Technical Specifications

2025

digital

connect **+** connect LIVING

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General Information

Please deliver the ad at least 3-5 business days before the campaign starts via email to the address DISPO.WMP-Digital@wekanet.de. Please provide the customer name, campaign name, campaign period, target URL and your contact person for ad management. In case of a change of advertising material, please let us know which motif and which placement it is. Please adhere to the maximum file and pixel sizes of the different advertising formats. All special ad forms that are delivered as a redirect must not be positioned "absolutely".

TECHNICAL CONTROL

Upon delivery, the creatives are subjected to an inspection to ensure that they meet the technical specifications. Unfortunately, we have to reject creatives that does 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 after the campaign has started
- it subsequently emerges that the creative is disrupting the performance of the site or the user's computer
- an external creative 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

DEVIATIONS

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

MOTIVES

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-CREATIVES

To ensure that no files are lost, please deliver all images and HTML fragments in a ZIP file.

HTML ad media must be UTF-8 compatible.

The HTML5 ad media must be delivered as an iFrame redirect. Physical delivery is currently only possible in exceptional cases and after prior consultation!

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

General Information

SOUND

Creatives may only start with deactivated sound effect. The sound may only be activated by a clear user action (by click or mouseover).be activated.

The sound may only be played once and may not be repeated (no loop).

There must be a clearly visible option on the creative 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 creatives with "aggressive" sounds or inappropriate volume.

If the sound is subsequently downloaded from the creative, then it must be ensured that the reloading process only starts when the page has been completely built up ("Polite Download"). As a rule, it is sufficient to delay the reloading process by approx. 5-10 seconds.
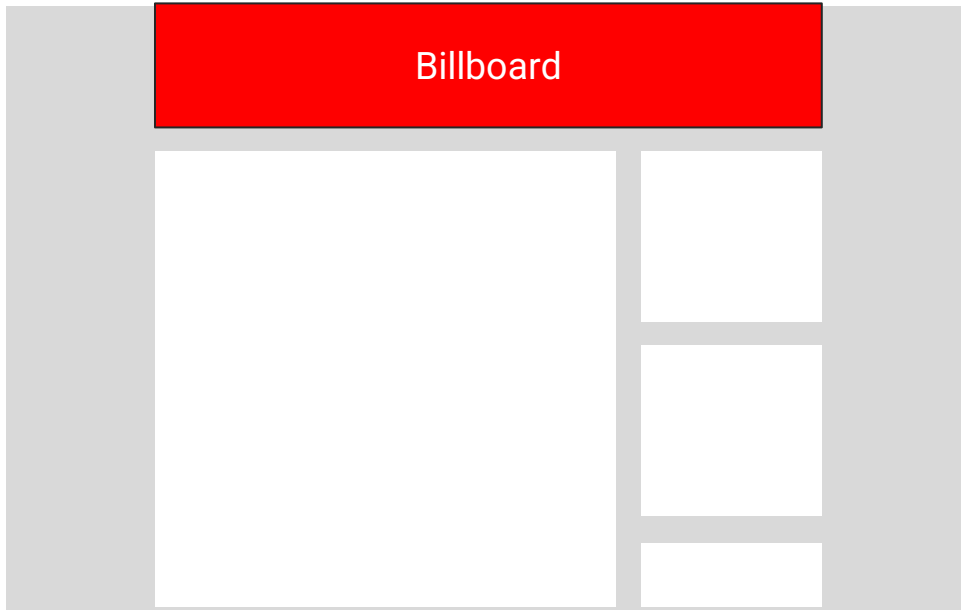
If you want to use sound effects/music in your creative, please bear in mind that this is handled differently by the various websites (publishers). Please ask our SalesTeam for details.

PRODUCTION

The sizes of the creatives are based on the IAB standard advertising formats. Different specific sizes can be placed after consultation with the ad management of WEKA MEDIA PUBLISHING.
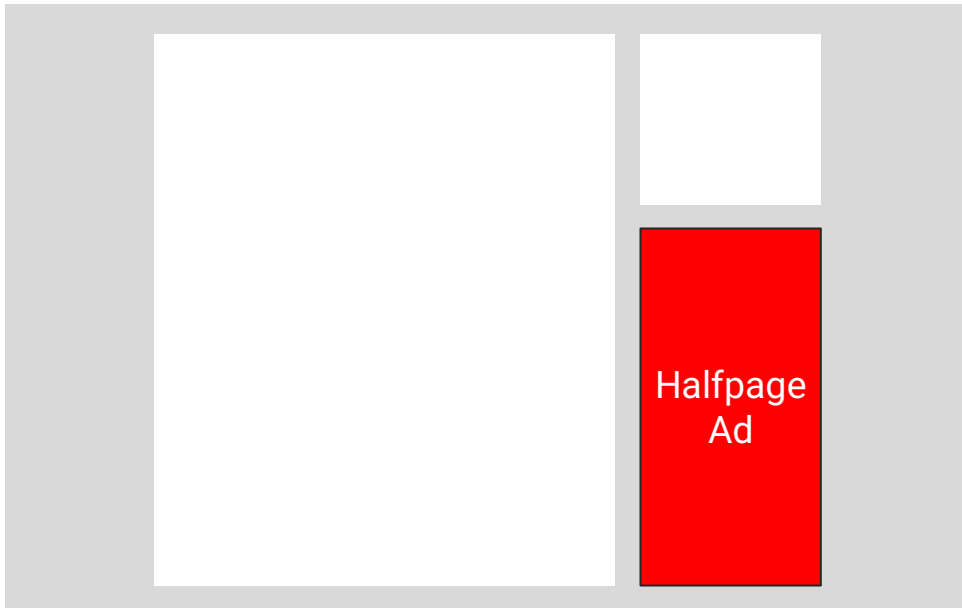
The creatives must be optimized with regard to the specified file sizes. It is advisable to use scalable vector graphics for this purpose

BigAds

Billboard	
Weight	150 KB Redirect Initialload, Subload max. 2 MB
Format	JPG, GIF / HTML5 (only per redirect)
Dimensions	• 970x250 | 800x250
3rd Party	possible
Streaming	• Video max. 30 sec., only as 3rd party, since video must be trailed. • Behind the video there should be 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

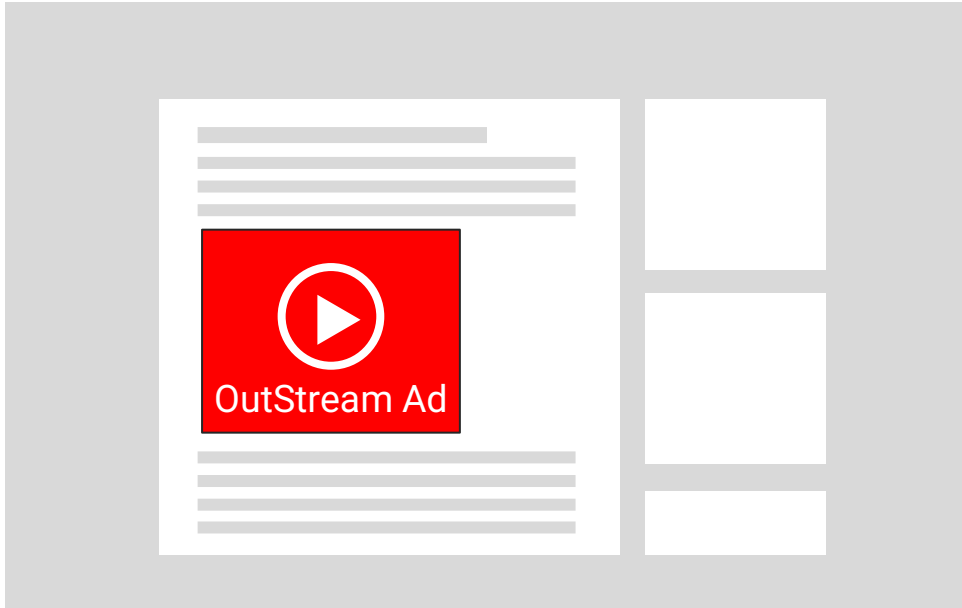| Halfpage Ad	
Weight	150 KB Redirect Initialload, Subload max. 2 MB
Format	JPG, GIF / HTML5 (only per redirect)
Dimensions	• 300x600
3rd Party	possible
Streaming	• Video max. 30 sec., only as 3rd party, since video must be trailed. • Behind the video there should be different video versions, which are 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

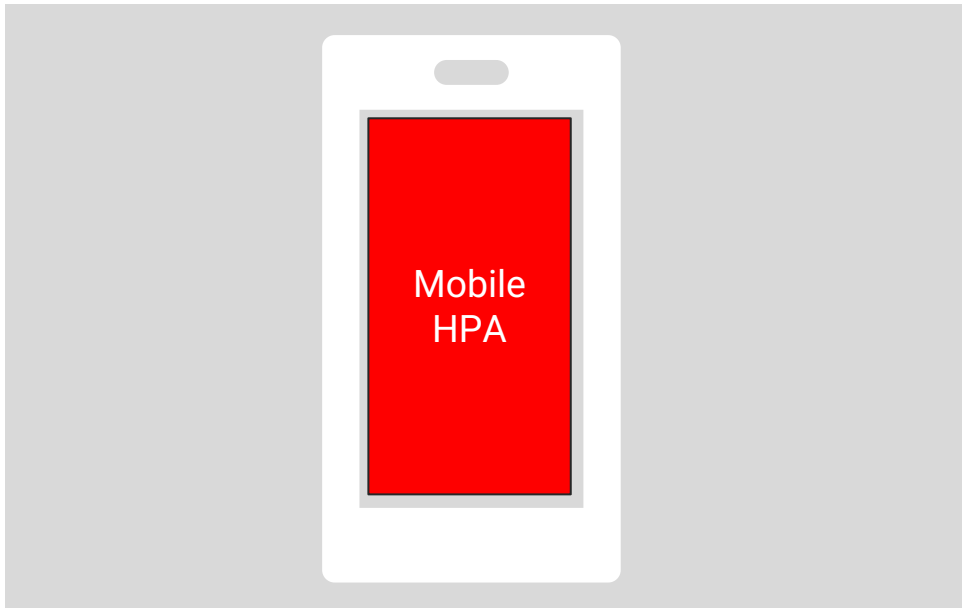| Sitebar	
Weight	150 KB Redirect Initialload, Subload max. 2 MB
Format	HTML5 (only per redirect)
Dimensions	• 300x600
3rd Party	Yes, with the following restrictions: • The ad should be responsive (Scaled Dynamic). • Ad must not leave the designated advertising space and must not overlay or carpet pad any page elements • Intervention in the site (DOM) via Java Script not allowed
Streaming	• Video max. 30 sec., only as 3rd party, since video must be trailed. • Behind the video there should be 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

OutStream	
Weight	150 KB Redirect Initialload, Subload max. 2 MB
Format	HTML5 (only per redirect)
Dimensions	• Aspect ratio 16:9 • Min. 1280x720
3rd Party	Yes, with the following restrictions: • The ad should be responsive (Scaled Dynamic). • Ad must not leave the designated advertising space and must not overlay or carpet pad any page elements • Intervention in the site (DOM) via Java Script not allowed
Streaming	• Video max. 30 sec., only as 3rd party, since video must be trailed. • Behind the video there should be 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

Big Ads

Mobile Halfpage Ad	
Weight	Max. 150 KB Initialload, Subload max. 2 MB
Format	JPG, GIF / HTML5 (only per redirect)
Dimensions	300x600
3rd Party	possible
Streaming	No
Sound	No

Standard Ads

Mobile Banner − 6:1	
Weight	40 KB Redirect Initialload, Subload max. 2 MB
Position	Top edge; sticky
Format	JPG, GIF, PNG / HTML5 (only per redirect)
Dimensions	320x50/640x100 (retina) | 300x50/600x100 (retina)
3rd Party	possible
Animation	Max. 5 sec.
Streaming	No
Sound	No

Standard Ads

Mobile Content Ad – 3:1	
Weight	40 KB Redirect Initialload, Subload max. 2 MB
Position	Inbetween the content
Format	JPG, GIF, PNG / HTML5 (only per redirect)
Dimensions	320x100/640x200 (retina)
3rd Party	possible
Animation	Max. 5 Sek.
Streaming	No
Sound	No

Standard Ads

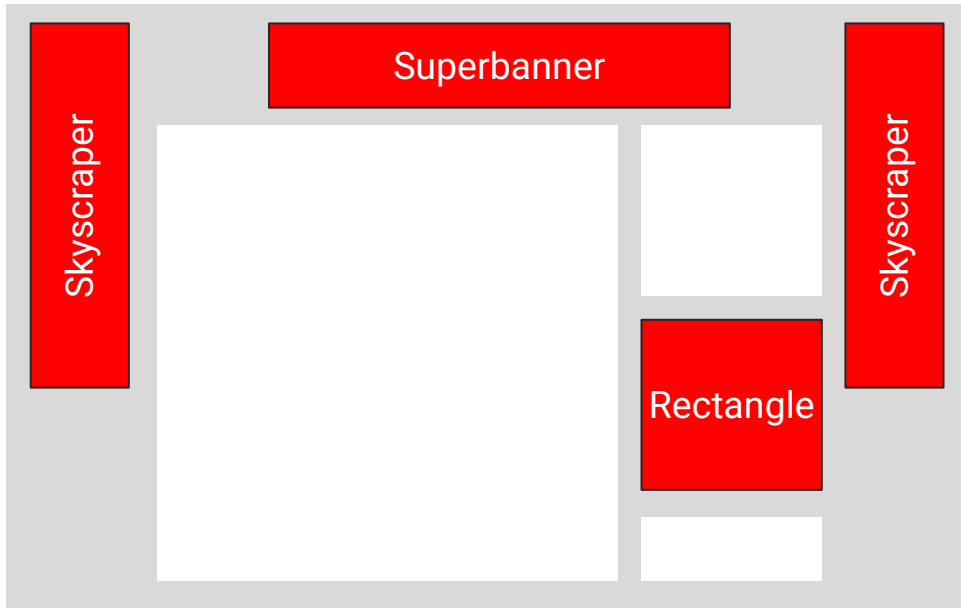| Mobile Content Ad – 6:1	
Weight	40 KB Redirect Initialload, Subload max. 2 MB
Position	Inbetween the content
Format	JPG, GIF, PNG / HTML5 (only per redirect)
Dimensions	320x50/640x100 (retina)
3rd Party	possible
Animation	Max. 5 Sek.
Streaming	No
Sound	No

Standard Ads

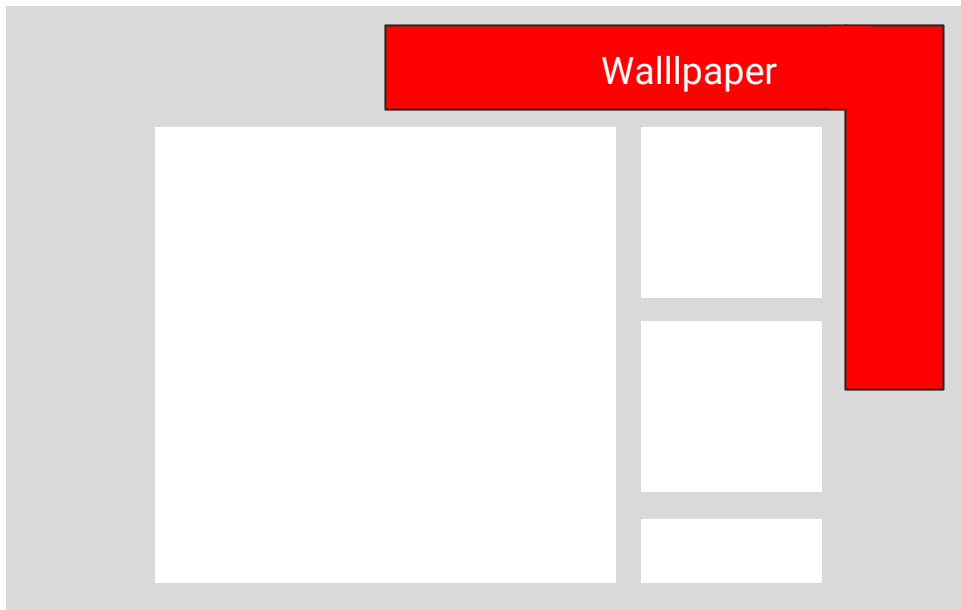| Mobile Medium Rectangle	
Weight	Max. 150 KB Initialload, Subload max. 2 MB
Format	JPG, GIF / HTML5 (only per redirect)
Dimensions	300x250
3rd Party	possible
Streaming	• Video max. 30 sec., only as 3rd party, since video must be trailed. • Behind the video there should be different video versions, which 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 Ads

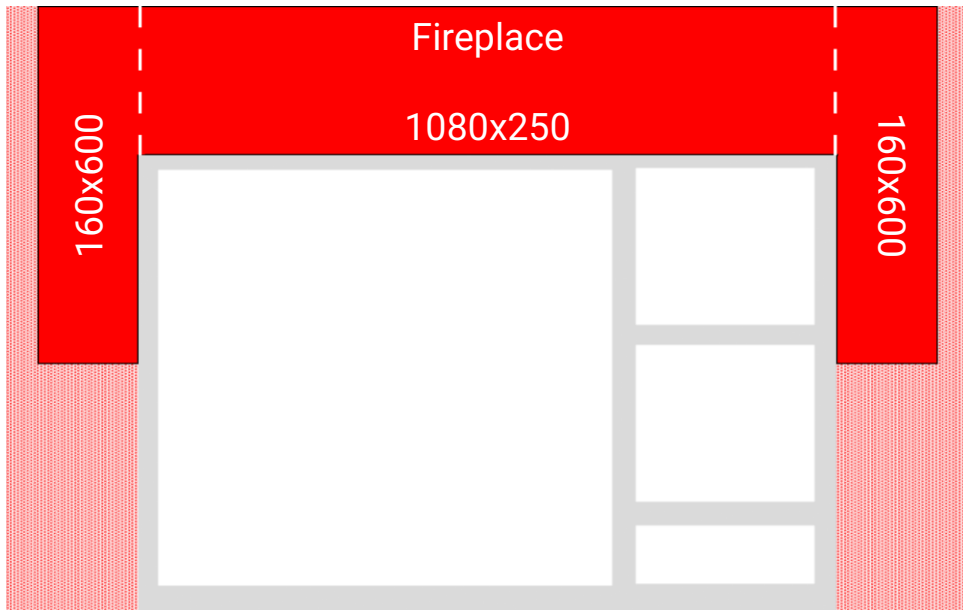| AdBundle	
Weight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2 MB
Format	JPG, GIF / HTML5 (only per redirect)
Dimensions	• 728x90 (Superbanner) • 160x600 (Skyscraper) • 300x250 (Medium Rectangle)
3rd Party	possible
Streaming	• 300x250 only • Video max. 30 sec., only as 3rd party, since video must be trailed. • Behind the video there should be 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 Ads

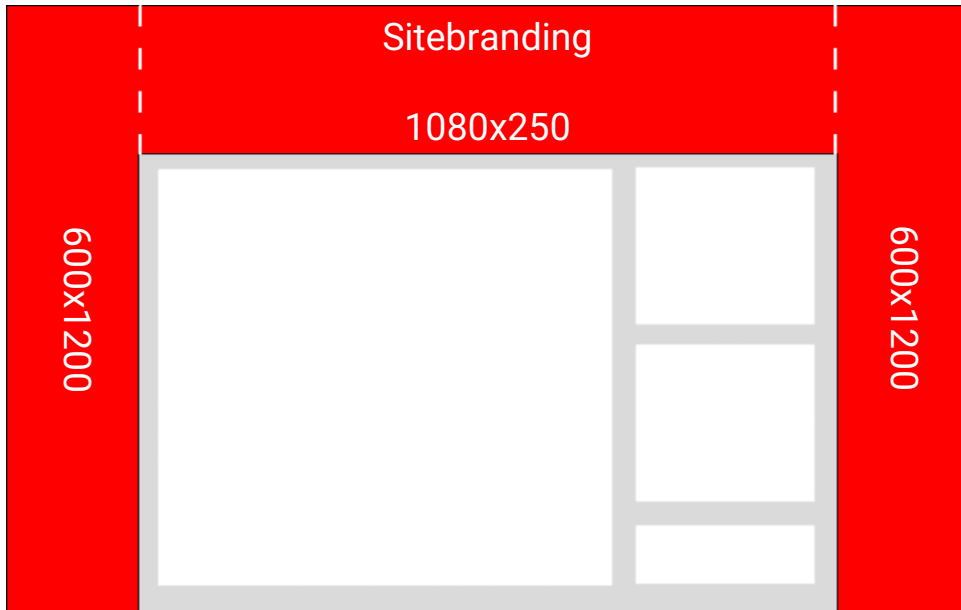| Wallpaper	
Weight	150 KB Redirect Initialload, Subload max. 2 MB (je Format)
Format	JPG, GIF / HTML5 (only per redirect)
Dimensions	• 728x90 + 160x600 • Incl. background coloring bookable (hex color code incl. ClickCommand)
3rd Party	possible
Streaming	• Video max. 30 sec., only as 3rd party, since video must be trailed. • Behind the video there should be 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 Ads

Fireplace

1080x250

160x600 · 160x600

Fireplace/Sitebranding	
Weight	250 KB Redirect Initialload, Subload max. 2 MB
Format	JPG, GIF / HTML5 (only per redirect)
Dimensions	• Background graphic with cutout 1080px • Alternatively 1080x250 + 2x 160x600 • According to Photoshop template (comes from marketer if needed) • Incl. background coloring bookable (hex color code incl. ClickCommand)
3rd Party	possible
Streaming	• Video max. 30 sec., only as 3rd party, since video must be trailed. • Behind the video there should be 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 Ads

Sitebranding

1080x250

600x1200

600x1200

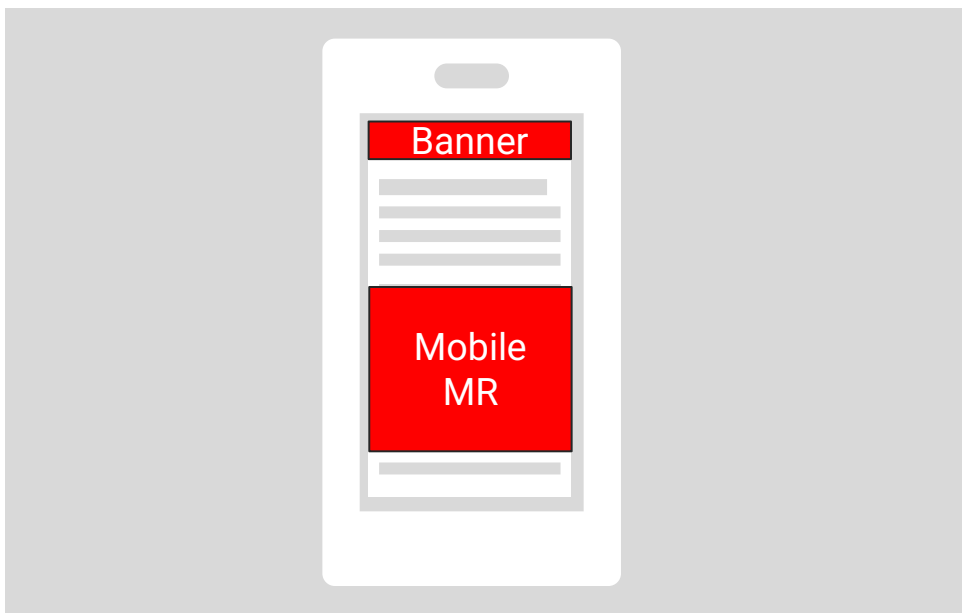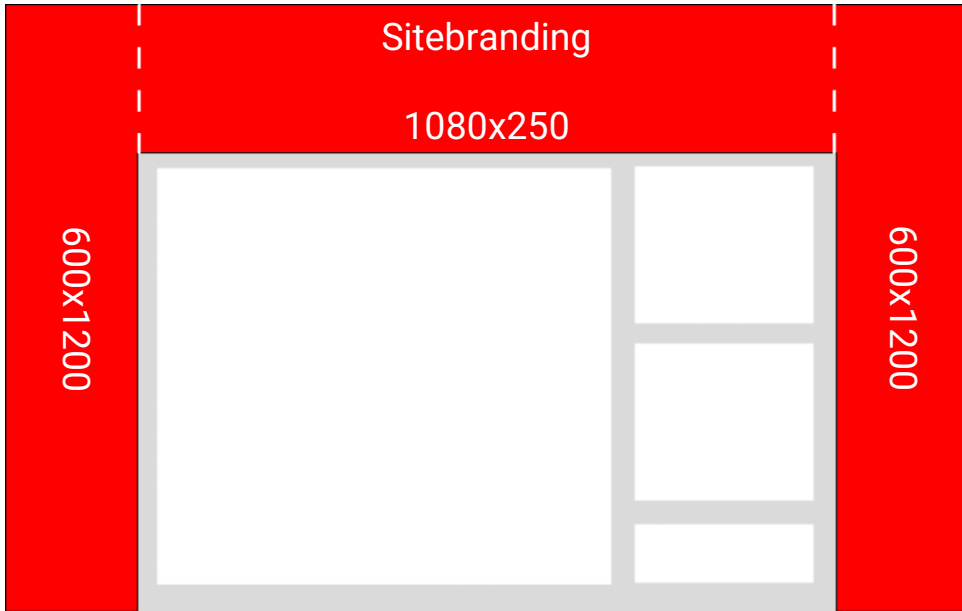| Sitebranding	
Weight	250 KB Redirect Initialload, Subload max. 2 MB
Format	JPG, GIF / HTML5 (only per redirect)
Dimensions	• Background graphic with cutout 1080px • Alternatively 1080x250 + 2x 600x1200 • According to Photoshop template (comes from marketer if needed) • Incl. background coloring bookable (hex color code incl. ClickCommand)
3rd Party	possible
Streaming	• Video max. 30 sec., only as 3rd party, since video must be trailed. • Behind the video there should be 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 Ads

Mobile Vignette	
Weight	80 KB
Format	JPG, GIF, PNG
Dimensions	• 320x480/640x960/300x250/300x600 (Portrait)
3rd Party	No
Animation	• Ad is triggered on page change • Functions come from the marketer
Sound	No

Special Ads

Mobile Understitial	
Weight	50 KB
Format	JPG, GIF, PNG
Dimensions	• 320x480/640x960 • The height of the visible slot is 500px
3rd Party	No
Streaming	No
Sound	No

Ad Packages

Sitebranding
1080x250

600x1200

600x1200

Banner

Mobile MR

Multiscreen Sitebranding	
Ad Package consisting of	Sitebranding Desktop (find on page 18)
	Mobile Banner (find on page 11)
	Mobile Rectangle (find on page 14)

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Newsletter Banner

Newsletter Banner	
Weight	Max. 150 KB
Format	JPEG, PNG
Dimensions	560x100
3rd Party	No
Streaming	No
Sound	No