



# Specification

Tamedia Digital Specifications: 20 Minuten Native Ads



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### Specifications

**Desktop:** Native Wideboard

**Mobile:** Native Ricchi

**Delivery:** Text, image, URL - the ad is then automatically played as Ricchi or Wideboard.

Text: 150 characters

Titel: 70 characters

Name: 20 characters

CTA: 15 characters

Image size: 514x250 px

Options:

Choice between advertisement, paid post, competition or concours, publicite, sponsored

Main colour: Please enter HEX code. Default is #044CA0.

### 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. 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, `&#x00A0`; 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

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