

## Technical specifications for ad format delivery

### Display Ads

	ad format (pixels)	max. file size
<b>Superbanner</b>	728x90	200 kB
<b>Medium Rectangle</b>	300x250	200 kB
<b>(Wide) Skyscraper</b>	120/160x600	200 kB
<b>Halfpage Ad</b>	300x600	200 kB
<b>Billboard</b>	800x250 and 970x250	200 kB
<b>Large Superbanner</b>	970x90	200 kB

The file types of the ad formats must be either HTML5, JPEG, GIF or PNG. Please remember that Flash files (SWF) are no longer supported by all browsers and versions.

### Mobile Ads

	ad format (pixels)	max. file size
<b>Mobile Content Ad 6:1</b>	300x50	150 kB
<b>Mobile Content Ad 4:1</b>	300x75	150 kB
<b>Mobile Content Ad 2:1</b>	300x150	150 kB
<b>Mobile Medium Rectangle</b>	300x250	200 kB
<b>Mobile Interstitial Ad</b>	320x480	150 kB
<b>Tablet Interstitial Ad</b>	768x1024	150 kB

The file types of the ad formats must be either HTML5, JPEG, GIF or PNG.

## Native Ads

	ad format (pixels)	max. file size
<b>Native Superbanner</b>	728x90	200 kB
<b>Native Medium Rectangle</b>	300x250	200 kB
<b>Native Skyscraper</b>	160x600	200 kB
<b>Native Halfpage Ad</b>	300x600	200 kB
<b>Native Billboard</b>	800x250 and 970x250	200 kB
<b>Native Mobile Content Ad 6:1</b>	320x50	150 kB
<b>Native Mobile Content Ad 4:1</b>	320x75	150 kB
<b>Native Mobile Content Ad 3:1</b>	320x100	150 kB
<b>Native Mobile Content Ad 2:1</b>	320x150	150 kB

For each Native Ad format one image file (JPEG, PNG, PSD, PDF) as well as several texts can be shown. For better campaign optimisation possibilities we recommend sending multiple images and texts so that we can create different combinations based on these files. Please deliver image files in the highest possible resolution with an aspect ration of 1:1. For the headline a maximum text length of 35 characters can be displayed. A short text with a maximum of 90 characters (including spaces) should also be provided for the native ad. The CTA button text can have a length of 14 characters (including spaces). Please provide the mentioned texts in one .txt file preferably.

## Video Ads

	ad format	aspect ratio
<b>PreRoll Ads (max. 30sec)</b>	VAST 2.0 or VAST 3.0	16:9 or 4:3

**Newsletter Ads**

	<b>ad format (pixels)</b>	<b>max. file size</b>
<b>Limango</b>	580 x 178	40 kB
<b>myToys</b>	1040 x max. 450	40 kB
<b>Heine, SportScheck</b>	650 x max. 300	40 kB
<b>Quelle, Ottoversand, Universal, Ackermann</b>	600 x max. 150	40 kB

The file types of the ad formats must be either JPEG, GIF or PNG. Please contact us for other file types, such as HTML5.

## **Details for delivery**

Please send all creatives of your order to [creatives@ottogroup.media](mailto:creatives@ottogroup.media).

Information about the customer name, the campaign name, start and end date of the campaign, the booked properties and placements, ad format and a contact for possible inquiries should all be contained in the e-mail.

The creatives must be delivered 5 work days prior to the campaign start. Newsletter ads must be delivered 10 work days before the campaign starts. If these limits are exceeded, Otto Group Media takes no responsibility for the timely campaign start.

Changing the ad or a motive during the campaign requires prior communication and test of the new creatives. The new creatives also need to be delivered 5 work days prior to launch/change.

The target URL of a creative must be valid and needs to link to a valid website opening in a new window or tab. Links to an e-mail adress or a file are prohibited.

Creatives must not initiate software downloads onto the users computer without explicit informing about installation and deinstallation. Fake ads (e.g. error messages or broken select boxes) are not accepted.

Delayed or non-compliant creatives can cause a delay of the campaign start. Otto Group Media reserves the right to shift the campaign according to the days of the delay.

Please read section 5 of the Otto Group Media GTC for further information:

<https://ottogroup.media/agb/>

## **General technical specifications**

### **1. Sound**

Sound included in creatives must not start without user interaction and must be turned off or muted. Through interaction with the ad, the volume might be turned on by the user. Only a click on a respective button or area is considered to be a valid user interaction.

The user must have the option to control the sound via control elements within the ad. The sound must not repeat itself and may only be played once.

### **2. 3rd Party Redirects**

All ad formats mentioned above can be delivered via 3rd party redirects. Ad format and file sizes must meet mentioned technical specifications. A working link, opening in a new window or tab, must be provided by the ad. Additionally, there must be a possibility for advertisers to track clicks on the ad formats. Please use the „clicktag“ method.

Including other tracking pixels (adserver, market research, DMP, counting pixels etc.) is only allowed with an agreement prior to the launch of the respective ad format und must be mentioned in the insertion order.

The same rules apply to flash cookies. If you are using other technologies, make sure that these are allowed by Google.

Please read section 10 in the Otto Group Media GTC: <https://ottogroup.media/agb/>

All ads and all external sources within the ads (including pixels) must support SSL. While loading the creative, any number of calls to different servers are allowed if it was made sure that these calls are done over the HTTPS protocol.

### **3. CPU usage**

An ad must not exceed a cpu usage of more then 40%, given a standard PC or Notebook. (Standard PC: Dual Core, each core 1,5 GHz, 2 GB RAM, no external graphics card)

### **4. Duration and looping of animations and videos**

The duration of animated ads or videos must not exceed the limit of 30 seconds. Looping an ad is allowed as long as it is stopped after 30 seconds. Automatic looping of included videos is not allowed.

## **5. HTML5**

Please read the information given in the OVK guideline for HTML5 ads:

[http://www.bvdw.org/presseserver/HTML5\\_Richtlinie/bvdw\\_ovk\\_html5%20richtlinie\\_final\\_20150720.pdf](http://www.bvdw.org/presseserver/HTML5_Richtlinie/bvdw_ovk_html5%20richtlinie_final_20150720.pdf)

When delivering an ad, the correct click function with a clicktag must already be included. Please follow the following steps:

<https://support.google.com/dcm/partner/answer/3145300#dev>

To validate HTML5 ads, please use the following tool:

<https://h5validator.appspot.com/dcm#/asset>

When using HTML5 ads it is necessary to provide a fallback image as JPG with the same dimensions as the HTML5 ad.

### **Third party content**

The Otto Group Media reserves the right to remove external resources of ads, especially (but not solely) unused javascript libraries, images or trackings scripts of third parties.

## **6. Polite Download**

The file size of the initial load must be equivalent to the respective ad format. Ad content must be shown after the initial load of the creative (no white space). Loading of other ad related resources is only allowed after the website is fully loaded.

## Technical specifications special ads

In addition to the general technical specifications following ad specific settings have to be considered.

### Billboard

For optimal delivery of the billboard ad both units (800x250px and 970x250px) have to be provided.

### Mobile Ads

The initial weight must not be higher than 150 KB. Following loading processes have to be executed via "polite load" and must not be higher than 2,2 MB.

In case of interstitial ads (mobile and tablet Interstitial) the close button, the closing function and a background darkening has to be integrated. If a video is integrated within the interstitial it is required that the video will be stopped and muted in case of closing the interstitial.

All creatives have to be marked with „-w-“ as advertisement in one of the corners of the ad.

### PreRoll Ads

All creatives have to be produced according to [VAST 2.0-specification](#) or [VAST 3.0-specification](#).

Minimum one FLV-Video for Flash-videoplayer and min. one MP4-file (preferred H.264) for HTML5 has to be provided.

max. length of the video: 30 sec

frame rate: 25 fps

Bitrate: < 750 kbps

A higher bit rate will have significant impact of the videoplayers performance and might end up decreasing the View-Through-Rate of the pre-roll ad.

Aspect ratio: 16:9 (e.g. 640 × 360 px) or 4:3 (e.g. 640 × 480 px)

Clicking the URL has to open an additional browser window.

HTTP- as well as HTTPS- have to be supported.

### Newsletter Ads

We recommend that the ad contains a clear call-to-action. Please provide a link-URL.

Please send over all creatives at least 10 days before start of the campaign.

## **Youtube Video Ads**

### **TrueView Ads** (skippable after 5sec):

Recommended duration: < 12sec

Format: Youtube Link (Hosting on Youtube), no VAST-tags possible

Due to the skip-function the ad should be possible to build up awareness and likeability within the first seconds and engaging the user to complete the video view or to click the ad.

Please provide us with a link-URL. In addition please provide a link-URL which is shown in the video player.

It is possible to embed 3rd party tracking-scripts (e.g. for audience verification).

### **Bumper Ads** (non-skippable):

Max. duration: 6sec

Format: Youtube Link (Hosting on Youtube), no VAST-tags possible. Please provide us with a link-URL. In addition please provide a link-URL which is shown in the video player.

It is possible to embed 3rd party tracking-scripts (e.g. for audience verification).

**Please send over all creatives and trackings at least five days before start of the campaign.**

## Facebook Ads

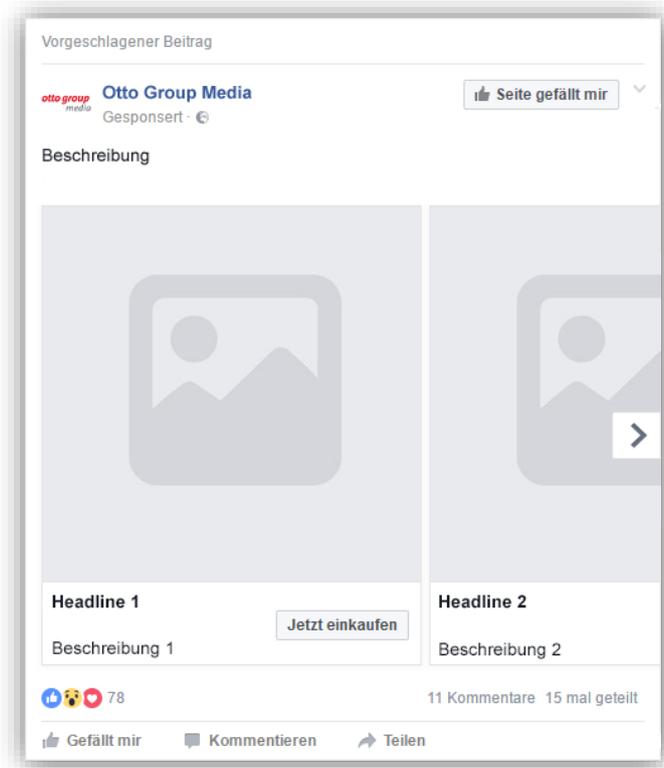
To maximize performance of the campaign it is our goal to test a broad range of image/text creatives. Therefore please provide us for the below mentioned ad units:

- a broad range of images and texts
- all images as open .psd-files
- In case of OGM is in charge of developing the ads the we are asking you to grant us a wide ranging scope in developing combinations of images/texts which will enable us to adjust campaign performance at short notice

In case you are going to provide us with final ads please consider the following specifications:

### - Carousel Ad

Up to 2-10 images and videos with specific link-URLs



Text specifications per image or video:

- Overall description Carousel ad: recommended: 90 - 120 characters  
Desktop: max. 500 characters  
Mobile: max. 120 characters
- headline: max. 40 characters
- description per element (optional): max. 20 characters

specifications images:

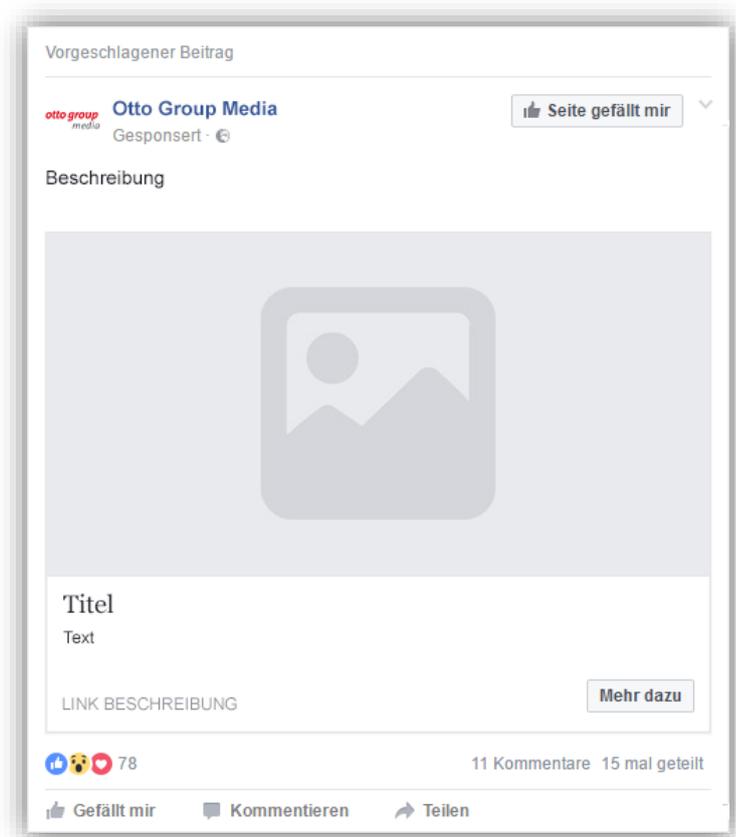
- format: PNG (recommended), JPG
- aspect ratio: 1:1
- resolution: min. 640x640px, recommended: 1080x1080px
- ratio/share text: <20%
- more information: <https://www.facebook.com/business/ads-guide/clicks-to-website/carousel/?toggle0=Photo%20Ads>

specifications video:

- format: .MP4 recommended (H.264 video compression) or .mov
- Min. resolution: min. 720p
- recommended aspect ratio: quadratic (1:1)
- frame rate: max. 30fps
- Max. length: 120 minutes (4 GB)

- **News Feed Ad (image)**

It is possible to deliver up to 6 images.



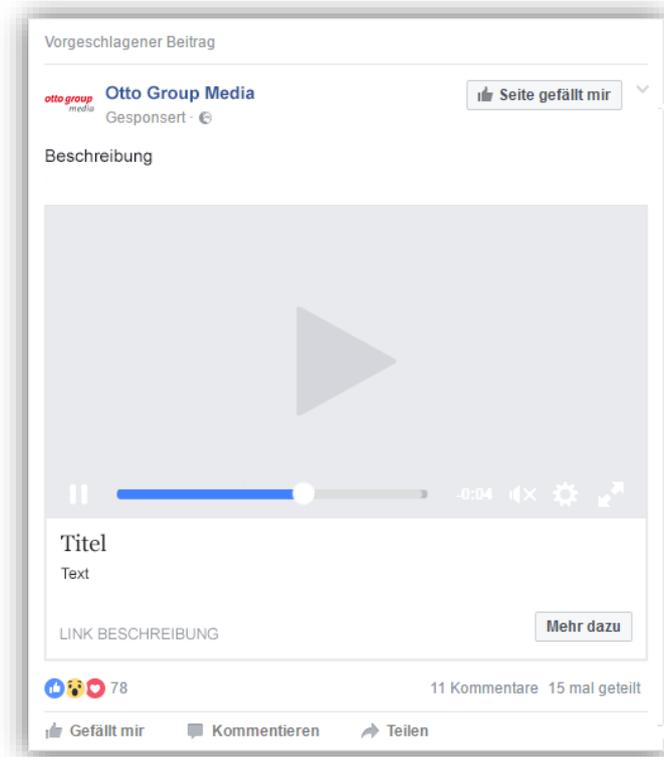
specifications texts:

- Description: recommended: 90 - 120 characters  
Desktop: max. 500 characters  
Mobile: max. 120 characters
- Title: max. 60 characters recommended
- Text: max. 120 characters recommended
- link description: optional usage of shortened link-URL

specifications images:

- Format: PNG (recommended), JPG
- Aspect ratio: 1,91:1
- resolution: 1200 x 628 px (recommended)
- ratio/share text: <20%
- more information: <https://www.facebook.com/business/ads-guide/website-conversions/links/?toggle0=Photo>

- **Video Ad**



specifications video:

- format: .MP4 recommended (H.264 video compression) or .mov
- min. resolution: min. 720p
- aspect ratio: 16:9 or 1:1
- frame rate: max. 30fps
- Length: max. 120 minutes (4 GB), 30 sec. recommended

specifications texts:

- Description: recommended: 90 - 120 characters  
Desktop: max. 500 characters  
Mobile: max. 120 characters
- Title: max. 60 characters recommended
- Text: max. 120 characters recommended
- link description: optional usage of shortened link-URL

Videos should start with a highly attractive sequence to catch up users engagement while scrolling his feed. The content should be comprehensible also without sound on (e.g. using subtitles to communicate key messages).

For more information please visit:

<https://www.facebook.com/business/news/Video-Ad-Best-Practices>  
<https://www.facebook.com/business/ads-guide/website-conversions/links/?toggle0=Video>