Specification

Tamedia Digital Specifications: Desktop Bumper Ad

Specification: Desktop Bumper Ad

Specifications

File size: max. 512MB
Aspect ratio: 16:9
recommended resolution: 1280x720px
Formats: mp4, webm, 3gpp, wmv, mov (mpeg4 or H264-Codec)
Vast: 2.0, 3.0
Vpaid: Vpaid is accepted, without skip button
Spot length: max. 8 seconds
Note:
Bumper Ads are delivered without skip button.
Available at:
Tamedia Network, 20 Minuten Group, Newsnet
General guidelines

Technical specifications

Number of subjects
Max. 3 subjects allowed for physical delivery.
For more subjects, a third-party tag must be supplied.
The replacement of physical subjects during an ongoing campaign is only permitted in exceptional cases.
Animations
There are no limits on the length of the animation within an advertising banner. However, the recommended maximum length is 30 seconds.
Sound
Activation only through user interaction.[nbsp]Attention: InApp iOS only possible without sound.
Flash
Flash files are not permitted.
SSL

- All third-party tags, tag-in-tags and references in an HTML5 file must be delivered via SSL (https://).
- HTML5
- The maximum weight (according to the specifications) refers to all files together, in unzipped state.
- The target URL and tracking must be stored in the HTML5 banner.
- The target URL must be opened in a new tab (target='_blank').
- It must be possible to perform advert tests locally in the browser.
- UTF-8 encoding
  Special characters that are not displayed correctly in the browser with UTF-8 must be encoded manually (for example, [&]auml; instead of ä).
- References in adverts to external resources (JS libraries, videos, fonts) must be supplied in SSL (https://) format.

General information

- A prompt start to the campaign is only guaranteed if delivery deadlines are observed.
- The advertiser is responsible for advertising media working smoothly.
- A campaign may be suspended if it does not meet the specifications.
- Max. 1 count pixel and 1 clickcommand (PreRoll [&] bumper, desktop [&] mobile)

Delivery

Delivery deadlines
Standard formats: 3 working days before the start of the campaign.
Special formats: 5 working days before the start of the campaign.
Adresse
ads@tamedia.ch