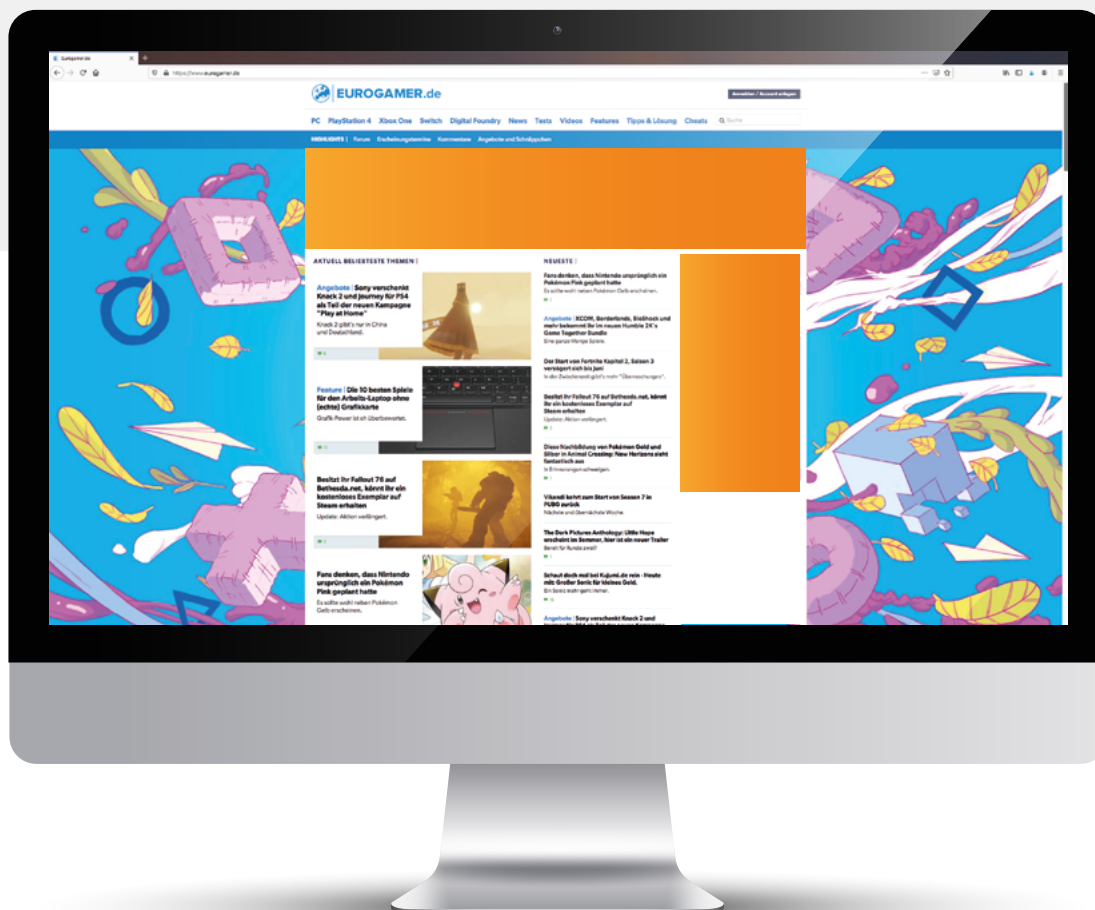


## Specification Desktop & Mobile Ads



# Specification

## Standard IAB ads



**IMAGE INFOS:** 970x250, 728x90, 300x600, 160x600, 300x250, 200kb max.  
Static JPG/PNG, HTML script or redirect code.  
Integration of video or stream possible.



**TRACKING:** Besides standard impression- or clicktracking, our ad server also supports all current third-party providers. (Sizmek, IAS, MOAT, DoubleVerify)



**ANLIEFERUNG:** JPG/PNG & Video(link) / HTML-5 Script oder Redirect.

Please provide complete assets to werbemittel@werkco.de in time, if the advertising materials are to be created by our own creative agency.

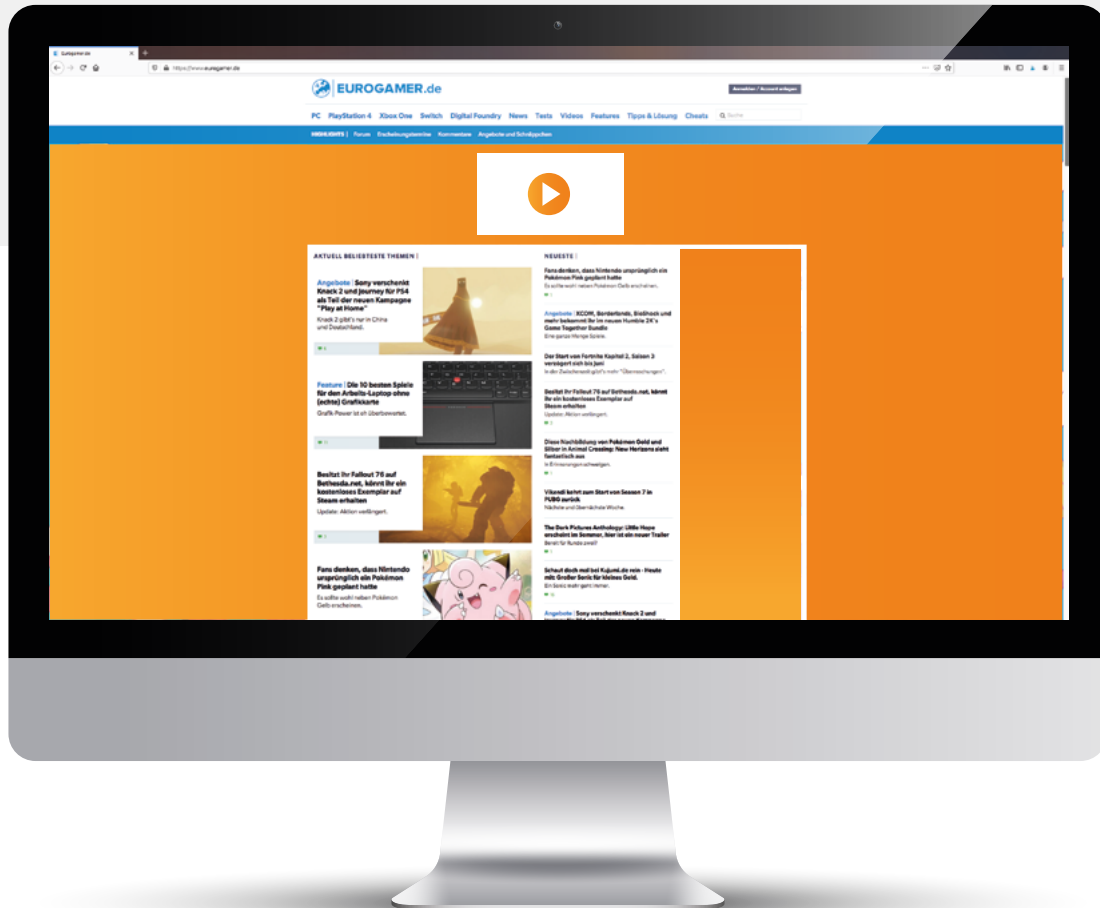


**TIME SCHEDULE:** Please provide the required assets at least three working days before campaign start.

# Specification

## Sitebranding/Takeover

Branding covers the visible background completely  
Video and Stream Integration possible



**VIDEO INFOS:** Full HD, mp4, max. 30 sec.  
+ YouTube link



**IMAGE INFOS:** JPG/PNG, 350kb max.



**TIME SCHEDULE:** Please send the required assets  
at least three working days before campaign start to  
werbemittel@werkco.de.



**PROVIDING:** JPG (preferably PSD) & video if available

Please provide complete assets to  
werbemittel@werkco.de in time, if the  
advertising materials are to be created by  
our own creative agency.




**TRACKING:** Besides standard impression- or  
clicktracking, our ad server also supports  
all current third-party providers. (Sizmek,  
IAS, MOAT, DoubleVerify)

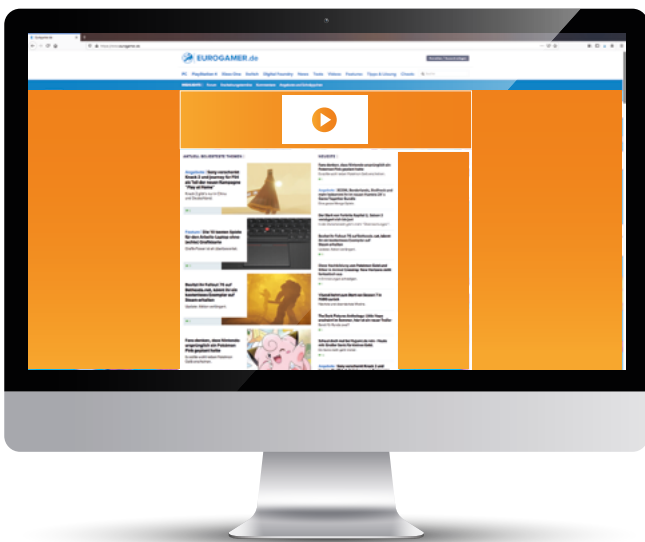


## Specification

# Video Takeover

-  Branding covers the visible background completely.

The leaderboard plays a video in autoplay mode.  
By click the full video will open in an overlay with sound.



**VIDEO INFOS:** Full HD, MP4, max. 30 sec.



**IMAGE INFOS:** JPG/PNG, 350kb max.



**TRACKING:** Besides standard impression- or clicktracking, our ad server also supports all current third-party providers. (Sizmek, IAS, MOAT, DoubleVerify)



**TIME SCHEDULE:** Please send the required assets at least three working days before campaign start to [werbemittel@werkco.de](mailto:werbemittel@werkco.de).



**PROVIDING:** Videos, PSD and Tracking

Please provide complete assets to [werbemittel@werkco.de](mailto:werbemittel@werkco.de) in time, if the advertising materials are to be created by our own creative agency.



# Specification

## Pre Roll

Video advertising will be displayed before the users selected video content starts.



**IMAGE INFOS:** VAST 2/3/4 or mp4, max. 30 sec., max. 8mb, format 1280x720



**PROVIDING:** Physical video with external tracking or VAST tag.



**TRACKING:** Besides standard impression- or clicktracking, our ad server also supports all current third-party providers. (Sizmek, IAS, MOAT, DoubleVerify)



**TIME SCHEDULE:** Please provide the required assets at least three working days before campaign start.

# Mobile Interscroller + Sticky Footer



**VIDEO INFOS:** Full HD, mp4, max. 30 sec.  
+ Youtube-Link



**IMAGE INFOS:** JPG/PNG, 350kb max.



**TIME SCHEDULE:** Please send the required assets at least three working days before campaign start to [werbemittel@werkco.de](mailto:werbemittel@werkco.de).



**PROVIDING:** JPG (preferably PSD) & video if available

Please provide complete assets to [werbemittel@werkco.de](mailto:werbemittel@werkco.de) in time, if the advertising materials are to be created by our own creative agency.



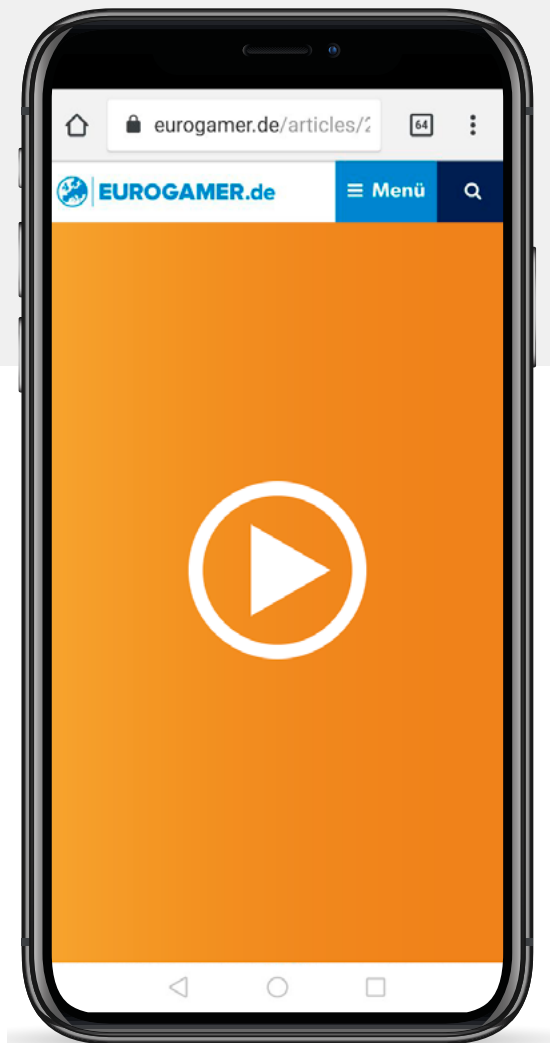
**TRACKING:** Besides standard impression- or clicktracking, our ad server also supports all current third-party providers. (Sizmek, IAS, MOAT, DoubleVerify)

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## Specification

# Mobile Video

The mobile video starts as soon as a user approaches the content (lazy loading).  
Due to the higher consumption of data volume, the advert will only be displayed, if the user is already connected with WIFI.



**VIDEO INFOS:** 720x1408, max. 30 sec, MP4



**TIME SCHEDULE:** Please provide the required assets at least three working days before campaign start.



**PROVIDING:** Video physically as MP4.

Please provide complete assets to [werbemittel@werkco.de](mailto:werbemittel@werkco.de) in time, if the advertising materials are to be created by our own creative agency.



**TRACKING:** Besides standard impression- or clicktracking, our ad server also supports all current third-party providers. (Sizmek, IAS, MOAT, DoubleVerify)

Specification

# Mobile Standard IAB Ads



**IMAGE INFOS:** 640x200, 300x250, each 200kb max. static JPG/PNG, HTML Script or redirect.



**PROVIDING:** JPG/PNG & Video(link) / HTML-5 Script or Redirect.

Please provide complete assets to [werbemittel@werkco.de](mailto:werbemittel@werkco.de) in time, if the advertising materials are to be created by our own creative agency.



**TIME SCHEDULE:** Please provide the required assets at least three working days before campaign start.



**TRACKING:** Besides standard impression- or clicktracking, our ad server also supports all current third-party providers. (Sizmek, IAS, MOAT, DoubleVerify)