



# Specification

Tamedia Digital Specifications: Tablet Prestitial Newsnet



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### Specifications

Platforms: iPad (inlay)

Formats / size:

- HTML (Please see detailed HTML specifications)
  - 1024 x 748 Pixel (landscape)
  - 768 x 1004 Pixel (portrait)
  - max. 100KB per format
  - The rotation function from portrait to landscape format must already be integrated in the HTML
  - do not install an automatic closing function in the ad
- JPG, GIF, PNG
  - 2048 x 1496 Pixel (landscape), max. 100KB
  - 1536 x 2008 Pixel (portrait), max. 100 KB
  - no close button

3rd party tags are not allowed!

[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. 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

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