iq digital media marketing gmbh

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Streaming

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Delivery - (general 1/2)

To make sure that we can correctly identify your ad, please always include the following information:

- Client name
- Campaign name
- Booking period
- Booked site
- Position on site
- Ad format
- Contact for queries
- Nielsen product (optional)
- Motif name (optional)

Delivery deadlines and address:

- Standard ad formats: at least 3 working days
- Ad specials: at least 5 working days (see individual specification)
- Tablet app ad formats (QAP): static: at least 10 working days, Rich Media: at least 15 working days

1 motif per booked position is standard. In the case of a motif split, the limit is 3 motifs per position.
Details of lead times and possible technical surcharges for motif splits with more than 3 motifs on request

Delivery address: banner@iqdigital.de

**max. File Size** (Unless otherwise defined within the individual specifications):

- desktop / tablet – 200 kB
- mobile – 50 kB
- max. amount of requests: 10

This loading type describes the sum of all zipped assets that are needed for an initial ad display containing graphics, HTML-, css-, java script files and all shared libraries or customized files.
Delivery - (general 2/2)

Ad labelling:

- Unless stated otherwise for the ad format, ad labelling is carried out by the agency.
- Ad labelling -w- is to visibly positioned in one corner.
- High-contrast font colour, at least 9pt
- If the ad is not labelled as an ad, iq digital reserves the right to label the ad itself.

Animation:

Animation max. 30 seconds; looping only within this time frame; the number of repeats is to be implemented by the ad creator within the ad format.

General:

iq digital reserves the right to approve each motif on a case-to-case basis. Ads that cause excessive reactances that impair use of the pages to an excessive degree can be rejected. Irrespective of the type of ad and the provision as physical files or 3rd-party resources, ad formats are always to be initially implemented with deactivated sound and only to be activated by deliberate interaction of the user.
Mobile specifications for HTML5 and 3rd-party ads

- **General notes:**
  
  • Please note the general HTML5 specifications (see HTML5).
  
  • The possibility of transferring a click command to the redirect or HTML zip URL must be present and documented so that “clicks” can be measured by the marketer; otherwise the clicks cannot be listed in the report. Also see “HTML5 banner (click tracking) in the general section.
  
  • To ensure that the target page opens not in the same window but in a new window following a click on the ad, the following code must be integrated in the head of the html code:
    ```html
    <base target="_blank"/>
    ```

  • If the ad is to externally post-load further components, the total data volume of the ad including these external components may not exceed the admissible size for the ad format. iq digital must be informed regarding which components are to be post-loaded and how big they are.

- **HTML5 ads:**
  
  • Please deliver a zip file with all components of the ad.
  
  • There must be an index.html on top zip archive level from which all other components (e.g. CSS, JS, image files) are relatively referenced.

  • iq digital handles hosting of the ad.

- **3rd-party ads:**
  
  • Please deliver a ready HTML URL or an agency script.

  • The agency ensures that all resources of the ad presentation are retrieved from SSL-certified servers.

- **Retina resolution:**
  
  There is the possibility to deliver advertisements in retina resolution (see individual specification). It should be noted that the size of the ads in the output device is scaled to the representable width of 300 or 320 pixels. iq digital can not influence any possible scaling effects of a retina image.

  Particularly when HTML5 and Redirect are delivered, the output size of the retina format in the AdTag must be scaled to the displayable width of the output device (300 or 320 pixels, respectively). Please check with the responsible Rich Media service provider beforehand.
Delivery of 3rd-party resources

**HTTPS:**
Please supply all elements of the campaign (script, iFrame, redirect tags, agency counting pixels and other externally hosted resources) as HTTPS-compatible components:

Example:


*For this purpose,* it must be ensured in advance that all resources are hosted on SSL-certified servers. Please check whether the systems you use for the hosting of the ads provide this option in a standardised way.

*With this measure, iq digital wants to take early steps to avoid problems with regard to the developments of the Internet Engineering Task Force (IETF) and the resulting increase in importance of HTTPS-compatible advertising resources.*

**Precondition:**
The possible provision of 3rd-party tags as script, redirect or iFrame tags as well as the admissible maximum file sizes and file types therein depend on the ad formats specified below (see individual pages). The possibility of transferring a click command to the redirect URL must be present and documented so that “clicks” can be measured by the marketer; otherwise the clicks cannot be listed in the report.

**Use of frameworks and scripts**
If ad scripts, frameworks and libraries are used, the agency must ensure that they are encapsulated and not implemented in the global scope of the website page. There should not be any resulting conflicts between the functionality of the page and ad resources, and the performance of the website page must not be negatively impacted (in which case iq digital reserves the right to reject ad serving). It must be noted that all referenced and loaded ad resources (incl. libraries and frameworks) are to taken into account when considering the sum of maximum admissible file sizes. If possible, no frameworks at all should be integrated, or the functionality should be reduced to the necessary features.

Unpermitted and unaccounted serving of additional scripts to track parameters other than impression and click counting is not allowed and must be approved in advance.
HTML5 banner
(Delivery)

Precondition for delivery:
HTML5 ad projects are to be implemented in encapsulated mode and outside the global scope of the website page. Individual file elements for hosting of the ad presentation may not be delivered. HTML5 projects are therefore limited to delivery as 3rd-party iFrame or HTML5 zip files, provided that these can be implemented on the page via ad format templates of iq digital. Please also ensure SSL-compatible protocolling (see 3rd-party resources).

In both cases, the mandatory index HTML must contain all content and files (CSS, JAVASCRIPT, IMAGE FILES ...) needed for execution of the ad banner in “self-contained” manner (see HTML5 zip on next page). Please avoid referencing external objects. Upon delivery, iq digital will perform final implementation as iFrame in the ad template for both variants. If a 3rd-party redirect script is provided, the preconditions for the delivery of 3rd-party resources apply. The agency or ad host then bears cross-website responsibility for correct implementation, and where applicable the positioning and the functionality, of the entire ad format on the pages.

Please see the individual specifications for information as to whether and in what way an ad format can be provided as HTML5 and regarding which file types and sizes can be contained. In general, all loaded ad resources are to be taken into account when considering the sum of maximum permitted file sizes. In the case of complex HTML5 special insertions, greater leeway for the total file size of the ad presentation may be reviewed on request in line with IAB recommendation (ONLINE: max. 200kb), (MOBILE: max. 50kb). This increase in size is not available for standard implementations. In cases in which the KB limits result in bottlenecks, please check with the Traffic Manager whether targeting on a WLAN or mobile data tariff-optimised version of your ad presentation is possible. A further option is to lay out your ad presentation in such a way that smaller KB volumes are initially loaded and further data are then subsequently loaded but only if deliberately initiated by the user.

General information on “HTML5”
In principle, HTML5 ads can be served on all pages in our portfolio. The limiting factors are the different browser technologies and, where applicable, the Doctype declarations of the website providers. The key question when it comes to “HTML5” is: which features of the HTML5 standard are used for creation purposes, and which of these features can be handled by the browser/platform in question? As it is difficult to separate HTML5 from the features of the CSS(3) and framework techniques used within a creation, these technologies are also classified as limiting factors. Meanwhile, almost all modern browsers support many of the HTML5 features, but there are browsers and platforms that work less effectively on HTML5, such as older versions of Internet Explorer – see, for example, feature tests at: www.caniuse.com (iq digital assumes no liability for the data listed therein).

For this reason, the responsible creative agency must test the techniques used in the banner for browser and platform compatibility – and also ensure that the ad presentation can run in the relevant environments. The agency is also responsible for a suitable fallback solution within the ad presentation in the case of non-compatible browsers, which means that there is no need for exclusions.
HTML5 banner
(Delivery)

**Provision as 3rd-party iFrame**
For optimised and standardised processing, the HTML5 advertisement is to be provided as a 3rd-party iFrame. Please note in the following the additional information for synchronisation of combined ads using “local-connect” as well as the precondition for marketer click tracking.

**Provision as HTML5 zip file**
In cases in which there is no system infrastructure for hosting of the advertising material on the pages of the advertiser, iq digital will review on a case-to-case basis whether delivery as an HTML5 zip file is possible. If the increased workload in the insertion process and the provision of the necessary infrastructure is not possible on the part of the marketer, iq digital will insist on the delivery of iFrames with 3rd-party hosting.

The mandatory index HTML document on top zip archive level must implement all the files contained in the package finally and in a “self-contained” manner. In other words, all necessary resources are to be integrated with relative path referencing so that the implementation permits independent serving of the ad, also independently of the host system. Editing of data by the marketer is not possible. If external resources that are not physically contained in the zip package have to be referenced, they are to be integrated accordingly with absolute path referencing to the actual host system. In this case, please also note the requirement of HTTPS compatibility of the resources and the use of a suitable protocol for labelling.

When served on the page, the HTML5 ad presentation is implemented within an iFrame, which means that the requirements for synchronisation of combined ads using “local-connect” and the precondition for marketer click tracking have to be met.

**Video material**
Video files cannot currently be delivered within HTML5 zip files (the exception being the video products specifically defined by iq digital – see individual specifications). If your ad presentation is to implement video, it must be displayed as a 3rd-party iFrame. The maximum size of 4 MB (for online stationary Web) in the polite download must not be exceeded, and the user experience may not be impacted by the loading of the banner material within the context of a standard computer configuration. In cases that do not comply with this requirement, iq digital reserves the right to reject the ad.

*In the case of ad presentations in the portable Web on mobile webpages or in native apps, our specifications for “Tablet-optimised banners” and “Mobile” later on in these specifications apply!*
HTML5 banner
(Synchronisation)

“Local-connect” (SOP)

HTML5 ad presentations that combine multiple banners with one another and use synchronised animation sequences (local-connect) must take account of the fact that implementation of the ad banners on the website pages in the cases described is via iFrame. In order to avoid possible limitations on banner communication due to the “Same Origin Policy” (SOP), there is the option of integrating a message bridge to legitimise communication between ad iFrames in compliance with SOP.

If you host your HTML5 ad presentation via a Rich Media vendor (RMV), we recommend that you contact them to clarify the question of the “local-connect” in advance – they may have a ready-made solution. Whether this can be supported by iq digital depends on the manner of provision and implementation. iq digital assumes that the supplied material is documented and can be used 1:1 without further action, and also assumes that the plausibility of code processing is ensured by the agency. The agency or RMV is also responsible for coordination and integration of the message handlers within the ad presentation for the receipt, processing and sending of the transmitted messages. Integration must have been carried out before the ad is delivered. The same preconditions apply in cases in which delivery is via an HTML5 zip file and you yourself are responsible for the synchronisation of animation sequences within your creation.

If necessary, iq digital can supply a sample template that the agency must adapt within the context of the necessary “Commands” and “MsgData”, also ensuring its compatibility with the ad presentation and any components of the Rich Media vendor. Please contact the responsible Traffic Management specialists at iq digital for more information.

This point addresses a key question on the organisation of the actual code structure for the animation synchronisation within your ad creation, and this question must be clarified at the earliest possible stage prior to production. This requirement is particularly relevant if Flash HTML5 converter tools are used, as they can under certain circumstances make it difficult to implement subsequent code adjustments for process control purposes.
HTML5 banner
(Interaction)

Banner expanding, collapse, pushdown and pushup via “mouseover” and “mouseout”

The above interactions via “mouse” event are also supported in the corresponding ad formats in the case of HTML5 provided that the banner can be integrated as an iFrame in the advertising template of iq digital.

In other words, in the relevant advertising templates user actions initiated by mouse cursor in the top level of the browser result in expansion (collapse), pushdown (pushup) of the ad space “clipped” to partial format when started – and expansion of pushdown is then to the max. format outlined in the specifications. Please only supply an iFrame with expanded format (equivalent to delivering “expandable” Flash files) for the “agile” part of the ad presentation.

Irrespective of the iq template features for the approval of the initial and expanded ad space, the display of the ad within the iFrame (or HTML zip file) in the partial segment and following expansion is to be caught and implemented by the agency for the occurring events. In this case, the template of iq digital does not pass any information on the occurring event on to the iFrame. If you provide a 3rd-party implementation outside the template support of iq digital, the agency or the ad host is responsible for the correct implementation of all functionalities.

Unless otherwise stipulated in the individual specification, the aforementioned functions are currently only supported for serving in the display area for the stationary desktop Web. In other words, in the case of served ads in systems that require different gesture and touch control, there is no expansion of the partial segment of the ad via the ad template (this also corresponds to the current procedure with Flash implementations). If your ads include a workaround for this, please inform the responsible Traffic Manager of this workaround.
Clickable interaction areas within your ad format

To ensure a better user experience and compliance with specified requirements, some ad formats must provide interaction areas for targeted user actions. You should note the cases in which these “buttons” are to be implemented in the ad by the creative provider or, alternatively, are provided for automatically in templates used by iq digital (see individual specification). Interaction areas of this type to be provided by the ad may, for example, take the form of buttons for closing of a layer or limitations that only permit pushing or expanding via mouseover/mouseout once, with further execution only activated by a click on a button.

If the creative agency itself is responsible for providing this kind of button in the ad, and if a click on a button of this kind is to trigger an action provided by the iq template, the template must be informed about the activation of the button. As the ad, as described above, is implemented as an iFrame if the marketer template is used, the challenges posed by the “Same Origin Policy” apply to cross-domain communication (see section: “Local-connect”).

Please clarify with your service provider which solutions are to be implemented in order to forward this information. The various individual specifications stipulate which “commands” or “function calls” are expected by the iq template in question for execution of the action.

SPECIAL NOTE: iq-initiated messages
iq digital offers individual ad formats whose feature support is chiefly implemented in the iq ad template. In cases in which these templates forward a message to the ad iFrame after an action has occurred so that the creation has the option of reacting, the interfaces for communication described in the various individual specifications are to be implemented when the ad is produced.

Below are some sample templates for cross-domain message exchange. It should be noted that these are solutions that are aligned to iq templates. The responsible agency should ensure plausibility for use in your ad code. If different communication interfaces are described in the various individual specifications, these interfaces replace the sample templates. In the case of interactive ad formats that use the iq templates for implementation of your ads, the downstream process must always be used for message exchange.
HTML5 banner
(Interaction)

**TEMPLATE: “ad”-initiated messages to the iq template “function calls”**

1. This code must be “uniquely” inserted in your ad in the top-level window:

   ```html
   <script type="text/javascript">
   try{var iqdNS={};iqdNS.addEvent=function(d,c,b){if(typeof
d.addEventListener!=='undefined')d.addEventListener(c,b,false))else{if(typeof
d.attachEvent!=='undefined')d.attachEvent("on"+c,b)\})else{if(typeof d["on"+c]!=='undefined'){
var
a=d["on"+c];d["on"+c]=function(f){a(f);b(f)}}});iqdNS.postOrigin=(function(){var
a=window.location.href.toLowerCase();return
a.split("iqdurl=")[1].split('&')\[0\]}());iqdNS.creativeID=(function(){var
a=window.location.href.toLowerCase();return
a.split("iqdcid=")[1].split('&')\[0\]}());iqdNS.getElm=function(o){return(typeof
o==='string')?document.getElementById(o):o;});\}catch(e){}
   </script>

2. On the same level, implement the “Messenger” that reports an action upon activation of the click button:

   ```html
   <script type="text/javascript">
   try{iqdNS.postCommand[iq-command] = function() {
       var msgData = {info:"startAnimation"+iqdNS.creativeID,command:"[iq-command]"};
       if (JSON.stringify) {
           window.top.postMessage(JSON.stringify(msgData), iqdNS.postOrigin);
       }); iqdNS.addEvent(iqdNS.getElm("[action-elmID]"),'click',iqdNS.postCommand[iq-command]);
   }catch(e){}
   </script>

3. Replace [iq-command] with the “commands” specified on the individual pages, and replace the [action-elmID] with the element ID of your “click buttons”. Depending on the ad format, multiple “commands” may be required. In such cases, the marked function is to be duplicated accordingly in your code and the placeholders adapted in line with the individual specification.

   This code has the precondition that you have access to your HTML5 project and the code structure for control and organisation of the animation sequences contained therein — and that all elements in the iFrame are defined on top level. In the event that the creation is hosted via a Rich Media vendor, compatibility is to be clarified by the agency. iq command execution must be tested by the creative agency for functionality prior to delivery. Locally defined templates in the individual specifications replace this template!
HTML5 banner (Interaction)

**TEMPLATE:** “ad”-initiated messages to the ad “function calls”

1. This code must be “uniquely” inserted in your ad in the top-level window:

   ```html
   <script type="text/javascript">
   try{var iqdNS={};iqdNS.addEventListener=function(d,c,b){if(typeof d.addEventListener!="undefined"){d.addEventListener(c,b,false)}else{if(typeof d.attachEvent!="undefined"){d.attachEvent("on"+c,b)}else{if(typeof d["on"+c]!="undefined"){var a=d["on"+c];d["on"+c]=function(f){a(f);b(f)});}}}iqdNS.postOrigin=(function(){var a=window.location.href.toLowerCase();return a.split("iqdurl=")[1].split('&')[0][0]})();iqdNS.creativeID=(function(){var a=window.location.href.toLowerCase();return a.split("iqdcid=")[1].split('&')[0][0]})();iqdNS.getElm=function(o){return(typeof o=="string")?document.getElementById(o):o;};}catch(e){}
   </script>

2. On the same level, implement the “Listener” that executes an action upon notification by the iq template:

   ```html
   try{iqdNS.initAnimation=function(b){var a;if(b.origin===iqdNS.postOrigin){a=JSON.parse(b.data);if(a.info==="startAnimation"+iqdNS.creativeID){iqdNS.animationCallback(a.command)};iqdNS.animationCallback = function(command) { switch (command) {
   case "[iq-command]":
       // Here, insert the function call to start your animation
       break;
   }
   };iqdNS.addEventListener(window,'message',iqdNS.initAnimation);} catch(e){}
   </script>

3. Replace ![iq-command] with the “commands” specified on the individual pages, and replace the commentary area with your relevant call for action execution. Depending on ad format and action, multiple “commands” can be sent. In these cases, the marked case instruction is to be replaced accordingly (see ad format specification).

*This code has the precondition that you have access to your HTML5 project and the code structure for control and organisation of the animation sequences contained therein – and that all elements in the iFrame are defined on top level. In the event that the creation is hosted via a Rich Media vendor, compatibility is to be clarified by the agency. iq command execution must be tested by the creative agency for functionality prior to delivery. Locally defined templates in the individual specifications replace this template!"
HTML5 banner
(Click tracking)

The ad server can only correctly count the clicks on an ad if a click-sensitive area with click function is used in the ad for forwarding to the client target page and if this area triggers the corresponding click commands of the marketer when activated. As with the current Flash implementations, the creation must implement these click-sensitive “Exit” areas in the ad.

As HTML5 ads are implemented in iFrame format if iq ad format templates are used, and as click commands cannot be implemented if they are already hard-coded by the agency in the ad code upon delivery, provision must be made for a “click tag” transfer as GET parameter to the iFrame URL. The ad must implement this parameter in the ad code in the relevant place when the click is subsequently forwarded. This procedure is already the established standard for the provision of 3rd-party resources.

iq digital recommends the OVK-standardised procedure for the transfer of the marketer click command (incl. client click-through) for HTML5 presentations. You can find a description of the necessary steps on the following page.

If you or your 3rd-party Rich Media vendor use a different approach for transfer of the click command, it may not be possible to use the code contained therein.

In this case, we need information on how the GET parameter for transfer of marketer tracking is to be implemented. Please provide the corresponding parameters with placeholder for the click commands in your iFrame URL. Please also inform us whether your ad presentation expects the marketer click command upon transfer only or whether it also expects client click-through in the parameter. If you have made the HTML5 presentation available via a zip file, please provide the necessary information in the ad mail to the Traffic Manager.

If none of the procedures for transfer of marketer click tracking is possible, the marketer cannot document the click rates. Please also note that no separate recording of multi-click tags is possible within an ad. Clicks are always listed in the KPI report as cumulative clicks per ad format, provided that the marketer is in a position to record clicks via his own ad serving system.
HTML5 banner
(Click tracking)

Click tag transfer for HTML5 ad presentations (click command + click-through) – OVK guidelines
The following procedure as described in the OVK guidelines is necessary so that the ad server of the marketer can track clicks within the HTML5 iFrame – otherwise, the clicks cannot be documented in the report! Notation for click tags is: clicktag – the notation for multi-click tags is: clicktag, clicktag1, clicktag2 <n>

The following code lines are to be integrated in the HTML5 ad by the agency for transfer of the click tag:

```html
<script>
var getUriParams = function() {
  var query_string = {}, query = window.location.search.substring(1),
  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>

Example: HTML and assignment of the links:
<a href="#clicktag" target="_blank" id="clicktag">IAB clicktag</a>
<a href="#clicktag2" target="_blank" id="clicktag2">IAB clicktag</a>

With these Javascript lines, the click tags can then be assigned to the HTML elements of your ad:

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

Function test of the click tag GET parameter for transfer to the ad:
The ads must be tested by the agency for functioning click tag transfer to rule out any unnecessary feedback loops.

Test:
html5werbemittel.html?clicktag=%LANDINGPAGE%
In the event of multi-click integration, the test is to be extended by additional (&)-separated click tag parameters:
?clicktag=%LANDINGPAGE%&clicktag2=%LANDINGPAGE%&...
%LANDINGPAGE% is to be replaced by a test target page and must be transferred in URL-encoded mode (encodeURIComponent-Funktion).

Delivery:
In the event of ad delivery as:
- **HTML5 zip file**, provide the click tag/landing page combinations in your ad mail.
- **3rd-party redirect iFrame**, provide the corresponding click tag GET parameters in encoded form directly in the iFrame URL of your iFrame tag.
### Overview of ad format groups

<table>
<thead>
<tr>
<th>digital ad formats</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>in-stream</strong></td>
</tr>
<tr>
<td>linear video ads</td>
</tr>
<tr>
<td>pre-roll</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>in-page</strong></td>
</tr>
<tr>
<td>mobile medium rectangle</td>
</tr>
<tr>
<td>mobile banner 2:1</td>
</tr>
<tr>
<td>pushdown ad</td>
</tr>
<tr>
<td>banderoles ad</td>
</tr>
<tr>
<td>halfpage ad</td>
</tr>
<tr>
<td>billboard ad</td>
</tr>
<tr>
<td>sitebar</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>standard ad formats</strong></td>
</tr>
<tr>
<td>mobile banner 4:1</td>
</tr>
<tr>
<td>mobile banner 6:1</td>
</tr>
<tr>
<td>medium rectangle</td>
</tr>
<tr>
<td>skyscraper</td>
</tr>
<tr>
<td>superbanner</td>
</tr>
<tr>
<td>rectangle layer</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>ad specials</strong></td>
</tr>
<tr>
<td>mobile microsite</td>
</tr>
<tr>
<td>interakt. mobile banner</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kombinationswerbeform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adbundle</td>
</tr>
<tr>
<td>Wallpaper</td>
</tr>
<tr>
<td>TakeOver</td>
</tr>
</tbody>
</table>

*Inhalte der Werbeform-Gruppen können von der Quelle: BVDW abweichen, insofern im Portfolio von iq digital nicht eingesetzt.*
iq digital
Display ads
In-page ads – transition ad formats
Transition ad formats

iq digital uses new stationary formats of the IAB New Ad Portfolio in a transitional phase. We go a step further than the IAB and now offer new formats with fixed aspect ratios and format sizes.

The fixed format sizes are optimized on the aspect ratio of the advertising form and the available max. size range for an advertisement on the web page (margin-to-margin).

Therefore, the following must be observed when creating an ad:

- The new formats are only executed on stationary portals, which have implemented a correspondingly optimized page layout (page layout with 1000 pixel wide advertising areas)
- For the output, fixed format sizes are required, which must be delivered as specified
- Currently, no flexible or scaling format sizes are implemented
- For output on mobile portals the separate mobile specifications are decisive (see Mobile TSpecs)
**Transition ad formats**

10:1 – 1:1 banner

Positioning (example):

<table>
<thead>
<tr>
<th>Format</th>
<th>W x H (px)</th>
<th>Max. file size</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:1 banner</td>
<td>1000 x 100</td>
<td>Image: 200kb (GIF/JPG)</td>
</tr>
<tr>
<td>8:1 banner</td>
<td>1000 x 125</td>
<td>HTML5 200kb (ZIP-File) see section “HTML5“</td>
</tr>
<tr>
<td>6:1 banner</td>
<td>1000 x 167</td>
<td></td>
</tr>
<tr>
<td>4:1 banner</td>
<td>1000 x 250</td>
<td></td>
</tr>
<tr>
<td>3:1 banner</td>
<td>1000 x 333</td>
<td></td>
</tr>
<tr>
<td>2:1 banner</td>
<td>1000 x 500</td>
<td></td>
</tr>
<tr>
<td>1:1 banner</td>
<td>M: 300 x 300, L: 1000 x 1000</td>
<td></td>
</tr>
</tbody>
</table>

* (only in Takover)

**Max. file size**

- Image: 200kb (GIF/JPG)
- HTML5 200kb (ZIP-File) see section “HTML5“

**Third party**

Possible as `<iframe>`

**Third party tags + agency counting pixels**

Provision with HTTPS-compatible protocol (see section HTTPS)

**Delivery:**

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date
Homepage-takeover
Combination of P2 with P4 AND P5

Formate W x H (px)
The following banners are possible per position (only one format per position)

**P2:**
Billboard (800-950 x 250) **OR** Cinema Ad **OR** 3:1 (1000 x 333) **OR** 4:1 (1000 x 250)

**P4:**
Billboard (800-950 x 250) **OR** 3:1 (1000 x 333) **OR** 4:1 (1000 x 250) **OR** 2:1* (1000 x 500) **OR** 1:1* (1000 x 1000)

**P5:**
Billboard (800-950 x 250) **OR** 3:1 (1000 x 333) **OR** 4:1 (1000 x 250) **OR** 2:1* (1000 x 500) **OR** 1:1* (1000 x 1000)

*Combination with 2:1 | 1:1 formats only after request. 2:1 | 1:1 only once per page in total, can not be combined at the same time

**Feature**
All formats are possible with a rollover effect (see next page)

**Max. file size (per each banner)**
Image: 200kb (GIF/JPG)
HTML5 200kb (ZIP-File) [see section “HTML5”]

**Third party**
Possible as <iframe>

**Third party tags + agency counting pixels**
Provision with HTTPS-compatible protocol [see section HTTPS]

**Remark**
Slot features, e.g. inview load of an adspace may cause not all 3 positions to be loaded initially on one page. We therefore do not recommend connecting the ads by e.g. local-connect, insofar as this circumstance is not intercepted by their creation.

---

Display ads stationary: transition

**Position**

**Delivery:**
Wherever possible, please send the ads in ZIP file format to:
banner@iqdigital.de
at least 5 working days before the insertion date.
Homepage takeover (variant rollover)

Rollover effect

Description

This ad implements a large-format background image in the viewport of the browser that is permanently fixed in the visible area of the user and optionally clickable for forwarding to the client page. Implementation is based on a display mode in which the background also remains visible in the further in-page booking positions at all times (see banner positions P2, 4 and 5) as if looking through a window. Insertion of the individual positions with image-font combination knockouts creates a rollover effect when the user scrolls the page.

Background Image:

Please supply the image in 16:9 format:

1920 x 1080 (16:9 required), max. file size 200 kb only as image (JPG/GIF/PNG)

Please note that, during implementation, the background image is scaled for optimum display if needed. The served format may differ from the originally delivered size. For the scaling, the background image for complete viewport coverage is implemented as CSS “cover”.

Cover

Scales the background image as large (small) as possible so that the viewport of the browser is completely covered by the background image. Depending on the requirement of the scaling process, small parts of the background (top, bottom or right, left) may be shown in the non-visible part of the browser in order to retain the image aspect ratios.

Integration of the image is aligned centrally in both cases so that the vanishing point of the image is in the centre of the viewport. Please also refrain from positioning relevant advertising information (e.g. texts) within your background motif, as we cannot assume any liability for visibility and positioning accuracy depending on the device resolution and the service page.

Banner Position 2, 4 and 5

Please note that the ads for single positioning require a transparent stage to retain the rollover effect. Here as well, the ad presentation is to be designed independently of the background, as scaling effects may result in differences in presentation.

Some older browsers can have problems displaying transparent stages (the ad presentation is then generally covered in white). iq digital is also unable to assume any liability with regard to the few devices of this kind that are still in use.
Channel-takeover
Combination of P2 with P4 AND P5

Format W x H (px)
The following banners are possible per position (only one format per position)

P2:
Billboard (800-950 x 250) OR 3:1 (1000 x 333) OR 4:1 (1000 x 250)
P4:
Billboard (800-950 x 250) OR 3:1 (1000 x 333) OR 4:1 (1000 x 250)
P5:
Billboard (800-950 x 250) OR 3:1 (1000 x 333) OR 4:1 (1000 x 250)

Max. file size (per each banner)
Image: 200kb (GIF/JPG)
HTML5 200kb (ZIP-File) see section “HTML5“

Third party
Possible as <iframe>

Third party tags + agency counting pixels
Provision with HTTPS-compatible protocol (see section HTTPS)

Remark
For bookings outside the homepage, it may happen that not all 3 positions are integrated on one page. Furthermore inview load of an adspace may cause not all 3 positions to be loaded initially on one page. We therefore do not recommend connecting the ads by e.g. local-connect, insofar as this circumstance is not intercepted by their creation.

Delivery:
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de
at least 5 working days before the insertion date.
iq digital

Display ads

In-page ads – standard ad formats
### Universal ad package*

**In-page ads: standard ad formats**

<table>
<thead>
<tr>
<th>Ad format</th>
<th>Format (in pixels)</th>
<th>Format (expand)</th>
<th>Max. KB</th>
<th>File types</th>
<th>Required</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superbanner</td>
<td>728x90*</td>
<td>To 728 x 300</td>
<td>200 kb</td>
<td>Image: GIF/JPG/PNG HTML5 (IFRAME / ZIP) (see section “HTML5”) Third-party tag</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td>(Wide) Skyscraper</td>
<td>160(200) x 600*</td>
<td>To 420 x 600</td>
<td>200 kb</td>
<td>**</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td></td>
<td>120 x 600</td>
<td></td>
<td></td>
<td>**</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 x 250*</td>
<td>To 400 x 400</td>
<td>200 kb</td>
<td>**</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td>Teaser</td>
<td>300 x 100</td>
<td>No exp.</td>
<td>200 kb</td>
<td>**</td>
<td>**</td>
<td></td>
</tr>
</tbody>
</table>

3rd-party tags+agency counting pixels -> Provision with HTTPS-compatible protocol (see “Delivery of 3rd-party resources”)

Expandable control: see next page

**Also see:**

More info in section: HTML5 banner (interaction – for expandable control)

**Delivery:**

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 3 working days before the insertion date.
Universal ad package
(expandable + layer)

In-page ads: standard ad formats

HTML5:

Expandable control

Using 3rd-party iFrame + HTML5 zip delivery (for integration in the agency code):
(in the case of a message to the iq template via activation of the “action” button in the ad)

[iq-command]*

<table>
<thead>
<tr>
<th>Command</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>adExpand</td>
<td>Expanding the DIV container</td>
</tr>
<tr>
<td>adCollapse</td>
<td>Collapsing the DIV container</td>
</tr>
</tbody>
</table>

*See the necessary information on the use of this code in the “General” section: “HTML5 banner (interaction)”: “ad”-initiated messages
iq digital
Display ads
In-page ads - ad specials
Wallpaper

The large-format ad with maximum impact

Format (px)  
T: W x H  
R: W(max.W) x H

Format (expand)  
T: 800 x 90 to 800 x 300  or  R: 160 x 600 to 420 x 600

The skyscraper adjoins the superbanner on the right!

Max. size  
Image: each (T, R)  200kb (GIF/JPEG/PNG)  
HTML5: each (T, R)  200 kb (IFRAME / ZIP)(see section “HTML5”)

Third party  
Possible as <iframe> per banner (T, R)

Third party (expand)  
Must be coordinated in advance with iq digital

3rd-party tags+agency counting pixels  
Provision with HTTPS-compatible protocol (see section HTTPS)

Background  
Colour: HEX decimal value or graphic (GIF/JPEG/PNG) – the background tiles are positioned to the right and towards the bottom. Please note that the background colour must not be the same as the colours of page elements (example: #eeeeee on Handelsblatt)*.

*Expand banner

[iq-command]*  
adExpand  
adCollapse

//Opening of the DIV  
//Closing of the DIV

*See the necessary information on the use of this code in the “General” section: “HTML5 banner (interaction)”: “iq”-initiated messages

Display ads: ad specials

<table>
<thead>
<tr>
<th>Position:</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
</tr>
<tr>
<td>R</td>
</tr>
</tbody>
</table>

Delivery:

Wherever possible, please send the ads in ZIP file format to:  
banner@iqdigital.de

at least 5 working days before the insertion date.
Fireplace

Display ads: ad specials

Formats (px)  
T:  W x H + L,R:  W(max.W) x H  
T:  1150x90 + L,R: 120(140)x600  jetzt  
T:  1020x90 + L,R: 120(160)x600  handelsblatt, karriere, sueddeutsche, edison, faz, ingenieur, zeit, spektrum, wiwo, ze.tt, apotheken-umschau, baby&familie, areamobile  
T: responsive + L,R: 120(160)x600  n-tv*

Max. file size  
Image: each (T, L, R)  200 kb (GIF/JPEG/PNG)  
HTML5: each (T, R, R)  200 kb (IFRAME / ZIP)(see section "HTML5")

Third party  
Possible as <iframe> per banner (T,L,R)

3rd-party tags+agency counting pixels  
Provision with HTTPS-compatible protocol (see section HTTPS)

Note  
The formats are optimised for the standard resolution: 1280x1024.

Background  
Colour: HEX decimal value or graphic (GIF/JPEG/PNG) – the background tiles are positioned to the right and towards the bottom. Please note that the background colour must not be the same as the colours of page elements

*NTV is a responsive Website which supports a L and XL Layout. The banner must have a width of 100% to scale accordingly to the layout. Alternatively T: 1472x126 can be delivered, this scales proportionally smaller.
Dynamic fireplace (1/2)

<table>
<thead>
<tr>
<th>Format (px)</th>
<th>T: W x H + L,R: W x H</th>
</tr>
</thead>
</table>
| T: 1020x90 + L,R: 300x600 | handelsblatt, karriere, sueddeutsche, zeit,  
edison, faz, ingenieur, spektrum, wiwo, ze.tt,  
apotheke-umschau, baby&familie, areamobile  
n-tv* |
| T: 1056x90 + L,R: 300x600 | n-tv* |

The ad format consists of a left-hand sitebar, a right-hand sitebar and a superbannner.
For optimum scaling of the two sitebars, we recommend the following layout for an animation (extending beyond the size of the display) with oversized values, for example: W: 2300px; H: 2600px; x: -1000px; y: -1000px.
Please also ensure the click button is of a corresponding size.

When designing the motif, please bear in mind that the superbannner remains static in the initial format and does not take on the scaled format of the sitebar. The content in the superbannner should therefore be created independently of the display in the sitebar.

Max. size

| Image: | each L:200 kb T:200 kb R:200 kb (GIF/JPEG/PNG) |
| HTML5: | each L:200 kb T:200 kb R:200 kb (IFRAME / ZIP) (see section “HTML5”) |

All SWF content in the left and right-hand sitebar: fonts and images must be scalable. If the format is scaled to a larger size, there must be no blurring. Please therefore use large resolutions relative to the max. file size.

*NTV is a responsive Website which supports a L and XL Layout. The banner must have a width of 100% to scale accordingly to the layout. Alternatively T: 1472x126 can be delivered, this scales proportionally smaller.
## Dynamic fireplace (2/2)

### Third party
Delivery as iFrame possible; iq digital automatically sets the width and height of the iFrame to the area of the available display area and ensures positioning in the permanently visible area of the browser. The party supplying the ad to the agency or the Rich Media vendor is responsible for correct display and scaling of the ad elements within the iFrame.

### 3rd-party tags+
- agency counting pixels
Provision with HTTPS-compatible protocol (see section HTTPS)

### Background
Colour: HEX decimal value or graphic (GIF/JPEG/PNG) – the background tiles are positioned to the right and towards the bottom. Please note that the background colour must not be the same as the colours of page elements

### Interaction
The left-hand and right-hand sitebars are loaded in the delivered format and automatically scaled up or down to the available area of the display area.

### Specifics
Animation max. 30 seconds; looping only permitted within this time frame; the number of repeats is to be implemented by the ad creator within the ad format.

### Delivery:
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.
Brand value ad
Format (px)
Fireplace + billboard + background (image)

Dynamic brand value ad
Format (px)
Dynamic fireplace + billboard

Display ads: positioning events

Information on ad formats:

- Billboard see section “Billboard"
- Fireplace see section “Fireplace”
- Dynamic fireplace see section “Dynamic fireplace"

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

When designing the motif, please bear in mind that the billboard remains static in the initial format and does not take on the scaled format of the two sitebars. The content in the billboard should therefore be created independently of the display in the sitebars.
Double sitebar ad

Optimum scaling with double the area

Format (px)  
W x H  
2 x elements (left/right), each 300 x 600px (recommended size);  
For optimum scaling, we recommend the following layout for an animation (extending beyond the size of the display) with oversized values, for example:  
each W: 2300px; H: 2600px; x: -1000px; y: -1000px (the creative agency is responsible for motif display within the frames in the case of different scaling of the Flash stage). Please also ensure the click tag click button is of a corresponding size.

Max. file size  
Image: max. each 200 kb (JPG/PNG/GIF)  
HTML5: max. each 200 kb (IFRAME / ZIP) (see section “HTML5”)  
All content: fonts and images must be scalable. If the format is scaled to a larger size, there must be no blurring. Please therefore use large resolutions relative to the max. file size.

Interaction  
The ad is loaded in the delivered format and automatically scaled up or down to the available area of the display area.

Third party  
Delivery as iFrame possible; iq digital automatically sets the width and height of the iFrame to the area of the available display area and ensures positioning in the permanently visible area of the browser. The party supplying the ad to the agency or the Rich Media vendor is responsible for correct display and scaling of the ad elements within the iFrame.

3rd-party tags+agency counting pixels  
Provision with HTTPS-compatible protocol (see section HTTPS)

Specifics  
Animation max. 30 seconds; looping only within this time frame; the number of repeats is to be implemented by the ad creator within the ad format.

Display ads: ad specials

Position:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.
Rollover event (part 1)

Description
This ad implements a large-format background image in the viewport of the browser that is permanently fixed in the visible area of the user and optionally clickable for forwarding to the client page. Implementation is based on a display mode in which the background also remains visible in the further in-page booking positions at all times (see banner positions 1, 2 and 3) as if looking through a window. Insertion of the individual positions with image-font combination knockouts creates a rollover effect when the user scrolls the page.

Important notes

Background image
Please supply the image in 16:9 format (you can find the recommended pixel size on the following page). Please ensure that, during implementation, the background image is scaled for optimum display if needed. The served format may differ from the originally delivered size. 2 variants are available for background covering for scaling purposes:

Cover (recommended)
Scales the background image as large (small) as possible so that the viewport of the browser is completely covered by the background image. Depending on the requirement of the scaling process, parts of the background (top, bottom or right, left) may be shown in the non-visible part of the browser in order to retain the image aspect ratios.

Contained
Scales the background image as large (small) as possible to ensure that the complete width and height of the image always remain in the visible part of the viewport. If the viewport aspect ratios are unsuitable, this may result in areas in the visible browser segment that are not covered by the image ("bars" – top, bottom or left, right) in order to compensate for the different device ratios.

When booking, please specify one of the variants for coverage of the browser viewport. Integration of the image is aligned centrally in both cases so that the vanishing point of the image is in the centre of the viewport. In both cases, please also refrain from positioning relevant advertising information (e.g. texts) within your background motif, as we cannot assume any liability for visibility and positioning accuracy depending on the device resolution and the service page.

Banner 1, 2 and 3 (+4)
Please note that the ads for single positioning require a transparent stage to retain the rollover effect (see “Formats”, 2nd page). Here as well, the ad presentation is to be designed independently of the background, as scaling effects may result in differences in presentation.

Some older browsers can have problems displaying transparent stages (the ad presentation is then generally covered in white). iq digital is also unable to assume any liability with regard to the few devices of this kind that are still in use.

Delivery:
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.
Rollover event (part 2)

Display ads: ad specials

Format (W x H in pixels)

<table>
<thead>
<tr>
<th>Background image</th>
<th>1920 x 1080 (16:9 required)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 1</td>
<td>940 x 250</td>
</tr>
<tr>
<td></td>
<td>sueddeutsche, zeit, handelsblatt, edison, wiwo, apotheken-umschau, baby&amp;familie</td>
</tr>
<tr>
<td></td>
<td>960 x 250</td>
</tr>
<tr>
<td></td>
<td>faz</td>
</tr>
<tr>
<td></td>
<td>996 x 250</td>
</tr>
<tr>
<td></td>
<td>n-tv</td>
</tr>
<tr>
<td></td>
<td>1000 x 250</td>
</tr>
<tr>
<td></td>
<td>areamobile</td>
</tr>
<tr>
<td>Banner 2</td>
<td>300 x 250</td>
</tr>
<tr>
<td></td>
<td>all websites mentioned above (except for zeit)</td>
</tr>
<tr>
<td>Banner 3</td>
<td>980 x 250</td>
</tr>
<tr>
<td></td>
<td>zeit</td>
</tr>
<tr>
<td></td>
<td>980 x 250</td>
</tr>
<tr>
<td></td>
<td>zeit</td>
</tr>
<tr>
<td></td>
<td>940 x 250</td>
</tr>
<tr>
<td></td>
<td>sueddeutsche, edison, handelsblatt, wiwo, apotheken-umschau, baby&amp;familie</td>
</tr>
<tr>
<td></td>
<td>620 x 250</td>
</tr>
<tr>
<td></td>
<td>faz</td>
</tr>
<tr>
<td></td>
<td>680 x 250</td>
</tr>
<tr>
<td></td>
<td>n-tv</td>
</tr>
<tr>
<td>Banner 4 (optional)</td>
<td>940 x 250</td>
</tr>
<tr>
<td></td>
<td>sueddeutsche</td>
</tr>
<tr>
<td></td>
<td>996 x 250</td>
</tr>
<tr>
<td></td>
<td>n-tv</td>
</tr>
</tbody>
</table>

Max. file size / File type

<table>
<thead>
<tr>
<th>Background image</th>
<th>Image:</th>
<th>200 kb (JPG/GIF/PNG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner (1, 3)</td>
<td>Image:</td>
<td>each 200 kb (PNG/GIF)</td>
</tr>
<tr>
<td></td>
<td>HTML5:</td>
<td>each 200 kb (see section &quot;HTML5 banner&quot;) – as 3rd-party iFrame / ZIP file</td>
</tr>
<tr>
<td>Banner 2</td>
<td>Image:</td>
<td>200 kb (PNG/GIF)</td>
</tr>
<tr>
<td></td>
<td>HTML5:</td>
<td>200 kb (see section &quot;HTML5 banner&quot;) – as 3rd-party iFrame / ZIP file</td>
</tr>
</tbody>
</table>

Third party

Only possible for banners (1, 2 and 3 (+4)) - background image must be physically delivered.

3rd-party tags+agency counting pixels

Provision with HTTPS-compatible protocol (*see HTTPS*)

HTTPS: agency ensures that all resources of the ad presentation are retrieved from SSL-certified servers.

Delivery:
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

*Banner position only shown for ZEITONLINE and Süddeutsche (see "Formats", "Banner 2/3")
Rollover content billboard

**Description**
When scrolling the page, a “transparent” advertising space allows a view of a portion of the fullscreen advertising that is behind the website.

**Format (W x H in pixel)**

<table>
<thead>
<tr>
<th>Billboard:</th>
<th>800 x 250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background-Image:</td>
<td>1920 x 1080  (16:9)</td>
</tr>
</tbody>
</table>

**Max. file size**

<table>
<thead>
<tr>
<th>Billboard:</th>
<th>Image:   200 kb (GIF/PNG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML5:</td>
<td>200 kb (ZIP-File)</td>
</tr>
<tr>
<td>Background-Image:</td>
<td>Image:   200 kb (GIF/JPEG/ PNG)</td>
</tr>
</tbody>
</table>

**Important notes**

**Background-Image:**
The background image is scaled so that the browser’s viewport is completely covered by the background image. The image is centered in the viewport.

*Please note* that the overall background image is loaded behind the content of the page and is only visible in the transparent ad area of the billboard (see schematic representation example on the next page). Please do not use any relevant information in the background image.

**Billboard**
The Billboard Ad requires a transparent stage to maintain the rollover effect. The contents of the billboard must be designed independently of the background, since the scaling effects on the background image can lead to deviant representations per browser resolution.

**Third Party:**
Delivery of a 3rd party redirect is not possible.

**3rd-party tags+agency counting pixels**
Provision with HTTPS-compatible protocol (see section HTTPS)

**Delivery:**
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.
Rollover content billboard

Display ads: ad specials

Background-Image: 1920 x 1080 (16:9)

The background image is displayed in the transparent area of the billboard ads through user-scrolling from top to bottom and vice versa.

Billboard Ad (with transparent background)
800 x 250

Last revised: January/ Week 02 / 2020
**Rollover halfpage ad**

**Description**
When scrolling the page, a "transparent" advertising space allows a view of a portion of the fullscreen advertising that is behind the website.

**Format (W x H in pixel)**
- Halfpage Ad: 300 x 600
- Background-Image: 1920 x 1080 (16:9)

**Max. file size**
- Halfpage Ad: Image: 200 kb (GIF/PNG)
- HTML5: 200 kb (ZIP-File) (s.Kap.HTML5)
- Background-Image: Image: 200 kb (GIF/JPEG/ PNG)

**Important notes**

**Background-Image**
The background image is scaled so that the browser's viewport is completely covered by the background image. The image is centered in the viewport.

*Please note* that the overall background image is loaded behind the content of the page and is only visible in the transparent ad area of the halfpage ad (see schematic representation example on the next page). Please do not use any relevant information in the background image.

**Halfpage Ad**
The Halfpage Ad requires a transparent stage to maintain the rollover effect. The content of the Halfpage Ads must be designed independently of the background, since the scaling effects acting on the background image can lead to deviant representations per browser resolution.

**Third Party:**
Delivery of a 3rd party redirect is *not possible*.

**3rd-party tags+agency counting pixels**
Provision with HTTPS-compatible protocol (see section HTTPS)

**Delivery:**
Wherever possible, please send the ads in ZIP file format to:

**banner@iqdigital.de**

at least 5 working days before the insertion date.
Rollover halfpage ad

Display ads: ad specials

Background-Image: 1920 x 1080 (16:9)

The background image is displayed in the transparent area of the halfpage ads through user-scrolling from top to bottom and vice versa.

Halfpage Ad (with transparent background)
300 x 600
Rollover content billboard with parallax effect

Description
When scrolling the page, several "transparent" layers within a billboard ad allows you to view a portion of the fullscreen ad media behind the site. There are max. 4 levels possible (including background image). The planes move at different speeds, creating an impression of spatial depth.

Format (in pixel)
Level1: (foreground): 800 x 250
Level2: max. 800 x 750 (recommended – see configuration)
Level3: (optional): max. 800 x 750 (recommended – see configuration)
Level4: (background): 1920 x 1080

Max. file size
Level1 (foreground): Image: 100 kb (GIF/ PNG) or HTML5: 100 kb (ZIP-File) (see section HTML5)
Level2: Image: 100 kb (GIF/PNG)
Level3 (optional): Image: 100 kb (GIF/PNG)
Level4 (background): Image: 200 kb (GIF/JPEG/PNG)

Configuration
In order to ensure the desired presentation of the advertising material, the use of a working template and configuration file of iq digital is required, which you can request at: banner@iqdigital.de.

Delivery
All files combined with configuration file in JSON format, in a ZIP file with the name "RO_parallax.zip"

Important notes
Level 4 (background)
The background image is scaled so that the browser's viewport is completely covered by the background image. The image is centered in the viewport. Please note that the background image is loaded behind the content of the page and is only visible in the transparent ad area of the billboard (see the schematic presentation example Rollover Ad Billboard). Please do not use any relevant information in the background image.

Level 1-3
The layers require a transparent stage to maintain the rollover effect. The contents of the billboard must be designed independently of the background, since scaling effects that are effective thereon can lead to deviant representations per browser resolution.

Third Party
Delivery of a 3rd party redirect is not possible.

3rd-party tags+agency counting pixels
Provision with HTTPS-compatible protocol (see section HTTPS)

Delivery:
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.
Rollover halfpage ad with parallax effect

**Description**

When scrolling the page, several "transparent" layers within a halfpage ad allows you to view a portion of the fullscreen ad media behind the site. There are max. 4 levels possible (including background image). The planes move at different speeds, creating an impression of spatial depth.

**Format (in Pixel)**

<table>
<thead>
<tr>
<th>Ebene1 (foreground): 300 x 600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ebene2: max. 300 x 1800 (recommended – see configuration)</td>
</tr>
<tr>
<td>Ebene3 (optional): max. 300 x 1800 (recommended – see configuration)</td>
</tr>
<tr>
<td>Ebene4 (background): 1920 x 1080</td>
</tr>
</tbody>
</table>

**Max. Gewicht**

<table>
<thead>
<tr>
<th>Ebene1 (foreground): Image: 100 kb (GIF/PNG) or HTML5: 100 kb (ZIP-File) (see screen HTML5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ebene2: Image: 100 kb (GIF/PNG)</td>
</tr>
<tr>
<td>Ebene3 (optional): Image: 100 kb (GIF/PNG)</td>
</tr>
<tr>
<td>Ebene4 (Background): Image: 200 kb (GIF/JPEG/PNG)</td>
</tr>
</tbody>
</table>

**Configuration**

In order to ensure the desired presentation of the advertising material, the use of a working template and configuration file of iq digital is required, which you can request at: banner@iqdigital.de.

**Deflivery**

All files combined with configuration file in JSON format, in a ZIP file with the name "RO_parallax.zip"

**Wichtige Anmerkungen**

**Level 4 (background)**

The background image is scaled so that the browser's viewport is completely covered by the background image. The image is centered in the viewport. Please note that the background image is loaded behind the content of the page and is only visible in the transparent ad area of the halfpage ad (see the schematic presentation example Rollover Halfpage Ad). Please do not use any relevant information in the background image.

**Level 1-3**

The layers require a transparent stage to maintain the rollover effect. The contents of the billboard must be designed independently of the background, since scaling effects that are effective thereon can lead to deviant representations per browser resolution.

**Third Party**

Delivery of a 3rd party redirect is **not possible**.

**3rd-party tags+agency counting pixels**

Provision with HTTPS-compatible protocol (see section HTTPS)

**Delivery:**

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.
Billboard with reminder bar (1/2)

**Billboard**

<table>
<thead>
<tr>
<th>Formats</th>
<th>W x H(max. H) to H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>940 x 200(250)</td>
</tr>
<tr>
<td>Reminder</td>
<td>940 x 60</td>
</tr>
</tbody>
</table>

**Reminder**

* karriere, ingenieur, sueddeutsche, zeit, handelsblatt, ze.tt, wiwo, areamobile, spektrum, n-tv, edison, apotheken-umschau, baby&familie

**Billboard, max. file size**

| Image: 200 kb (GIF/JPEG/PNG) | HTML5: 200 kb (IFRAME / ZIP file) (s.Kap.HTML5) |

**Reminder, max. file size**

| Image: 200 kb (GIF/JPEG/PNG) | HTML5: 200 kb (IFRAME / ZIP file) (s.Kap.HTML5) |

**Third party**

Possible as `<iframe>`

**Third-party tags + agency counting pixels**

Provision with HTTPS-compatible protocol (see section HTTPS)

**Position:**

1. Initial status
2. During scrolling, the billboard remains sticky for 5 secs. at the bottom of the screen
3. After 5 secs.: turns into a sticky reminder bar
4. After expansion, the billboard + the reminder bar are visible and sticky
Billboard with reminder bar (2/2)

Functionality
During scrolling, the billboard remains sticky at the bottom margin of the screen for 5 seconds. After 5 seconds, it turns into a reminder bar that also remains sticky. The user can open the bar to see the complete billboard once again (the reminder bar remains docked onto the billboard). If a “Close” button is clicked, the stickiness is cancelled, and the initial billboard is once again visible. Closing, expansion and collapse of the ad presentation are implemented by iq digital.

Banner messages
The following messages are sent by IQ to the ad presentation, and the ad can respond if desired (implementation by the agency).

<table>
<thead>
<tr>
<th>[iq-command]*</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>adExpand</td>
<td>Billboard and sticky reminder are visible</td>
</tr>
<tr>
<td>adCollapse</td>
<td>Only sticky reminder is visible</td>
</tr>
<tr>
<td>adBBSticky</td>
<td>Billboard is sticky</td>
</tr>
<tr>
<td>adInitial</td>
<td>Billboard is back in the initial status</td>
</tr>
</tbody>
</table>

* See the required information for the use of this code in the “General” section:
“HTML5 banner (interaction)”: “ad”-initiated messages to the ad “function calls”

Delivery:
Wherever possible, please send the ads in ZIP file format to:
banner@iqdigital.de
at least 5 working days before the insertion date.
Cinema ad

Format (px)  
W x H  
100% viewport width x 380px cinema ad (pos. below navigation)

HTML5  
IFrame / ZIP file

Third party  
iFrame

3rd-party tags+agency counting pixels  
Provision with HTTPS-compatible protocol (see section HTTPS)

Max. file size  
(Agency content) iFrame:  200 kb (GIF/JPEG/PNG)

Specifics  
 iq digital provides the ad space: width: 100% of the browser viewport x height: 380px. Delivery of a redirect is expected in the form of an iFrame integrating the ad presentation as an independent project and incorporating and encapsulating all necessary resources. The preceding ad space is transferred to the size of the iFrame.

The creative agency is responsible for correct implementation and functionality of the ad content. Instructions for integration of the iq ad server click command in the iFrame URL are necessary so that iq digital can also count clicks via its own ad server. The service provider can provide the necessary information if the agency uses a Rich Media server.

Serving is on “stationary” websites. At the current time, these are not fluid or optimised websites; in other words, the publisher site is scaled to the virtual device resolution upon serving. There is no conversion to the actual physical device resolution.

With regard to HTML5 implementation, please see the separate information for HTML5 in the general section of the technical specifications.

Delivery:
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 10 working days before the insertion date.
**Billboard pushdown (part 1)**

<table>
<thead>
<tr>
<th>Formats (px)</th>
<th>W x H(max. H) to H(max. pushdown)</th>
<th>Position:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>940 x 200(250) to 500 (pushdown)</td>
<td>n-tv (only bookable as roadblock PLUS below content navigation!)</td>
</tr>
<tr>
<td></td>
<td>sueddeutsche, szMagazin, jetzt, zeit, handelsblatt, karriere, wiwo, edison, ingenieur, ze.tt, apotheken-umschau, baby&amp;familie</td>
<td></td>
</tr>
<tr>
<td></td>
<td>960 x 200(250) to 500 (pushdown)</td>
<td>faz, areamobile</td>
</tr>
<tr>
<td></td>
<td>940(996) x 250 to 500 (pushdown)</td>
<td>n-tv (only bookable as roadblock PLUS below content navigation!)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Max. file size</th>
<th>Image: 200 kb (GIF/JPEG/PNG)</th>
<th>Delivery:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HTML5: 200 kb (ZIP file)</td>
<td>Wherever possible, please send the ads in ZIP file format to:</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:banner@iqdigital.de">banner@iqdigital.de</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3rd-party tags+agency</th>
<th>Provision with HTTPS-compatible protocol (HTTPS*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>counting pixels</td>
<td></td>
</tr>
<tr>
<td>Specifics</td>
<td>See note on “Billboard pushdown (part 2)” on 2nd page.</td>
</tr>
</tbody>
</table>

*HTTPS:
Agency ensures that all resources of the ad presentation are retrieved from SSL-certified servers.
Billboard pushdown (part 2)

Note on pushdown:

**Interaction**

Mouseover (one time) – initial call for expansion
Mouseout – ad collapses and a button “Play again” is displayed.

Further pushdowns only following a click on the button. If the ad expands following a click, a button for closing of the banner must subsequently be displayed in the agency ad.

**HTML5:**

Push control

Using HTML5 zip delivery (for integration in the agency code): (in the case of a message to the iq template via activation of the “action” button in the ad)

<table>
<thead>
<tr>
<th>[iq-command]*</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>iqdExpandPB</td>
<td>Expanding the DIV</td>
</tr>
<tr>
<td>iqdCollapsePB</td>
<td>Collapsing the DIV</td>
</tr>
</tbody>
</table>

* See the necessary information on the use of this code in the “General” section: “HTML5 banner (interaction)”:: “ad”-initiated messages

Before producing and delivering the ads, please contact Traffic Management at iq digital to coordinate details and clarify any open questions.
## Sticky billboard

<table>
<thead>
<tr>
<th><strong>Formats (px)</strong></th>
<th><strong>W x H</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>max.</td>
<td>950 x 250</td>
</tr>
</tbody>
</table>

### Max. file size

- **Image:** 200kb (GIF/JPEG/PNG)
- **HTML5:** 200 kb (IFRAME / ZIP file) ([see section "HTML5"](#))

### Third party

Possible as `<iframe>`

### 3rd-party tags+agency counting pixels

Provision with HTTPS-compatible protocol ([see section HTTPS](#))

### Functionality

The billboard remains sticky for 3 seconds when scrolling down. After this, the billboard relapses into its initial state and position. There is no close button. The iq digital template manages the “sticky-feature” in the viewport of the browser.

## Display ads: ad specials

### Position

1. **Initial status**
2. **During scrolling,** the billboard remains sticky for 3 secs. at the top of the screen

### Delivery:

Wherever possible, please send the ads in ZIP file format to:

`banner@iqdigital.de`

at least 5 working days before the insertion date.
Wide rectangle

<table>
<thead>
<tr>
<th>Format (px)</th>
<th>W x H</th>
</tr>
</thead>
<tbody>
<tr>
<td>410 x 180</td>
<td>wiwo</td>
</tr>
<tr>
<td>528 x 180</td>
<td>handelsblatt</td>
</tr>
<tr>
<td>650 x 250</td>
<td>edison</td>
</tr>
<tr>
<td>560 x 180</td>
<td>sueddeutsche</td>
</tr>
<tr>
<td>620 x 250</td>
<td>faz</td>
</tr>
<tr>
<td>660 x 250</td>
<td>apotheken-umschau, baby&amp;familie, zeit</td>
</tr>
</tbody>
</table>

Max. file size
- Image: 200 kb (GIF/JPEG)
- HTML5: 200 kb (IFRAME / ZIP file) (see section “HTML5”)

Third party
- Possible as <iframe>

3rd-party tags+agency counting pixels
- Provision with HTTPS-compatible protocol (see section HTTPS)

Positioning example:

Display ads: ad specials

Delivery:
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.
Navigation teaser

The teaser in the main navigation bar

<table>
<thead>
<tr>
<th>Format (px)</th>
<th>W x H(max. H)</th>
<th>handelsblatt, wiwo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300 x 150</td>
<td></td>
</tr>
</tbody>
</table>

Max. file size

Image: 200 kb (GIF/JPEG/PNG)

Third party

Not possible!

3rd-party tags+agency counting pixels

Provision with HTTPS-compatible protocol. Agency ensures that all resources of the ad presentation are retrieved from SSL-certified servers.

Display ads: ad specials

Position:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 3 working days before the insertion date.
# Native teaser (click-out)

## Description
Native banner format (digital), consisting of an image-text combination, which adapts the given page layout of the web site. Playout is responsive for stationary and mobile web.

### Format (px)

<table>
<thead>
<tr>
<th>Stationary web</th>
<th>Mobile web</th>
</tr>
</thead>
<tbody>
<tr>
<td>640 x 180</td>
<td>viewport-width x 190 (min-Height with responsive extension)</td>
</tr>
</tbody>
</table>

### Delivery
Text + image must be physically provided by the customer

- **roof line**: max. 50 characters, title: max. 70 characters, teaser-body: max. 220 characters,

The character-limitation includes spaces. The max. character default is tied to the respective sections: roofline, title and teaser.

- **Image 16:9 format (JPG/PNG), WxH 480x270, max. 150 kb**

Please provide only 1 picture in 16:9 format. Depending on the layout specification, the image will be tailored to a 4:3 format with central viewpoint position by CSS. Outside areas (T, R, B and L) can be represented in the non-visible area. The image is to create without advertising-relevant content.

* due to layout-requirements the teaser won’t display a roof line, when displayed on süddeutsche.de

## Hinweis
Insofar as for legal reasons a disclaimer is required for marking general limits or danger values, iq digital provides an info button, which displays the additional text (max 200 characters) by mouseover. An additional disclaimer text is only permitted if required by legal. The disclaimer is not part of the native teaser. The text is displayed in a different form than the native content.

**example**
(representation varies depending on website and platform)

---

## Display ads: ad specials

**position**

**Delivery:**

Bitte senden Sie die Werbemittel möglichst als ZIP-Datei an: 

[Email: banner@iqdigital.de](mailto:banner@iqdigital.de)

mindestens 5 Werktage vor Schaltungstermin.
iq digital

Display ads

In-page ads – premium ad package
Sidebar ad

Optimum scaling

**Format (px)**

W x H - 300 x 600 (recommended size)

The sitebar ad uses the hole available space on the right side of the page content. Recommended min. size of the ad is 300x600px. The creative agency is responsible for the motive representation within the frames with different scaling of the stage.

Please also ensure the click button is of a corresponding size.

**Max. file size**

Image: max. 200 kb (JPG/PNG/GIF)
HTML5: max. 200 kb (IFRAME / ZIP file) ([see section “HTML5”](#))

All content: fonts and images must be scalable. If the format is scaled to a larger size, there must be no blurring. Please therefore use large resolutions relative to the max. file size.

**Interaction**

The ad is loaded in the delivered format and automatically scaled up or down to the available area of the display area.

**Third party**

Delivery as iFrame possible; iq digital automatically sets the width and height of the iFrame to the area of the available display area and ensures positioning in the permanently visible area of the browser. The party supplying the ad to the agency or the Rich Media vendor is responsible for correct display and scaling of the ad elements within the iFrame.

**3rd-party tags+agency counting pixels**

Provision with HTTPS-compatible protocol (see section [HTTPS](#))

**Specifics**

Animation max. 30 seconds; looping only within this time frame; the number of repeats is to be implemented by the ad creator within the ad format.
### Halfpage ad

<table>
<thead>
<tr>
<th>Format (px)</th>
<th>W x H</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300 x 600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Max. file size</th>
<th>Image: 200 kb (GIF/JPEG / PNG)</th>
<th>HTML5: 200 kb (IFRAME / ZIP file) (see section &quot;HTML5&quot;)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Third party</th>
<th>Possible as &lt;iframe&gt;</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>3rd-party tags+agency counting pixels</th>
<th>Provision with HTTPS-compatible protocol (see section HTTPS)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Expanding banner</th>
<th>On request only!</th>
</tr>
</thead>
</table>

### Display ads: premium ad package

**Position:**

**Delivery:**

Wherever possible, please send the ads in ZIP file format to:

**banner@iqdigital.de**

at least 5 working days before the insertion date.
Billboard (Fixed Booking)

Formats (px) | W x H
--- | ---
940 x 250 | sueddeutsche, szMagazin,
jetzt, zeit, handelsblatt, karriere, ze.tt, wiwo,
edison, ingenieur, spektrum, apotheken-umschau,
baby&familie
960 x 250 | faz, areamobile
940(996) x 250 | **n-tv (only bookable below content navigation)**

Max. file size
- Image: 200 kb (GIF/JPEG / PNG)
- HTML5: 200 kb (IFRAME / ZIP file) ([see section "HTML5"])

Third party
Possible as <iframe>

3rd-party tags+agency counting pixels
Provision with HTTPS-compatible protocol (see section HTTPS)

Expanding banner
Only on request!

Delivery:
Wherever possible, please send the ads in ZIP file format to:
[banner@iqdigital.de](mailto:banner@iqdigital.de)
at least 5 working days before the insertion date.
Billboard (Rotation)

**Formats (px)**

W x H

max. 950 x 250

**Max. file size**

Image: 200kb (GIF/JPEG / PNG)

HTML5: 200 kb (IFRAME / ZIP file) ([see section "HTML5"](https://www.example.com/section_html5))

**Third party**

Possible as <iframe>

**3rd-party tags+agency counting pixels**

Provision with HTTPS-compatible protocol (see section HTTPS)

**Expanding banner**

Only on request!

**Delivery:**

Wherever possible, please send the ads in ZIP file format to:

[banner@iqdigital.de](mailto:banner@iqdigital.de)

at least 5 working days before the insertion date.
iq digital
Display ads
In-page ad video ads
## Content video ad

**Delivery**  
MP4 file, Codec: h.264

**Third-party**  
VAST2- or VAST3 Redirect  
*VPAID is not allowed!*  
If you supply a VAST- redirect, please use our mp4 file specifications for the video on your server.

**Aspect ratio**  
16:9

**Format**  
At least 640x360px

**Spot duration**  
max. 30 seconds

**Max. file size**  
4 MB

**Functionality**  
If the Content Video Ad is scrolled into the area visible to the user, the video begins without sound. The height of the video is determined by the 16:9 format. The video pauses below a visibility threshold of 50% and only continues to play when at least 50% of the player is once again in the visible area.

**Sound**  
The sound is always started by clicking on the corresponding button.

**Scaling**  
Please note that, due to the scaling of the video to the content column width of the article, player formats other than the original video format may be served, depending on environment. This will generally involve scaling to smaller player formats >= 410x231.

*All functionalities, including hosting, are handled by iq digital.*

---

*When VPAID is used, control of the video player is transferred to the ad, forcing it to perform essential operational advertising delivery and playback functions, resulting in error susceptibility and security risks.*
iq digital
Display ads
In-stream video ads
Pre-roll ad

In-stream video ads / VAST3-compatible

**Delivery**
MP4 file, Codec: h.264

**Third-party**
VAST2- or VAST3 Redirect  
**VPAID is not allowed!**

If you supply a VAST-redirect, please use our mp4 file specifications for the video on your server. In addition to an mp4, an webm file also has to be stored in the VAST-XML to ensure serving in all environments. VAST1 redirects are not supported.

**Aspect ratio**  
16:9

**Format**  
At least 960x540px

**Spot duration**  
max. 30 seconds

**Max. file size**  
4 MB

**Note**
If you are unable to handle conversion adequately, please send us your video file in high quality (up to 1 GB) via your Web server (e.g. via FTP), and iq digital will handle the compression process for you.

*When VPAID is used, control of the video player is transferred to the ad, forcing it to perform essential operational advertising delivery and playback functions, resulting in error susceptibility and security risks.

**Display ads: in-stream video ads**

**Position:**

**Delivery:**
Wherever possible, please send the ads in ZIP file format to:

**banner@iqdigital.de**

Please deliver standard ad formats (OVK/IAB) at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
iq digital

Tablet apps
### Preloading ad

The interstitial closes automatically after 5 seconds.

<table>
<thead>
<tr>
<th>Format</th>
<th>768 x 1024 px portrait mode</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1024 x 768 px landscape mode</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Max. file size</th>
<th>Image: max. 80 kb (GIF/JPEG/PNG)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Animation effect</th>
<th>Soft fade-in</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>File format</th>
<th>jpg, png, gif (static), html5 (static or animated) – max. 50 KB</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>html5 specifications</th>
<th>Delivery of an HTML5 ad is possible</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(see <a href="#">Mobile specifications for HTML5 and 3rd-party ads</a>)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3rd-party redirect</th>
<th>Delivery of a 3rd-party redirect is possible</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(see <a href="#">Mobile specifications for HTML5 and 3rd-party ads</a>)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Agency counting pixels</th>
<th>Provision with HTTPS-compatible protocol</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(see <a href="#">General notes</a>)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Labelling</th>
<th>Ad labelling is carried out by the agency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(see <a href="#">General notes</a>)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Compatible user devices</th>
<th>iOS and Android-capable user devices only</th>
</tr>
</thead>
</table>

### Display ads: tablet apps

#### Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.
“Quality App Package” (QAP)

The QAP contains the following tablet apps. Please note the different structures of the services with regard to the integrated app elements, as these can affect the visible area of the display (e.g. limitation of display area due to integrated status bar).

App offerings without status bar:
[display area] = [viewport area]
- ZEIT app
- FAZ / FAS app

App offerings with status bar:
[display area] = [viewport area – status bar (Std: 20px || HD: 40px)]
- Handelsblatt app
- Wirtschaft Woche app
- SZ Digital app

Within the QAP, certain assumptions are made regarding formats and visible viewport for iPad-optimised ads*. The following information is decisive in order to permit delivery of standardised formats across all app offerings of the QAP. When files are supplied by the agency, iq digital distinguishes between:

1. Fullscreen static (image) ads with full-area link forwarding (you only supply the physical image files + URL).
2. Fullscreen Rich Media (HTML) ads for dynamic, interactive implementations (HTML5), video and multi-link (you supply a self-contained solution)

*Serving on other tablet systems (e.g. Android) for ads specified under 1. (in the case of implementation by iq digital) is scaled in the visible viewport on these platforms. This may result in bars (top, bottom or left, right) in order to compensate for the different device ratios. HTML ads must also automatically ensure cross-platform functionality and visibility on the other platforms.
### "Quality App Package" (QAP)

<table>
<thead>
<tr>
<th>Advertising offering</th>
<th>Format portrait (iPad-optimised)</th>
<th>Format landscape (iPad-optimised)</th>
<th>Motif design</th>
<th>Max. size</th>
<th>Image display</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>HB Live app</td>
<td>HD: 1536x2048</td>
<td>HD: 2048x1536</td>
<td>N.B.!</td>
<td>2 MB</td>
<td>jpg/png/gif</td>
<td>(Port.) (Land.)</td>
</tr>
<tr>
<td>FAZ app</td>
<td>...</td>
<td>...</td>
<td>Convention (all app offerings):</td>
<td>...</td>
<td>jpg/png/gif</td>
<td></td>
</tr>
<tr>
<td>FAZ app</td>
<td>...</td>
<td>...</td>
<td>Please do not position any relevant information or interactions in the last 40 pixels of your ad, as they may be cut off by the integration (see example on next page).</td>
<td>...</td>
<td>jpg/png/gif</td>
<td></td>
</tr>
<tr>
<td>FAS app</td>
<td>...</td>
<td>...</td>
<td>Reason:</td>
<td>...</td>
<td>jpg/png</td>
<td></td>
</tr>
<tr>
<td>FAS app</td>
<td>...</td>
<td>...</td>
<td>In contrast to the ad formats to be delivered, there may be different visibilities within an app in the app offerings of the Quality App Package. See the status bar on the previous page. These elements result in a reduction of the max. display area.</td>
<td>...</td>
<td>jpg/png</td>
<td></td>
</tr>
<tr>
<td>SZ Digital app</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>jpg/png</td>
<td></td>
</tr>
<tr>
<td>WIWO app</td>
<td>...</td>
<td>Not possible</td>
<td>Please note the above convention so that processing and delivery of a standardised ad format is possible for all app offerings.</td>
<td>...</td>
<td>jpg/png/gif</td>
<td></td>
</tr>
<tr>
<td>ZEIT app</td>
<td>...</td>
<td>...</td>
<td>Wherever possible, please send the ads in ZIP file format to:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- The integration of third-party counting pixels and other tracking codes is generally not possible.
- Click forwarding to the client landing page is over the full area via "tab" on the ad within app view.
- If no HD formats are available, delivery of standard formats is also permitted: **portrait standard**: 768x1024 / **landscape standard**: 1024x768.
- Please note labelling as ad -w-; high-contrast font colour, at least 9pt

Wherever possible, please send the ads in ZIP file format to: banner@iqdigital.de at least 10 days before the insertion date.
**FullScreen Ad –** (image)

**Portrait** (please supply an ad in the HD format: 1536 x 2048)

<table>
<thead>
<tr>
<th>gesamte Fläche (1536 px)</th>
<th>relevante Fläche (1536 px)</th>
</tr>
</thead>
</table>

**Landscape:** (please supply an ad in the HD format: 2048 x 1536)

<table>
<thead>
<tr>
<th>gesamte Fläche (2048 px)</th>
<th>relevante Fläche (2048 px)</th>
</tr>
</thead>
</table>

Please bear in mind that, depending on the app offering, 40px may be cut off at the bottom of the display within your motifs. This means you should not position any relevant advertising information or interaction areas in these parts of the display.

Wherever possible, please send the ads in ZIP file format to: banner@iqdigital.de at least 10 days before the insertion date.
In contrast to the integration of static fullscreen image files, the integration of more complex display formats requires tailored integration in the various app offerings. It is therefore the job of the responsible creative agency to react to the different requirements within an app offering as well as to the different platforms with a “self-contained” HTML solution.

Please note all the information on the following pages if your format contains not only graphic elements but also the following features:

- Multilink or multiple “tab-sensitive” areas for linking or interaction control
- Integration of video / streaming
- HTML5 feature implementation for the dynamic / interactive control of elements
- Access to device functionalities
- Other deviating requirements that go beyond physical motif integration with full-area click forwarding.

In these cases, a longer lead time is needed for the ads – at least 15 working days before the insertion date.

Due to the individual requirements within the various app offerings, standardised delivery of just one data package is not possible. A separate ZIP file must be delivered for each offering.
### Fullscreen Ad (HTML) - Requirements

<table>
<thead>
<tr>
<th>Limited viewport during ad serving due to status bar (top):</th>
<th>FAZ / FAS app</th>
<th>WIWO app</th>
<th>Handelsblatt Live app</th>
<th>ZEIT app</th>
<th>SZ Digital app</th>
</tr>
</thead>
<tbody>
<tr>
<td>No limitation of viewport</td>
<td>No limitation of viewport</td>
<td>No limitation of viewport</td>
<td>No limitation of viewport</td>
<td>Std: -20px / HD: -40px</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Display mode:</th>
<th>Portrait / Landscape</th>
<th>Portrait</th>
<th>Portrait / Landscape</th>
<th>Portrait / Landscape</th>
<th>Portrait / Landscape</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Max. size (max. package size for all files)</th>
<th>2 MB</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Functionality necessary for*:</th>
<th>iPad</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Name HTML:</th>
<th>index.html</th>
</tr>
</thead>
</table>

#### Other

- Internal links cannot be realised via the anchor element but have to be controlled via, for example, a div element and an on-click event handler.

- In order to avoid display errors on small devices with less power, please integrate the following code in the CSS:

  ```html
  html{ -webkit-transform: translate3d(0,0,0); }
  ```

- Internal links cannot be realised via the anchor element but have to be controlled via, for example, a div element and an on-click event handler.

- Please note the requirements of SZ Digital for HTML ads on the following pages.

<table>
<thead>
<tr>
<th>Interaction limitations for all app offerings</th>
<th>No additional tracking pixels, no auto start for sound/video, no complete swiping, video only via external streaming (see information on previous page). Please note labelling as ad -w-; high-contrast font colour, at least 9pt</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DElivery</strong>: at least 15 days before the insertion date</td>
<td></td>
</tr>
</tbody>
</table>

| **N.B.** Due to the individual requirements within the various app offerings, standardised delivery of just one data package is not possible. Separate ZIP files for each offering have to be delivered to: banner@iqdigital.de |

*Please note that the platforms of the app offerings can change due to further development.
**Fullscreen Ad (HTML) (SZ Digital 1/2)**

"Quality App Package"(QAP)

All HTML ads for SZ Digital must be based on one of these templates:

https://sz-media.sueddeutsche.de/de/digital/szapp-profil.html

The templates are as follows:

- "Empty" template for liquid ads
- "Resize" template for automatic scaling and centering for ads tailored to iPad size
- "Video" demonstrates how videos have to be integrated so that they also work in the Android app.

Please note the following proprietary SZ Digital concepts:

- **File preloader:** the files to be loaded may not be loaded in the head section. Instead, there is a preloader that handles the loading of the files. This is already integrated in the templates.
- **Callbacks:** the life cycle of an ad is predefined by the three callbacks setupAd(), startAd() and stopAd(). The ad must implement these callbacks and behave accordingly.
  - setupAd()  All files have been found by the preloader and the DOM has been fully loaded.
  - startAd()  The user has swiped on the ad page. Videos (for example) can now be started.
  - stopAd()  The user has swiped out of the ad. Videos (for example) can now be stopped.
- **As the ad is served on devices with widely varying display sizes, it should behave like a responsive/liquid website or, for example, separately handle the problematic devices via a user agent (by displaying a fallback image or similar).**
- **The ad should be able to react to the change between portrait and landscape mode – e.g. via CSS media queries.**
- **Under iOS and Windows, videos can be integrated via the <video> tag. This cannot be reliably achieved with Android. The native full image player should therefore be called up via Javascript. Videos cannot be locally integrated on Android but must be streamed.**
  - SZVideo.openVideoPlayer(URL)
The following problems and individual characteristics are known:

<table>
<thead>
<tr>
<th>OS</th>
<th>Problem</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>CSS modifications in the event handler onResize are only executed with the next event</td>
<td>Separate from the event handler via setTimeout(..., 10)</td>
</tr>
<tr>
<td>Android + Windows</td>
<td>Recognition of horizontal swipe gestures interferes with app navigation</td>
<td>Use “click events” instead</td>
</tr>
<tr>
<td>Android</td>
<td>Locally stored audio files do not play</td>
<td>Stream from the Internet</td>
</tr>
<tr>
<td>Android</td>
<td>HTML5 video tags do not function reliably</td>
<td>The app replaces the tags and inserts a “Play” button, which starts all videos in a fullscreen player</td>
</tr>
</tbody>
</table>
**Fullscreen Ad (HTML) (general requirements) "Quality App Package" (QAP)**

- The mandatory index HTML must contain all content and files (CSS, JAVASCRIPT /FRAMEWORKS, IMAGE FILES …) needed for execution of the ad banner in “self-contained” manner (see HTML5 zip on next page) and be implementation-ready upon delivery. Please refer as seldom as possible to external objects.

- The ad must adapt responsively to the resolution of the user within the context of the aspect ratio and react automatically to a change in orientation (portrait/landscape view). Please note that no orientation change to landscape view is currently possible in the WiWo app. It is generally not possible to block the orientation of the app from within the app.

- When integrating the motifs and elements, care must be taken to ensure that individual app settings (e.g. status bar within the app) do not result in a scrollbar or empty areas in the viewport of the device.

- External links lead to an in-app browser (UI Webview) or a “modal” view of the app. The owner of the landing page is responsible for correct portrayal.

- Video integrations are only possible in streaming mode. Hosting within the app offerings is not possible.

- The HTML page must not contain any large or full-area swipe actions (swiping between horizontal and vertical); only click actions and recognisable small, closed swipe boxes integrated in the ad are permitted. Functionality must also be assured on delivery.

- The portrayal of the ads should be based on UI Webview, which means no Flash content is allowed.

- Please ensure that the functionalities within your ad can be served on platforms for iPad, Android and Win8 systems. If synchronisation is necessary for individual platforms, this must be discussed in advance and you must make allowance for additional lead time. Depending on the app, it may be necessary to deliver a placeholder / fallback.

- The ads are technically validated; any necessary changes must be made by the creator. Please test all functionalities in advance on the relevant browsers. Final approval can only be given after a successful test in the app offerings.

- If your ad contains more than one click button for an external link or internal user interaction, it is the responsibility of the creator to tie click processing to a corresponding element.
- Is the use of the document-ready event possible? When will the ad be loaded?
  The ads are loaded in advance via preload, which means the use of an event (to start an animation, for example) is not possible.

- Can redirects be used?
  No, the ads are hard-coded in each output of the apps and directly loaded locally.

- Is motif rotation possible within a static ad?
  No. As the ads are hard-coded, this is not possible with a static ad. You can, however, create an HTML ad offering this functionality.

- Is it possible to test the ad?
  The FAZ/FAS app provides this option. Please contact us (banner@iqdigital.de).
Mobile Ad

Anlieferung: 320 x 80 px

Dateiformat: jpg, png, gif, html5 (statisch oder animiert) – max. 20 KB

html5-Spezifikationen:
Anlieferung eines HTML5-Werbemittel ist möglich
(siehe dazu Mobile Spezifikationen für HTML5- und 3rd Party-Werbemittel)

3rd-Party-Redirect:
Anlieferung eines 3rd-Party-Redirects ist möglich
(siehe dazu Mobile Spezifikationen für HTML5- und 3rd Party-Werbemittel)

Agentur-Zählpixel
Bereitstellung mit HTTPS-kompatiblen Protokoll
(siehe Allgemeine Hinweise)

Kennzeichnung
Werbekennzeichnung erfolgt durch die Agentur
(siehe Allgemeine Hinweise)

iq digital
Mobile ads
Mobile banner 6:1

Delivery: 320 x 53 px

Alternative
640 x 106 px (retina resolution). Output is equivalent to 320 x 53px. HTML5 / Redirect must match the output size.

File format
jpg, png, gif, html5 (static or animated) – max. 20 KB

html5 specifications
Delivery of an HTML5 ad is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect
Delivery of a 3rd-party redirect is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

Agency counting pixels
Provision with HTTPS-compatible protocol
(see General notes)

Labelling
Ad labelling is carried out by the agency
(see General notes)

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ads at least 3 working days before the insertion date.
Please deliver all other ad formats 5 working days before the insertion date.
## Mobile banner 4:1

<table>
<thead>
<tr>
<th>Delivery</th>
<th>320 x 80 px</th>
</tr>
</thead>
</table>

**Alternative**
640 x 160 px (retina resolution). Output is equivalent to 320 x 80px. HTML5 / Redirect must match the output size.

<table>
<thead>
<tr>
<th>File format</th>
<th>jpg, png, gif, html5 (static or animated) – max. 20 KB</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>html5 specifications</th>
<th>Delivery of an HTML5 ad is possible (see Mobile specifications for HTML5 and 3rd-party ads)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>3rd-party redirect</th>
<th>Delivery of a 3rd-party redirect is possible (see Mobile specifications for HTML5 and 3rd-party ads)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Agency counting pixels</th>
<th>Provision with HTTPS-compatible protocol (see General notes)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Labelling</th>
<th>Ad labelling is carried out by the agency (see General notes)</th>
</tr>
</thead>
</table>

### Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
Mobile banner 3:1

Delivery: 320 x 106 px

**Alternative**
640 x 212 px (retina resolution). Output is equivalent to 320 x 106px.

HTML5 / Redirect must match the output size.

**File format**
jpg, png, gif, html5 (static or animated) – max. 50 KB

**html5 specifications**
Delivery of an HTML5 ad is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

**3rd-party redirect**
Delivery of a 3rd-party redirect is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

**Agency counting pixels**
Provision with HTTPS-compatible protocol
(see General notes)

**Labelling**
Ad labelling is carried out by the agency
(see General notes)

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
Mobile banner 2:1

Delivery
320 x 160 px

Alternative
640 x 320 px (retina resolution). Output is equivalent to 320 x 160px.

HTML5 / Redirect must match the output size.

File format
jpg, png, gif, html5 (static or animated) – max. 50 KB

html5 specifications
Delivery of an HTML5 ad is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect
Delivery of a 3rd-party redirect is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

Agency counting pixels
Provision with HTTPS-compatible protocol
(see General notes)

Labelling
Ad labelling is carried out by the agency
(see General notes)

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ads at least 3 working days before the insertion date.
Please deliver all other ad formats 5 working days before the insertion date.
Mobile high-impact ad (1:1)

Delivery

320 x 320 px

**Alternative**
640 x 640 px (retina resolution). Output is equivalent to 320 x 320px. HTML5 / Redirect must match the output size.

File format

jpg, png, gif, html5 (static or animated) – max. 50 KB

html5 specifications

Delivery of an HTML5 ad is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect

Delivery of a 3rd-party redirect is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

Agency counting pixels

Provision with HTTPS-compatible protocol
(see General notes)

Labelling

Ad labelling is carried out by the agency
(see General notes)

Delivery:

**Wherever possible, please send the ads in ZIP file format to:**

banner@iqdigital.de

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
Mobile medium rectangle

Delivery

300 x 250 px

Alternative

600 x 500 px (retina resolution). Output is equivalent to 300 x 250px. HTML5 / Redirect must match the output size.

File format

jpg, png, gif, html5 (static or animated) – max. 50 KB

html5 specifications

Delivery of an HTML5 ad is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect

Delivery of a 3rd-party redirect is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

Agency counting pixels

Provision with HTTPS-compatible protocol
(see General notes)

Labelling

Ad labelling is carried out by the agency
(see General notes)

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
Mobile premium rectangle

Delivery 320 x 416 px

Alternative
640 x 832 px (retina resolution). Output is equivalent to 320 x 416px. HTML5 / Redirect must match the output size.

File format
jpg, png, gif, html5 (static or animated) – max. 50 KB

html5 specifications
Delivery of an HTML5 ad is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect
Delivery of a 3rd-party redirect is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

Agency counting pixels
Provision with HTTPS-compatible protocol
(see General notes)

Labelling
Ad labelling is carried out by the agency
(see General notes)

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
## Mobile halfpage ad

<table>
<thead>
<tr>
<th>Delivery</th>
<th>300 x 600 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>File format</td>
<td>jpg, png, gif, html5 (static or animated) – max. 50 KB</td>
</tr>
<tr>
<td>html5 specifications</td>
<td>Delivery of an HTML5 ad is possible (see <a href="#">Mobile specifications for HTML5 and 3rd-party ads</a>)</td>
</tr>
<tr>
<td>3rd-party redirect</td>
<td>Delivery of a 3rd-party redirect is possible (see <a href="#">Mobile specifications for HTML5 and 3rd-party ads</a>)</td>
</tr>
<tr>
<td>Agency counting pixels</td>
<td>Provision with HTTPS-compatible protocol (see <a href="#">General notes</a>)</td>
</tr>
<tr>
<td>Labelling</td>
<td>Ad labelling is carried out by the agency (see <a href="#">General notes</a>)</td>
</tr>
</tbody>
</table>

### Delivery:

*Wherever possible, please send the ads in ZIP file format to:*

`banner@iqdigital.de`

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
Mobile brand value ad

The mobile brand value ad is positioned around the 1st article teaser on the homepage. Part 1 is directly above the article teaser and part 2 directly below the article teaser.

**Delivery**

**Part 1:** mobile banner 6:1 (320 x 53 px) or mobile banner medium 4:1 (320 x 80 px)

**Part 2:** mobile banner 3:1 (320 x 106 px) or mobile banner 2:1 (320 x 160 px)

**File format**

jpg, png, gif, html5 (static or animated)

Part 1: max. 50 KB
Part 2: max. 50 KB

**html5 specifications**

Delivery of an HTML5 ad is possible
(see [Mobile specifications for HTML5 and 3rd-party ads](#))

**3rd-party redirect**

Delivery of a 3rd-party redirect is possible
(see [Mobile specifications for HTML5 and 3rd-party ads](#))

**Agency counting pixels**

Provision with HTTPS-compatible protocol
(see [General notes](#))

**Labelling**

Ad labelling is carried out by the agency
(see [General notes](#))

**Mobile ad**

Wherever possible, please send the ads in ZIP file format to:

```plaintext
banner@iqdigital.de
```

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
Mobile preloading ad

With the mobile preloading ad, you have contact with your target group for five seconds before the content appears. The ad message is displayed on the full screen directly upon the initial app start.

**Delivery**

640 x 920 px

**Important notes**

It is not necessary to integrate a "Close" button (provided by iq digital).

If the ad is bigger than the display, it is scaled down accordingly for optimum presentation. If the display is bigger than the ad, the ad is centred on the display.

**Animation effect**

Soft fade-in

**File format**

jpg, png, gif (static), html5 (static or animated)

– max. 40 KB

**html5 specifications**

Delivery of an HTML5 ad is possible (see [Mobile specifications for HTML5 and 3rd-party ads](#))

**3rd-party redirect**

Delivery of a 3rd-party redirect is possible (see [Mobile specifications for HTML5 and 3rd-party ads](#))

**Agency counting pixels**

 Provision with HTTPS-compatible protocol (see [General notes](#))

**Labelling**

Ad labelling is carried out by the agency (see [General notes](#))

**Compatible user devices**

iOS and Android-capable user devices only

---

Wherever possible, please send the ads in ZIP file format to:

[ad@iqdigital.de](mailto:ad@iqdigital.de)

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
### Mobile fullscreen ad

<table>
<thead>
<tr>
<th>Delivery</th>
<th>640x920 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>File format</td>
<td>jpg, png, gif, html5 – max. 50 KB</td>
</tr>
<tr>
<td>Important note</td>
<td>The ad is scaled in smaller displays, and this can result in white margins.</td>
</tr>
<tr>
<td>3rd-party redirect</td>
<td>Delivery of a 3rd-party redirect is <strong>not</strong> possible (see <a href="#">Mobile specifications for HTML5 and 3rd-party ads</a>)</td>
</tr>
<tr>
<td>Agency counting pixels</td>
<td>Provision with HTTPS-compatible protocol (see <a href="#">General notes</a>)</td>
</tr>
<tr>
<td>Labelling</td>
<td>Ad labelling is carried out by the agency (see <a href="#">General notes</a>)</td>
</tr>
</tbody>
</table>

#### Delivery:
*Wherever possible, please send the ads in ZIP file format to:*

**banner@iqdigital.de**

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
Mobile high-impact ad plus

When the user clicks on a 320x320 high-impact ad, a fullscreen layer opens with additional content and interaction options with the user.

**Delivery**

- Banner: 320 x 320 px
- Layer: 640 x 920 px,

**Important notes**

- It is not necessary to integrate a “Close” button. This button is inserted by iq digital.
- If the layer ad is bigger than the display, it is scaled down accordingly for optimum presentation. If the display is bigger than the layer ad, the ad is centred on the display.

**File format**

- Banner: jpg, png, gif, html5, 3rd-party – max. 50 KB
- Layer: jpg, png, gif, html5 – max. 200 KB
- 3rd-party (only as iframe URL) – max. 200 KB

**Compatible user devices**

iOS and Android-capable user devices only

**html5 specifications**

Delivery of an HTML5 ad for the banner and layer is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

**3rd-party redirect**

Delivery of a 3rd-party redirect for the banner and layer is possible.
An iframe URL must be delivered for the layer.
(see Mobile specifications for HTML5 and 3rd-party ads)

**Agency counting pixels**

Provision with HTTPS-compatible protocol
(see General notes)

**Labelling**

Ad labelling is **not** necessary and is carried out by iq digital
(see General notes)
## Mobile premium rectangle with reminder

The reminder is shown when the premium rectangle leaves the visible area. The reminder is sticky at the bottom end of the viewport and covers the content there. If the premium rectangle returns to the visible area, the reminder disappears. If the user clicks the “Close” button, the reminder disappears permanently. You do not need to include a “Close” button (implemented by iq digital).

### Delivery

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>320 x 416 px</td>
</tr>
<tr>
<td>Reminder</td>
<td>320 x 53 px (6:1)</td>
</tr>
</tbody>
</table>

### File format

| Format       | Banner: jpg, png, gif, html5 – max. 50 KB |
|--------------| Reminder: jpg, png, gif, html5 – max. 20 KB |

### Compatible user devices

- iOS and Android-capable user devices only

### html5 specifications

Delivery of an HTML5 ad for the banner is possible (see Mobile specifications for HTML5 and 3rd-party ads).

### 3rd-party redirect

Delivery of a 3rd-party redirect for the banner is not possible.

### Agency counting pixels

Provision with HTTPS-compatible protocol (see General notes).

### Labelling

The agency handles labelling of the reminder as an ad (see General notes).

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### Delivery:

**Wherever possible, please send the ads in ZIP file format to:**

**banner@iqdigital.de**

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
Mobile rollover event

The rollover effect: during scrolling, “transparent” ad spaces provide a view of the various cutouts of the fullscreen ad behind the website.

<table>
<thead>
<tr>
<th>Delivery</th>
<th>640 x 920 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad display</td>
<td>The ad is in a fixed position below the content and is only recognisable by the ad cutouts if the user scrolls over it.</td>
</tr>
</tbody>
</table>
| Ad cutouts        | 1st cutout below the 1st article teaser (460px high*)
2nd cutout on the middle of the page (320px high)
The cutouts extend across the full width of the screen.
*actual height is the height of the scaled creative |
| Important notes   | If the ad is bigger than the display, it is scaled down accordingly for optimum presentation. If the display is bigger than the ad, the ad is centred on the display. Avoid large white spaces as only part of the creation is visible. |
| File format       | jpg, png, gif, html5 – max. 50 KB |
| 3rd-party redirect| Delivery of a 3rd-party redirect is not possible |
| Agency counting pixels | Provision with HTTPS-compatible protocol (see General notes) |
| Labelling         | Ad labelling is by iq digital in the bottom right-hand corner of the ad cutout. |
| Compatible user devices | iOS and Android-capable user devices only |

Rich Media formats

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver ads at least 5 working days before the insertion date an.
Mobile rollover ad

The rollover ad implements a large-format background image (size the same as an interstitial) in the viewport of the browser; the image is permanently fixed in the visible area of the user and is optionally clickable for forwarding to the client page. Implementation is based on a display mode in which the background also remains visible at all times as if looking through a window. Insertion of the individual elements with image-font combination knockouts creates a rollover effect when the user scrolls the page.

**Delivery**

640 x 920 px

**For programmatic booking:**
320 x 460 px or
320 x 480 px

**Ad display**

The ad is in a fixed position below the content and is only recognisable by the ad cutout if the user scrolls over it.

**Important notes**

If the ad is bigger than the display, it is scaled down accordingly for optimum presentation. If the display is bigger than the ad, the ad is centred on the display.

**File format**

jpg, png, gif, html5 – max. 50 KB

**3rd-party redirect**

Delivery of a 3rd-party redirect is possible

**Agency counting pixels**

Provision with HTTPS-compatible protocol (see [General notes](#))

**Labelling**

Ad labelling is by iq digital in the bottom right-hand corner of the ad cutout.

**Compatible user devices**

iOS and Android-capable user devices only

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Rich Media formats

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Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver ads at least 5 working days before the insertion date an.
Mobile rollover ad with parallax effect

When scrolling, a partially transparent advertising space allows a view of a portion of the fullscreen advertising medium that is fixed behind the website. In between, up to 2 partial transparent layers can be defined which are animated relative to the scrolling. At the top level, the neckline can also be played with an advertising message or logo. The top level is implemented static inside the ad space and scrolls in the direction the user scrolls.

Format (W x H):
- Level1 (foreground): 640 x 920 px
- Level2: max. 320 x 1200 px (recommended – see configuration)
- Level3 (optional): max. 320 x 1200 px (recommended – see configuration)
- Level4 (background): 640 x 920 px

Please note the transparency of the graphics!

Konfiguration:
In order to ensure the desired presentation of the advertising material, the use of a working template and configuration file of iq digital is required, which you can request at:

banner@iqdigital.de.

Anlieferung:
All files combined with configuration file in JSON format, in a ZIP file with the name "RO_parallax.zip"

Important notes:
If the advertising medium is larger than the display, it is scaled down for an optimal display. If the display is larger than the advertising medium, the advertising medium is centered on the display. The background graphics should not have any relevant information in the left and right marginal area, because they are possibly trimmed. The assets for level 2 + 3 are possibly scaled up.

File format:
- Level1: png, gif, svg, html5
- Level2: png, gif
- Level3: png, gif
- Level4: png, gif, jpg
- Total weight including all assets max. 250 KB

Third Party:
Delivery of a 3rd party redirect is not possible.

Agency counting pixels:
 Provision with HTTPS-compatible protocol (see General notes)

Labelling:
Ad labelling is not necessary and is carried out by iq digital (see General notes)

compatibility:
Only IOS and Android-enabled devices. Some older versions may have problems with the parallax representation. In these cases, iq digital reserves the right to exclude the advertising medium for problematic devices.

Rich Media formats

Delivery:
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.
Mobile content video ad

We offer three different formats for this banner format: Mobile Content Video Ad, InTxt Square and InTxt Vertical. The video content of the ad starts when it comes into the user’s viewport. The video starts with sound off by default. The dimensions of the ad are defined by the width, which is always 100% of the website in combination with the respective aspect ratio: 16:9, 1:1 or 9:16. The video pauses when less than 50% of the ad are visible and restarts when more than 50% are in the viewport again. Sound can be activated by user interaction. Under iOS, the video starts in fullscreen mode by clicking on the “play” button.

**Delivery Video:**
- 16:9 format, 320 x 180px
- 1:1 format, 640 x 640px (InTxt Square)
- 9:16 format, 360 x 640px (InTxt Vertical)

h.264, 30fps, max. 2 MB, max. 30 seconds
Format: mp4

**Compatible user devices**
iOS and modern Android-capable user devices (version 4.+)

**html5 specifications**
Delivery of an HTML5 ad for the banner is possible (see Mobile specifications for HTML5 and 3rd-party ads).

**Important note WLAN targeting required**

**VAST redirect**
Delivery of a VAST redirect (from version 2.0 and higher) is possible.

**Agency counting pixels**
Provision with HTTPS-compatible protocol (see General notes)

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver the ads at least 5 working days before the insertion date.
Mobile pushdown video ad

Auto-push and auto-play with the mobile pushdown video ad – now in a fixed position on the homepage, also in the mobile network. After a five-second video teaser, users can view the full spot with sound if they want to.

**Delivery**

**Banner:**
- 320 x 320 px, max. 50 KB
- Format: jpg, gif, png or HTML5

**Video:**
- 320 x 180px, h.264, 30fps, 16:9 format, max. 2 MB, max. 30 seconds
- Format: mp4

**Important notes**

Allowance must be made for an 80 px high reminder ad at the bottom edge of the banner; this banner remains in place at the upper edge of the image after the end of the animation. It is not necessary to integrate a “Close” button (provided by iq digital).

Depending on the technical platform and/or the browser used, the pushdown function is either automatic or via click. The distance between the video and the reminder section is freely definable from 0 – 60px (default: 10px).

**Compatible user devices**

Only iOS and modern Android-capable user devices (version 4.+

**html5 specifications**

Delivery of an HTML5 ad for the banner is possible (see [Mobile specifications für HTML5 and 3rd-party ads](#))

**3rd-party redirect**

Delivery of a 3rd-party redirect is **not** possible

**Agency counting pixels**

Provision with HTTPS-compatible protocol (see [General notes](#))

**Labelling**

Ad labelling is carried out by the agency (see [General notes](#))

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**Rich Media formats**

**Mobile pushdown video ad**

**Delivery:**

**Wherever possible, please send the ads in ZIP file format to:**

**banner@iqdigital.de**

Please deliver the ads at least 7 working days before the insertion date.
Mobile panorama ad

The panorama ad measures 960x320 pixels. The user can view the panorama by tilting the smartphone to the right and left.

In a wider panorama ad, consisting of 3 panorama images, the middle 960x320 are shown initially and the rest of the ad loaded via user interaction by a click on a button.

Delivery 960x320px
(3 images, each 960x320px, in the larger variant)

File format jpg, png, gif – max. 120 KB per image

html5 specifications Delivery of an HTML5 ad is not possible

3rd-party redirect Delivery of a 3rd-party redirect is not possible

Agency counting pixels Provision with HTTPS-compatible protocol (see General notes)

Labelling Ad labelling is not necessary and is carried out by iq digital

Compatible user devices iOS and Android-capable user devices only

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.
Mobile carousel ad

The carousel ad shows a picture gallery consisting of at least three 320x320 banners next to each other. Navigation through the gallery is by swipe or click on a right-left arrow. The images that follow are already visible to the user as a partial preview next to the current image.

There are two variants of the carousel ad. In the finite variant (A), the first and last image dock onto the margins of the screen. The second variant (B) always shows one image in the centre and can be endlessly scrolled.

There is a uniform target URL for each image as standard. Up to 10 images with 10 different target URLs are possible on request.

**Delivery**

320 x 320 px per image (at least 3 and max. 10 images)

Delivery is in the form of a ZIP file, and the naming of the images in the file corresponds to their number in the sequence in the mobile carousel ad.

Example: 1.jpg, 2.jpg, 3.jpg etc.

When delivering the data, you must specify the desired variant of the mobile carousel ad.

**Important notes**

On narrow screens, the images are scaled down so that they fill 85% of the screen width to ensure that the previous and following images can also be partially shown.

**File format**

jpg, png, gif (static) – max. 50 KB per image

**html5 specifications**

Delivery of an HTML5 ad is not possible

**3rd-party redirect**

Delivery of a 3rd-party redirect is not possible

**Agency counting pixels**

Provision with HTTPS-compatible protocol (see General notes)

**Labelling**

Ad labelling is not necessary and is carried out by iq digital

**Compatible user devices**

iOS and Android-capable user devices only

Rich Media formats

**Delivery:**

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ads at least 3 working days before the insertion date.

Please deliver all other ad formats 5 working days before the insertion date.

Important notes

On narrow screens, the images are scaled down so that they fill 85% of the screen width to ensure that the previous and following images can also be partially shown.

**File format**

jpg, png, gif (static) – max. 50 KB per image

**html5 specifications**

Delivery of an HTML5 ad is not possible

**3rd-party redirect**

Delivery of a 3rd-party redirect is not possible

**Agency counting pixels**

Provision with HTTPS-compatible protocol (see General notes)

**Labelling**

Ad labelling is not necessary and is carried out by iq digital

**Compatible user devices**

iOS and Android-capable user devices only

Important notes

On narrow screens, the images are scaled down so that they fill 85% of the screen width to ensure that the previous and following images can also be partially shown.

**File format**

jpg, png, gif (static) – max. 50 KB per image

**html5 specifications**

Delivery of an HTML5 ad is not possible

**3rd-party redirect**

Delivery of a 3rd-party redirect is not possible

**Agency counting pixels**

Provision with HTTPS-compatible protocol (see General notes)

**Labelling**

Ad labelling is not necessary and is carried out by iq digital

**Compatible user devices**

iOS and Android-capable user devices only
iq digital

Streaming specifications
Streaming ads – general specifications

- A spot may not exceed the max. length of between 15 and 30 seconds depending on the product.
- Buttons for “Stop”, “Pause”, “Play” and “Sound On/Off” must be integrated in the ad – sound may only start in response to user interaction
- If video content is streamed into the ad, iq digital cannot perform any video hosting.
- There is no size restriction on the stream for bandwidth users but the file size should not be excessive. We generally recommend bandwidth targeting. The bit rate should be between 800 and 1,500 kbit/s.
- CPU usage of the ad should not exceed 20% on a standard.
  iq digital reserves the right to reject particularly CPU-intensive ads.
Contact

Philine Wandersee
Head of Traffic Management
+49 (0)211 887-1357
philine.wandersee@iqdigital.de

Andreas Borutzky
Traffic Manager
+49 (0)211 887-2378
andreas.borzutzky@iqdigital.de

Dirk Hanenberg
Senior Traffic Manager
+49 (0)211 887-2649
dirk.hanenberg@iqdigital.de

Kirstin Jaeger
Traffic Manager
+49 (0)211 887-2319
kirstin.jaeger@iqdigital.de

Alen Hodzic
Traffic Manager
+49 (0)211 887-2642
alen.hodzic@iqdigital.de

Elena Meyer
Traffic Managerin
+49/211/8 87-2368
elena.meyer@iqdigital.de

Banner delivery:
banner@iqdigital.de

Please feel free to contact us if you have any questions!