



# Specification

Tamedia Digital Specifications: Text Ad (Finanz und Wirtschaft)



## Specification: Text Ad (Finanz und Wirtschaft)

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### Specifications

Title: Max. 65 characters (incl. spaces)  
Text: Max. 250 characters (incl. spaces)  
Button Link Text: Max: 42 characters (incl. spaces)

### 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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