



# Specification

Tamedia Digital Specifications: Native Ad Homegate



## **Specification: Native Ad Homegate**

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### **Specifications**

#### **Image**

16:9

#### **Image 3rd column**

140 x 80 pixel

#### **Price field**

11 characters

#### **1st column**

Description 1: 9 characters

Description 2 to 5: 7 characters

#### **2nd column**

Title: 21 characters

Description: 44 characters

#### **3rd column**

Title: 50 characters

Description: 70 characters

Number of characters is maximum and incl. spaces

Please consult the picture gallery for further information.

### **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](mailto:ads@tamedia.ch)