Specification

Tamedia Digital Specifications: Native Ad Finanz und Wirtschaft

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Specifications

Teaser with Image and Title

1) Title
Number of characters: max. 60 characters (incl. spaces).
Experience shows that a well formulated title and reference to topical issues strongly favours the click rate.

2) Image/Video
Min. picture size: 640x360 pixels, Min video, width 640 pixels, Image cation optional, Source information: name of company or photographer

3) Lead Text - None

4) Running text
Number of characters: open, recommended: 3,000-6,000 characters (incl. spaces)

5) Info Boxes
Optional, possibilites include text and images (with the option to zoom)

6) Link
The offering: with a link to teh company's own website. It is recommended not to use a generic text like "more information" for the link, but rather to name an actual service or product.

Teaser with Title and Lead Text

1) Title
Number of characters: max. 40 characters (incl. spaces).
Experience shows that a well formulated title and reference to topical issues strongly favours the click rate.

2) Image/Video
None

3) Lead Text
Number of characters: max. 140 characters (incl. spaces)

4) Running Text
Number of characters: open, recommended: 3,000-6,000 characters (incl. spaces)

5) Info Boxes
Optional, possibilites include text and images (wirh the option to zoom)

6) Link
The offering: with a link to teh company's own website. It is recommended not to use a generic text like "more information" for the link, but rather to name an actual service or product.

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