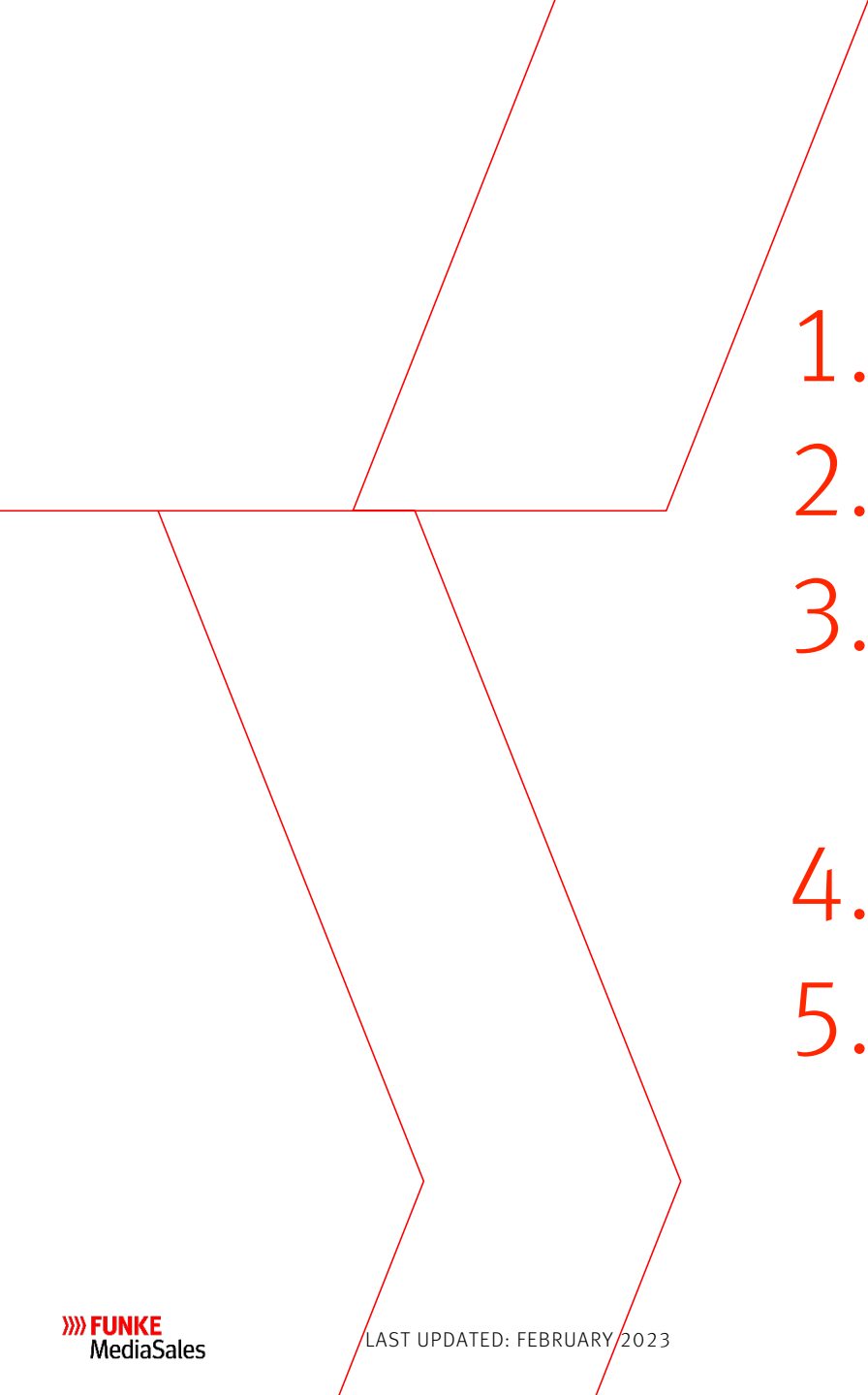


# Tech Specs Digital



- 
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# 1. Technical Specifications

# Technical Specifications

Please send all advertising material to the following address: [digital-cm@funkemedien.de](mailto:digital-cm@funkemedien.de)

## Subject line

- / Advertiser
- / Booking period
- / Campaign name

## Information in the E-Mail

- / Customer name
- / Campaign name
- / Booking period
- / Busy sites
- / Advertising formats
- / Contact person for queries
- / Please only send third party redirects, tracking pixels, and click commands as an attachment (.txt files only) and do not insert them as text.

The minimum delivery time before the start of the campaign is three working days for standard formats and five working days for special formats.

**Please make absolutely sure** that all redirects (including HTML5) are https-enabled. All advertising material components, especially tracking pixels and external ad server systems (redirects), must be accessed using the HTTPS protocol. Please pay close attention to the maximum file sizes for advertising material. (Please refer to the following pages)





## 2. General

# General

- / We would like to point out that campaigns are always billed on the basis of the figures generated by our Ad Server system and cannot be changed by any clauses in an email.
- / All advertising material components, especially tracking pixels and external ad server systems (redirects), must be accessed using the HTTPS protocol.
- / The advertising material's display must not trigger an additional CPU load above 30% for the user.
- / Advertising material designated for mobile content should be marked with a clearly visible "-w-".
- / The maximum file weight of an ad is calculated using all preloaded elements, including all tracking, measurement scripts, and shared libraries.
- / Please ensure that ad redirects do not cause console errors or unnecessary console output.
- / Advertising material is always delivered to the marketed portals as Non-Friendly IFrame. Modifications to the page are not permitted.





### 3. Desktop Standard + Special Formats

# Desktop Standard Formats

FORMAT	SIZE (PIXELS)	SIZE EXPANDED (PIXELS)	WEIGHT/FILE SIZE (GIF, JPG, REDIRECT)	SUBLOAD WEIGHT*	COMMENTS
Superbanner	728 x 90	728 x 180	100 KB	200 KB	-
Skyscraper	120 / 160 / 200 x 600	480 x 600	100 KB	200 KB	-
Medium Rectangle	300 x 250	-	100 KB	200 KB	-
Billboard	800 x 250	-	150 KB	300 KB	Also available in size 970 x 250 px on the following portals: 4players.de, bildderfrau.de, futurezone.de, gofeminin.de, lokalkompass.de, donna-magazin.de, hoerzu.de, klack, myself.de, tvdirekt.de, tvdigital.de, onmeda.de, westfunk.de, wmn.de und werstreamt.es
Halfpage Ad	300 x 600	-	150 KB	300 KB	
Floor Ad	728 x 90	1200 x 90	100 KB	200 KB	Please deliver this as a Javascript third-party redirect with complete functionality
Dynamic Sitebar	min. 120 x 600	-	100 KB	200 KB	Please deliver this as a Javascript third-party redirect with complete functionality.
Wallpaper	Skyscraper + Superbanner	-	100 KB	200 KB	A clickable coloured background must stand out clearly from the rest of the page.



# Desktop Standard Formats

FORMAT	SIZE (PIXELS)	SIZE EXPANDED (PIXELS)	WEIGHT/FILE SIZE (GIF, JPG, REDIRECT)	SUBLOAD WEIGHT*	COMMENTS
Cube Ad	320 x 150	-	125 KB	250 KB	A separate landing page can be created for each motif. These can be delivered as physical images or as a Javascript third-party redirect with full functionality.
Ad Bundle	Superbanner + Skyscraper + Medium Rectangle	-	100 KB	200 KB	-
Fireplace	<a href="#">Click here</a> for overview	-	150 KB	300 KB	A hex code (#DF3333) must be supplied for background colourings. A redirect or a target URL also needs to be provided for a clickable background.
Understitial	375 x 680	-	125 KB	250 KB	These can be delivered as physical images or as a Javascript third-party redirect with full functionality.
Native Style Ad/ Native Teaser	300 x 155	-	80 KB	-	Text (without spaces): Top line: approx. 15 characters Headline: approx. 50 characters Copy: approx. 110 characters (only possible on news portals)
Placement Header	300 x 90	-	40 KB	-	It is only possible to integrate this in Website Takeover on myself.de and donna.de

\* The subload can only be started one second (1000 ms) after the browser event "DOMContentLoaded" on the web page that is playing out (formerly Polite Download).

# Expandable Ads

- / Standard formats can also be used with an expandable function.
- / Please deliver these as a Javascript third-party redirect with complete functionality.
- / When delivering an HTML5 redirect, the complete functionality of the advertising material must be ensured by the redirect provider.
- / Possible transparent areas within the advertising material must not react to the user's mouse clicks. It is only the visible elements that can be clearly recognised as advertising that are clickable. Transparent layer areas must be at least 50% coloured.
- / The advertising material must not expand without user action. For example, typical user actions include: a MouseOver event, a click on the advertising material or a button integrated into the advertising material.
- / It must be possible for the user to close advertising material that has been expanded at any time. For example, possible implementations include: a MouseOver event or a clearly recognisable button integrated into the advertising material. Please note that opposite user actions always need to be used if the ad is to expand and collapse.

# Wallpaper

- / Very high visibility is achieved thanks to the size, eye-catching shape, and ability to colour the background.
- / The ad format can be delivered using physical images or IFrame redirects. It is also possible to deliver using Adform (one-tag redirect), Sizmek (one-tag redirect) and Flashtalking. A hex code (#DF3333) must be supplied for the page background colouring. A redirect or a target URL also needs to be provided for a clickable background.
- / Special feature when delivering in Sizmek: the advertising material must be created as an HTML5 Expandable Banner, and the panels must be named "leaderboard" and "skyscraper". In addition, the script [https://ds.servingsys.com/BurstingRes//CustomScripts/PL\\_DynamicallyPositionPanels\\_HTML5.js?adid=\[%tp\\_adid%\]](https://ds.servingsys.com/BurstingRes//CustomScripts/PL_DynamicallyPositionPanels_HTML5.js?adid=[%tp_adid%]) must be created as a custom JS.
- / Format layout: the Skyscraper is positioned next to the Superbanner.



# Preroll (Video)

The video ad format is displayed before a content video. Delivery can be a physical video with a click URL and tracking pixel. FUNKE Digital is responsible for encoding in different formats as a means of guaranteeing the display regardless of the device.

## The following formats support physical delivery:

- / WebM files - Vp8 video codec and Vorbis Audio codecs
- / MPEG4, 3GPP and MOV files - Typically supporting h264, mpeg4 video codecs, and AAC audio codec
- / AVI - typically the video codec is MJPEG and audio is PCM
- / MPEGPS - Typically supporting MPEG2 video codec and MP2 audio
- / WMV

It is also possible to deliver using a VAST or VPAID redirect. The video must not exceed 30 seconds in total.

The file weight must not exceed 4 MB. The dimensions need to be 1280 x 720 or 640 x 360. The video should start immediately in the first frame. Blacked-out screens at the beginning or end of the ad are not permitted. Special feature TV-Plus: TV-Plus only accepts physical deliveries or VAST redirects.



## 4. Mobile Standard + Special Formats

# Mobile Standard Formats

FORMAT	SIZE (PIXELS)*	WEIGHT/FILE SIZE (GIF, JPG, REDIRECT)	SUBLOAD WEIGHT*	FILE FORMAT
Mobile Content Ad 6:1	320 x 50	50 KB	100 KB	GIF, JPG, PNG, HTML5-Redirect
Mobile Content Ad 4:1	320 x 75	50 KB	100 KB	GIF, JPG, PNG, HTML5-Redirect
Mobile Content Ad 3:1	320 x 100	100 KB	200 KB	GIF, JPG, PNG, HTML5-Redirect
Mobile Content Ad 2:1	320 x 150	100 KB	200 KB	GIF, JPG, PNG, HTML5-Redirect
Mobile Medium Rectangle	300 x 250	100 KB	200 KB	GIF, JPG, PNG, HTML5-Redirect
Mobile Halfpage Ad	300 x 600	125 KB	250 KB	GIF, JPG, PNG, HTML5-Redirect

\* delivery of a second image with double the pixel density is recommended for delivery on Retina displays.

\*\* The subload can only be started one second (1000 ms) after the browser event "DOMContentLoaded" on the web page that is playing out (formerly Polite Download).



# Mobile Standard Formats

FORMAT	SIZE (PIXELS)*	WEIGHT/FILE SIZE (GIF, JPG, REDIRECT)	SUBLOAD WEIGHT*	FILE FORMAT
Mobile Slider Ad	320 x 100	100 KB	200 KB	GIF, JPG, PNG, HTML5-Redirect
Mobile Interstitial	320 x 416	125 KB	250 KB	GIF, JPG, PNG, HTML5-Redirect
Mobile Cube Ad	320 x 150	125 KB	250 KB	GIF, JPG, PNG, HTML5-Redirect
Mobile Carousel Ad	320 x 100	100 KB	200 KB	GIF, JPG, PNG, HTML5-Redirect
Mobile Understitial	375 x 680	125 KB	250 KB	GIF, JPG, PNG, HTML5-Redirect

\*delivery of a second image with double the pixel density is recommended for delivery on Retina displays.

\*\*The subload can only be started one second (1000 ms) after the browser event "DOMContentLoaded" on the web page that is playing out (formerly Polite Download).

# Mobile Viewability Formats

FORMAT	SIZE (PIXELS)*	WEIGHT/FILE SIZE (GIF, JPG, REDIRECT)	SUBLOAD WEIGHT	FILE FORMAT
Mobile Floor Ad	300 x 50 320 x 150	15 KB 50 KB	-	Image, Video, HTML
Outstream	16:9 Format – 320 x 180 1:1 Format – 640 x 640 9:16 Format – 360 x 640	Initial Load: max. 2 MB	-	mp4, h.264, 30 fps
Mobile Premium Rectangle mit Reminder*	Banner: 300 x 250 Reminder: 320 x 53	Initial Load Banner: max. 50 KB Reminder: max. 20 KB	-	JPG, GIF, PNG, HTML5 (Static or animated)
Native Style Ad/ Native Teaser	300 x 155 Text (without spaces): Top line: approx. 15 characters Headline: approx. 50 characters Copy: approx. 110 characters (only possible on news portals)	80 KB	-	JPG, GIF, PNG

\*You can deliver JPG, PNG, GIF and HTML5-Zip-File for the banner (see HTML5 information).; third party redirects it is not possible to deliver third party redirects.; Impression pixel an external tracking pixel for impression tracking via agency is possible.

# HTML 5 Specifications

- / It is also possible to deliver HTML5 advertising material physically when using common formats. Funke is responsible for hosting the files.
- / Please ensure that the advertising material has no influence on the website.
- / If possible, the advertising material should be encapsulated in an IFrame.
- / If browser exclusions or similar serve a particular function in the advertising material, this must be communicated to us when delivering files.
- / To avoid unnecessary delays in the construction of the media website and the advertising material, we advise using creatives to keep the individual elements of the HTML5 advertising material as small as possible, both in terms of number and file size.
- / We need to be able to transfer the target URL of the advertising medium via GET parameters so that marketing can perform a click count. A target URL must not be created inside the advertising material.



# HTML 5 Specifications

For example, the following lines of code are to be added to the HTML5 advertising material to transfer the click tags:

The function returns all GET parameters that are passed to the file.

```
<script>
var getUriParams = function() {
    var query_string = {}
    var query = window.location.search.substring(1);
    var parmsArray = query.split('&');
    if(parmsArray.length <= 0) return query_string;
    for(var i = 0; i < parmsArray.length; i++) {
        var pair = parmsArray[i].split('=');
        var val = decodeURIComponent(pair[1]);
        if (val != "" && pair[0] != "") query_string[pair[0]] = val;
    }
    return query_string;
}();
</script>
```

## Examples: HTML and assigning links

### 2 HTML Links ohne zugewiesene Links:

```
<a href="#clicktag" id="clicktag" target="_blank">IAB clicktag</a>
<a href="#clicktag2" id="clicktag2" target="_blank">IAB
clicktag</a>
```

**Mit diesen Javascript Zeilen lassen sich dann die Klicktags den HTML Elementen zuweisen:**

```
<script>
document.getElementById('clicktag').setAttribute('href',
getUriParams.clicktag);document.getElementById('clicktag2').setAt
tribute('href', getUriParams.clicktag2);
</script>
```

# Streaming in display formats

You can use streaming elements (usually ads) regardless of the ad format.

- / Third-party providers are responsible for hosting.
- / The delivery of the advertising material takes place via a redirect of the service provider. (Please observe the specifications regarding the delivery of advertising material).
- / The ad should last max. 30 seconds.
- / The sound may only start with user action (by clicking on the "Sound on" button or moving the mouse over the advertising material) and the user must also be able to stop this.
- / A "Stop", a "Pause/Play" and a "Sound on/off" button are required as control elements.
- / The user should be able to watch the ad several times.
- / Automatic ad looping is not permitted.
- / Please make bandwidth requests to guarantee optimal streaming quality for the user.



## 5. Other ad formats

# Weitere Werbeformen

FORMAT	SIZE (PIXELS)	WEIGHT/FILE SIZE (GIF, JPG, REDIRECT)	SUBLOAD WEIGHT*	FILE FORMAT	COMMENTS
Content Engagement Ad	Dynamically adapts to fit screen size		-		Stationary placement: Sitebar/HPA placement mobile: HPA
Newswall	1794 x 300	15 MB (max.20 MB)	-	mp4 (H.264)	Bit rate: max. 18 Mbit; Frame rate: 25 fps; Length: 10 or 20 sec
Newsletter	800 x 250	100 KB	200 KB	JPG, PNG, GIF	
Prospekt Ad	-	-	-	Delivery of a high-resolution .pdf	As a Dynamic Sitebar, Mobile Medium Rectangle or Mobile Understitial; customer logo as .jpg, .png or .eps, further creatives where applicable
Website Takeover	-	-	-	-	You will need a target URL and a colour code for the background colouring in addition to the advertising material.

\*The subload can only be started one second (1000 ms) after the browser event "DOMContentLoaded" on the web page that is playing out (formerly Polite Download).



# Addressable TV

FORMAT	SIZE (PIXELS)	WEIGHT/FILE SIZE (GIF, JPG, REDIRECT)	SUBLOAD WEIGHT*	FILE FORMAT	COMMENTS
Switch In XXL	284 x 720 + 996 x 160	Max. 80 KB each file	-	JPG, PNG	No animations (video/sound). Pay attention to the advertising label "Advertisement" and "Privacy Policy". Template can be provided. 2 files must be delivered. Advertising material production starting at 100 € is available on request
Pre- & Mid-Roll	16:9 (quer) / 1920 x 1080 (empfohlen) min. 1280 x 720	Max. 200 MB	-	MOV, MP4, MPG	Video length: 15-25 sec. (recommendation), 24-30 fps Delivery five days before campaign start Audio: min. 128 kbps, 44 kHz, stereo, ACC or MP3 (recommendation)

\*The subload can only be started one second (1000 ms) after the browser event "DOMContentLoaded" on the web page that is playing out (formerly Polite Download).