



# Specification

Tamedia Digital Specifications: Skybridge (tagesanzeiger.ch, tdg.ch, lematin.ch, 24heures.ch)



## **Specification: Skybridge (tagesanzeiger.ch, tdg.ch, lematin.ch, 24heures.ch)**

---

### **Specifications**

**Formats:** HTML5, 3rd Party Tag, Tag in Tag, JPEG, GIF, PNG

**Size Wideboard:** 1024x250px

**Size Skyscraper (left [&] right):** 160x600px

The skyscrapers on the left and right dock to the side of the wideboard.

**File size:** max. 150KB per banner

**Available at:**

tagesanzeiger.ch, tdg.ch, lematin.ch, 24heures.ch

[General guidelines](#)

### **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.

#### **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.



## 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

[onlineadvertising@tamedia.ch](mailto:onlineadvertising@tamedia.ch)