



# Specification

Tamedia Digital Specifications: Tablet Halfpage



## Specification: Tablet Halfpage

### Specifications

**Platform:** Tablet (20 Minuten / 20 minutes), just iPad (tio.ch)

**Mass:** 300 x 600 pixel

**File formats:** GIF, JPG, PNG, HTML, 3rd Party Tag

**File size:** max 150 KB, tio.ch max 80 KB

**Note:**

- Integration of Clickcommand and web beacons are possible in all formats
- The developer is responsible for the performance of the advertisement. We cannot optimise with regard to loading times and smooth playback
- The Close button must not be included in promotional material. This is delivered via our ad server

### 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, [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

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