



Specification

Tamedia Digital Specifications: Sitebar Basic



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Specifications

[\[gt\]\[gt\] Video Sitebar](#)

Formats: JPEG, GIF, PNG

Size: 500x1,000px

File size: max. 200KB

Optional

Background colour: 1x Hex-code*

Button colour: 1x Hex-code**

Functionalities

- The advertising material (500x1,000 px) is scaled proportionally. The minimum display size of the basic sitebar is 250x500 px. If less space is available on the device, the basic sitebar will not be displayed.
- The user can scale the ad to a size of 300 x 600 simply by clicking on the resize button.
- *The background colour is optional and fills the entire remaining space around the ad. This additional space is not clickable.
- **The colour of the buttons (resize, play/pause, sound) can be modified individually. This enables a colour to be defined.

Available at:

Tamedia Network, 20 Minuten Group, Newsnet, Nationale Medien, Tutti, Homegate, Ricardo, Autoricardo

20 Minuten: the ad is placed 31px below the top of the screen.

[General guidelines](#)

Other Sitebars with preferred partner

[Specifications AdSpot Sitebar](#)

[Specifications AdSpot Sitebar Premium](#)

[Specifications AdSpot Sitebar expandable](#)

[Specifications AdSpot Sitebar Response](#)

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, [ä 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