

Specification Desktop & Mobile Ads



Specification

Standard IAB ads

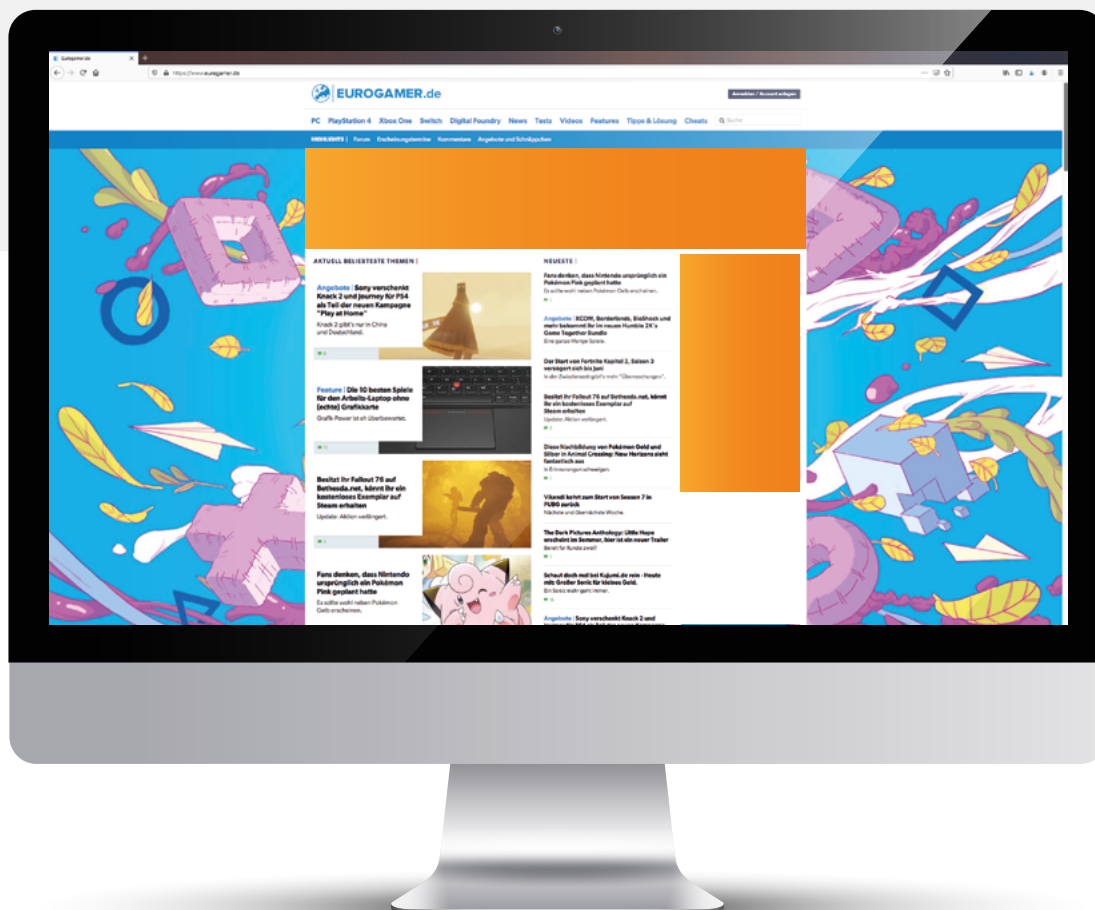


IMAGE INFOS: 970x250, 728x90, 300x600, 160x600, 300x250, 200kb max.

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)



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

Please provide complete assets to admanagement@werkmeistermedia.com in time, if the advertising materials are to be created by our own creative agency.

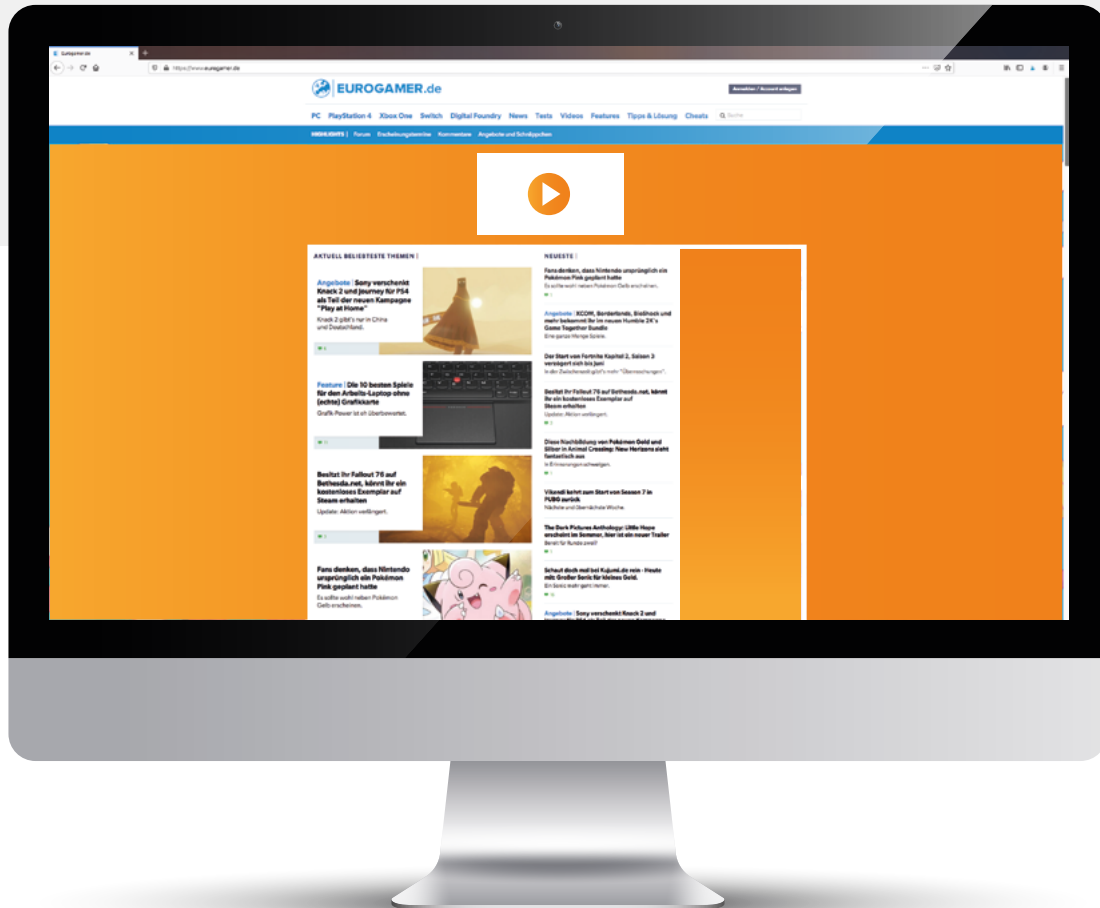


TIME SCHEDULE: Please provide the required assets at least three working days before campaign start.

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
admanagement@werkmeistermedia.com 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.



PROVIDING: Videos, PSD and Tracking

Please provide complete assets to admanagement@werkmeistermedia.com in time, if the advertising materials are to be created by our own creative agency.

Ps



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.



PROVIDING: JPG (preferably PSD) & video if available

Please provide complete assets to admanagement@werkmeistermedia.com in time, if the advertising materials are to be created by our own creative agency.



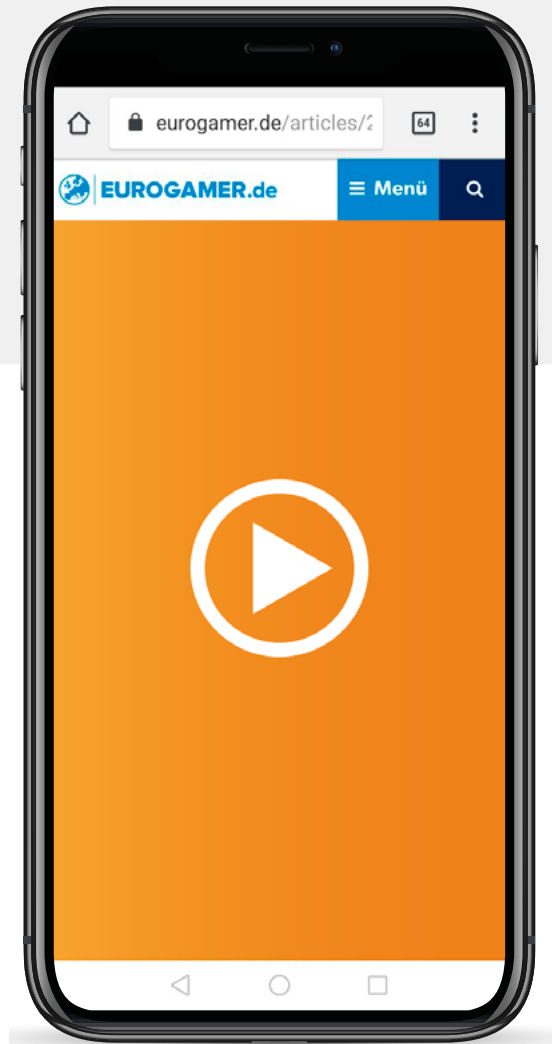
TRACKING: Besides standard impression- or clicktracking, our ad server also supports all current third-party providers. (Sizmek, IAS, MOAT, DoubleVerify)

Ps

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 admanagement@werkmeistermedia.com 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 admanagement@werkmeistermedia.com 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)