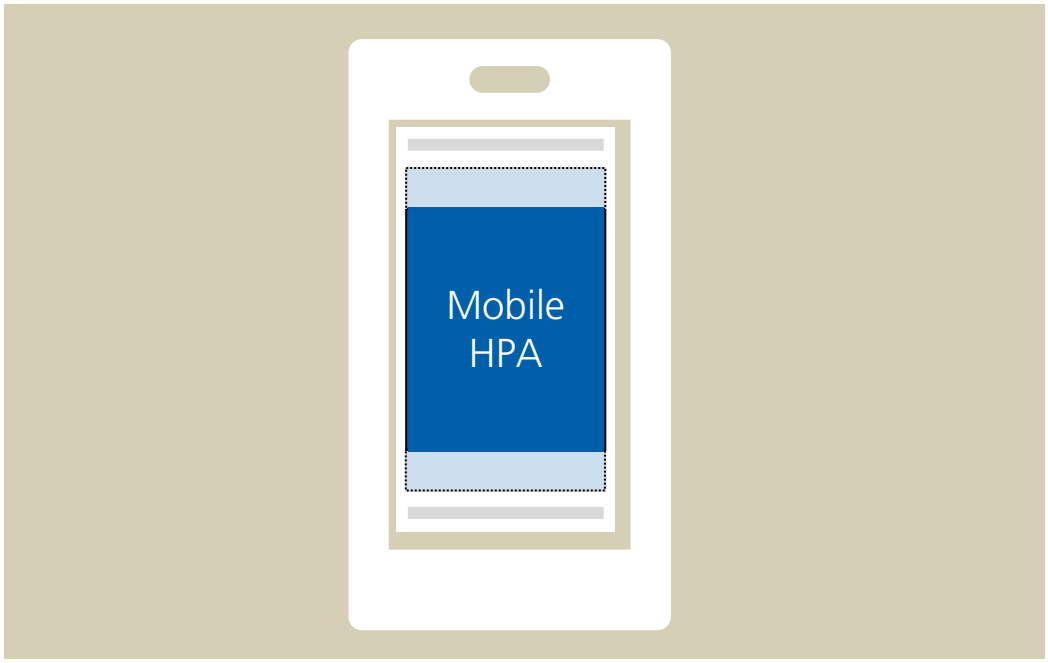
Native Ad / Content Super Banner (CSB)	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF, PNG HTML5 only with CSB
Dimensions	Native Ad • Headline: max. 25 characters • Teaser text: max. 90 characters • Image sizes: 300 x 225 or 300 x 169 pixels • Logo (optional): 75 x 25 pixels (3:1) Content Super Banner • 640x250
3rd party	Only for COD
Streaming	• No
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

Special forms of advertising



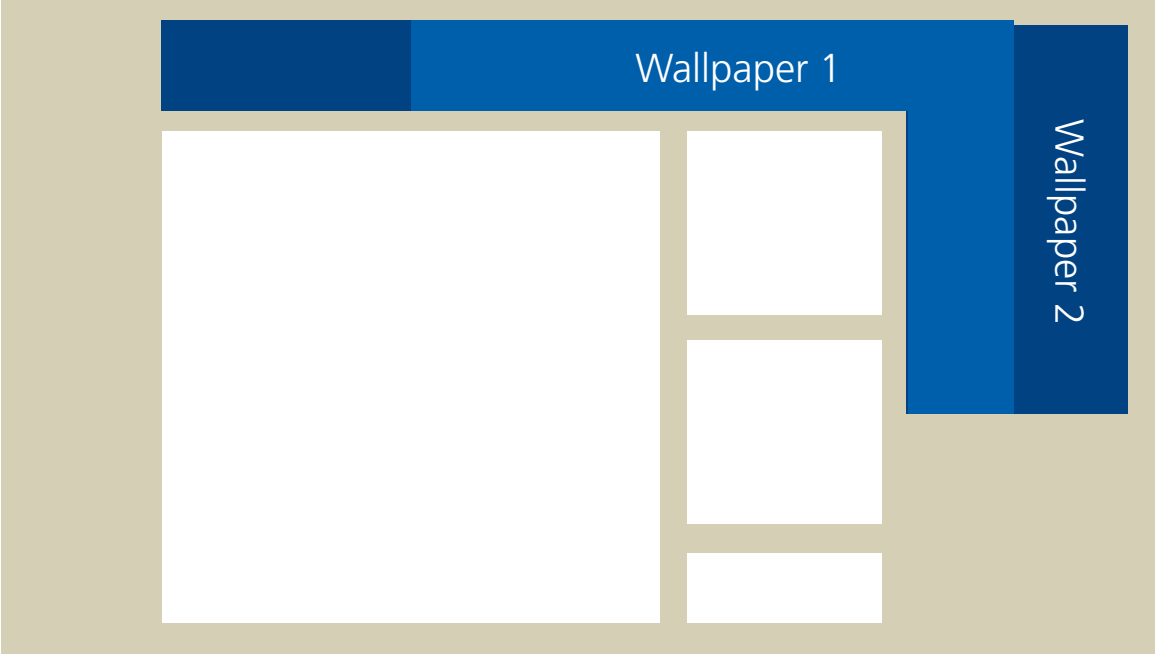
Mobile interstitial	
File weight	80 KB
Format	JPG, GIF, PNG
Dimensions	• 320x480/300x250/300x600 (Portrait)
3rd party	No
Animation	• Ad is triggered on page view • Functions come from the marketer
Sound	No

Special forms of advertising



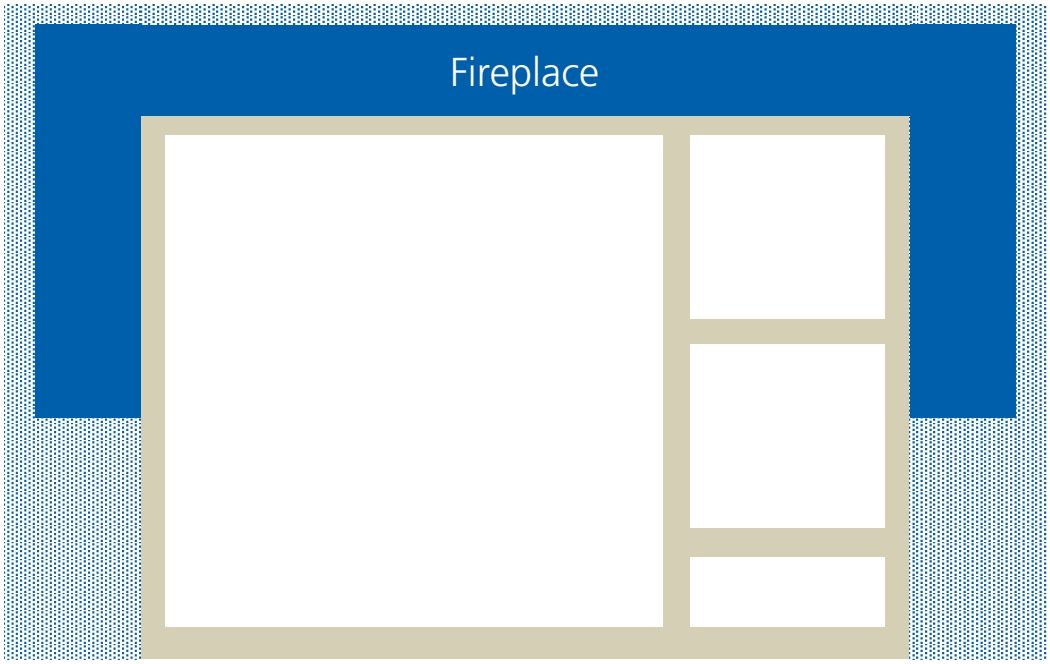
Mobile HalfpageAd	
File weight	Max. 150 KB initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	300x600
3rd party	Possible
Streaming	No
Sound	No

Special forms of advertising



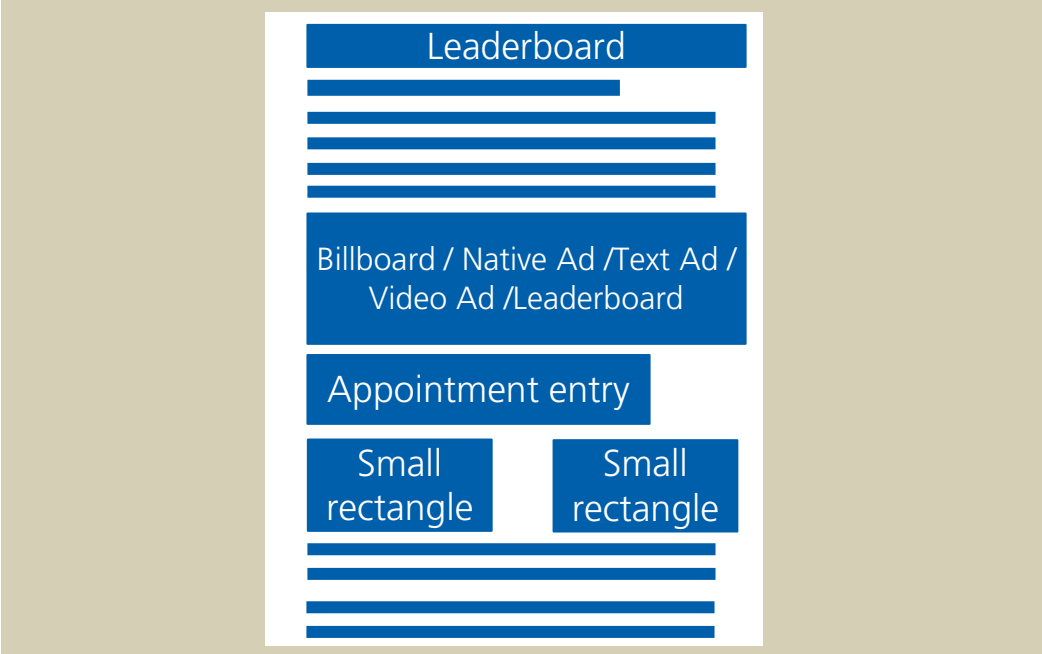
Wallpaper	
File weight	150 KB redirect initial load, subload max. 2 MB (per format)
Format	JPG, GIF
Dimensions	• Wallpaper 1: 728x90 + 160x600 • Wallpaper 2: 970x90 + 300x600 • Incl. background coloring bookable (hex color code)
3rd party	Possible
Streaming	• max. 30 sec., only as 3rd party, because video has to be traced • Behind the video should be stored different video versions, which are played depending on the available bandwidth of the user • Max. 2 MB may be reloaded
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

Special forms of advertising



Fireplace	
File weight	250 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF
Dimensions	• 990x90 + 2x 160x600 • Incl. background coloring bookable (hex color code incl. ClickCommand)
3rd party	Possible
Streaming	• max. 30 sec., only as 3rd party, as video has to be traced • Behind the video should be stored different video versions, which are played depending on the available bandwidth of the user • Max. 2 MB may be reloaded
Sound	Yes / Sound starts only on user interaction. An on/off button must be present

Newsletter



Banner	
File weight	Max. 200 KB
Format	Image with text: PNG Image without text: JPEG or GIF (GIF only without animation) Video Ad: YouTube Link
Dimensions banner	• 630x90 (Leaderboard) • 630x200 (Billboard) • 291x156 (Small Rectangle)
Native Ad without Logo / with Logo	Visualization like article Headline + image + text and ad URL (max. 1 link) Image: 225 x 127 Px, max. 200 KB Headline: max. 40 characters, text: max. 300 characters each incl. spaces, with logo (150 x 50 pixels)
Appointment entry	Text: max. 140 characters incl. spaces and ad URL (max. 1 link) in two newsletters
Exclusive sponsorship	Premium Leaderboard + Billboard + 3 Editorial Mentions + Subject Mention

Newsletter

Customized Newsletter	
Specifications (if created via WEKA Media Publishing)	• Subject line: max. 150 characters incl. spaces • Logo: 150 x 50 px • Max. 3 images(max. 300 KB per image): Variant A: 1 header image 630 x 200 px + 2 more à 270 x 200 px Variant B: 3 x 270 x 200 p • Text: max. 2,000 characters without spaces • Links: max. 5 • optional video ad: link to YouTube or Vimeo
Specifications (for finished delivery as HTML mailing?	• Width: 630 Pixel • Standard fonts: Georgia, Times New Roman, Arial, Verdana, Courier New • CSS: do not use CC strings inside the HTML, send the CSS strings in a separate file. • Maximum file size: max. 300 KB per image; max. 2 MB per newsletter • Font size: not smaller than 10 pt • Do not use forms • Use tables for design • Image formats: jpg, gif, png • Please ensure proper display in Outlook and other email clients

Online advertorial

Specifications	
	• Teaser image: 1280 x 720 px, 300 dpi resolution • Headline: max. 65 characters incl. spaces • Teaser text: max. 300 characters incl. spaces • Advertorial text: Characters unlimited (recommendation up to max. 7,000 characters incl. spaces) • Links: max. 4 links in the text

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