

Specifications for digital creatives

BerlinOnline Stadtportal GmbH & Co. KG



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Sending your creatives

Please send your creative files via eMail to media@berlinonline.de (your sales contact CC) at least three workdays before your campaign starts.

Please add all relevant information like name, campaign name, run-time, target URL, placement and your contact in your e-mail.

If there are more creatives for various campaign periods, please let us know.

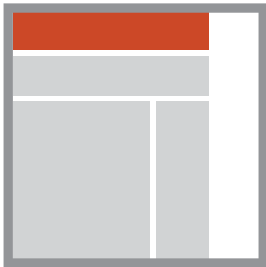
In case of an exchange of creatives, we need to know exactly which creative for which campaign a period shall be changed. Please keep in mind the mandatory three days lead time.

File size and pixel limits for all creatives shall be kept. You can find all maximum values in our creative descriptions.

Please note all technical specifications. Creatives which don't match cannot be delivered and have to be reviewed.

Overview creative formats

Superbanner /
leaderboard



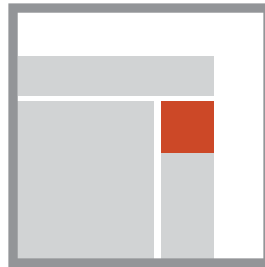
728/980 x 90 px
max. 200KB

Skyscraper



120/160/200x600 px
max. 200KB

MPU



300x250 px
max. 200KB

Halfpage Ad



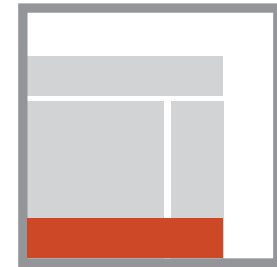
300x600 px
max. 200KB

Wallpaper



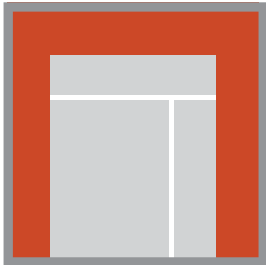
Superbanner+
Skyscraper each
max. 200KB

Bottom Ad



variable
specifications
(max.screen width)
max.200KB

Fireplace



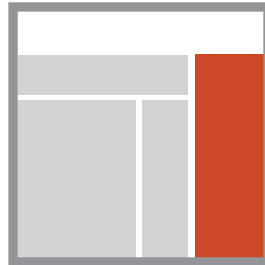
Skyscraper left +
Skyscraper right +
Superbanner

Billboard



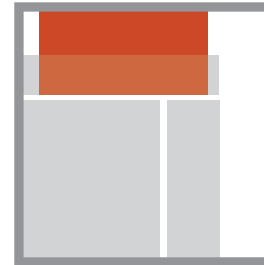
800/980x250 px
max. 200KB

Sidebar



160x600 px - max.
1600x screen high,
max. 200KB

Expandable Ads



expands on
mouseover max.
200KB

Tandem Ads



combination of
various formats

Superbanner & Skyscraper

The screenshot shows the Berlin.de website interface. A large orange superbanner is positioned at the top left, labeled with a red circle containing the number '1'. Below it, the website header includes the Berlin.de logo and navigation menus. A search bar is visible. The main content area features a large video player for 'Oktoberfeste' with a play button, labeled with a red circle containing the number '2'. To the right of the video player is a search filter for 'Veranstaltungen in Berlin finden'. Below the video player, there are several content blocks: 'Kunst & Museen' with a 'Mauer-Panorama Ausstellung' article, 'Events' with a 'Einheitsfest' article, 'Musik & Konzerte' with a 'The Gastlight Anthem' article, 'Party & Ausgehen' with a 'Wohin am Abend?' article, 'Geschichte Berlins' with a '775 Jahre Berlin' article, and 'Theater' with a 'Festival of Lights' article. A vertical orange skyscraper is located on the right side of the page, partially overlapping the content blocks.

1) Superbanner / leaderboard

+ Leaderboards are placed above the web page

Specifications: 728/980 x 90 px

File format: gif, jpg, HTML5

File capacity: max. 200 KB

Optional: Creatives can be implemented as redirect, HTML or iFrame

2) Skyscraper

+ The skyscraper is located on the right next to the web page content and gains high attention by your target group

Specifications: 120/160/200 x 600 px

File format: gif, jpg, HTML5

File capacity: max. 200 KB

Optional: Creatives can be implemented as redirect, HTML or iFrame

MPU

The screenshot shows the Berlin.de website with a MPU advertisement for theater events. The MPU is a blue box with a red button, placed over a photo of a theater performance. The text in the MPU reads: "Theater Termine, Informationen und Vorverkauf von Eintrittskarten für fast alle Theater Veranstaltungen in Berlin. Weitere Informationen". The website header includes the Berlin.de logo, navigation menus, and a search bar. The main content area features a "Veranstaltungen in Berlin suchen" section with search filters and a "Kultur Aktuell" section with news items and event highlights. An orange box with the number "2" is overlaid on the right side of the screenshot.

1) MPU

+ The MPU is immediately visible and gains high attention – your advertising message is set to its best advantage

Specifications: 300 x 250 px

File format: gif, jpg, HTML5

File capacity: max. 200 KB

Optional: Creatives can be implemented as redirect, HTML or iFrame

Halfpage Ad

The screenshot shows the Berlin.de website interface. The top navigation bar includes 'Suchbegriff', 'Stadtplan', and 'DE'. The main navigation menu lists 'Politik, Verwaltung, Bürger', 'Kultur & Ausgehen', 'Tourismus', 'Wirtschaft', 'Themen', and 'BerlinFinder'. The 'Kultur & Ausgehen' section is active, displaying a 'Theater' sub-section. A large orange rectangular advertisement is placed over the main content area, with a red circle containing the number '1' in the top right corner and another red circle containing the number '2' in the bottom right corner. The background content includes a search bar, a list of theater events, and a 'Ticketshop' section.

2) Halfpage Ad

+ Like the MPU, the Halfpage AD is immediately visible and gains much attention. Due to the bigger dimension your advertising message could be longer or larger and forms a good combination with the web page

Specifications: 300 x 600 px

File format: gif, jpg, HTML5

File capacity: max. 200 KB

Optional: Creatives can be implemented as redirect, HTML or iFrame

Wallpaper

Wallpaper

A wallpaper consists of two parts:

1) Horizontal: **Superbanner / leaderboard**

728/980 x 90 px

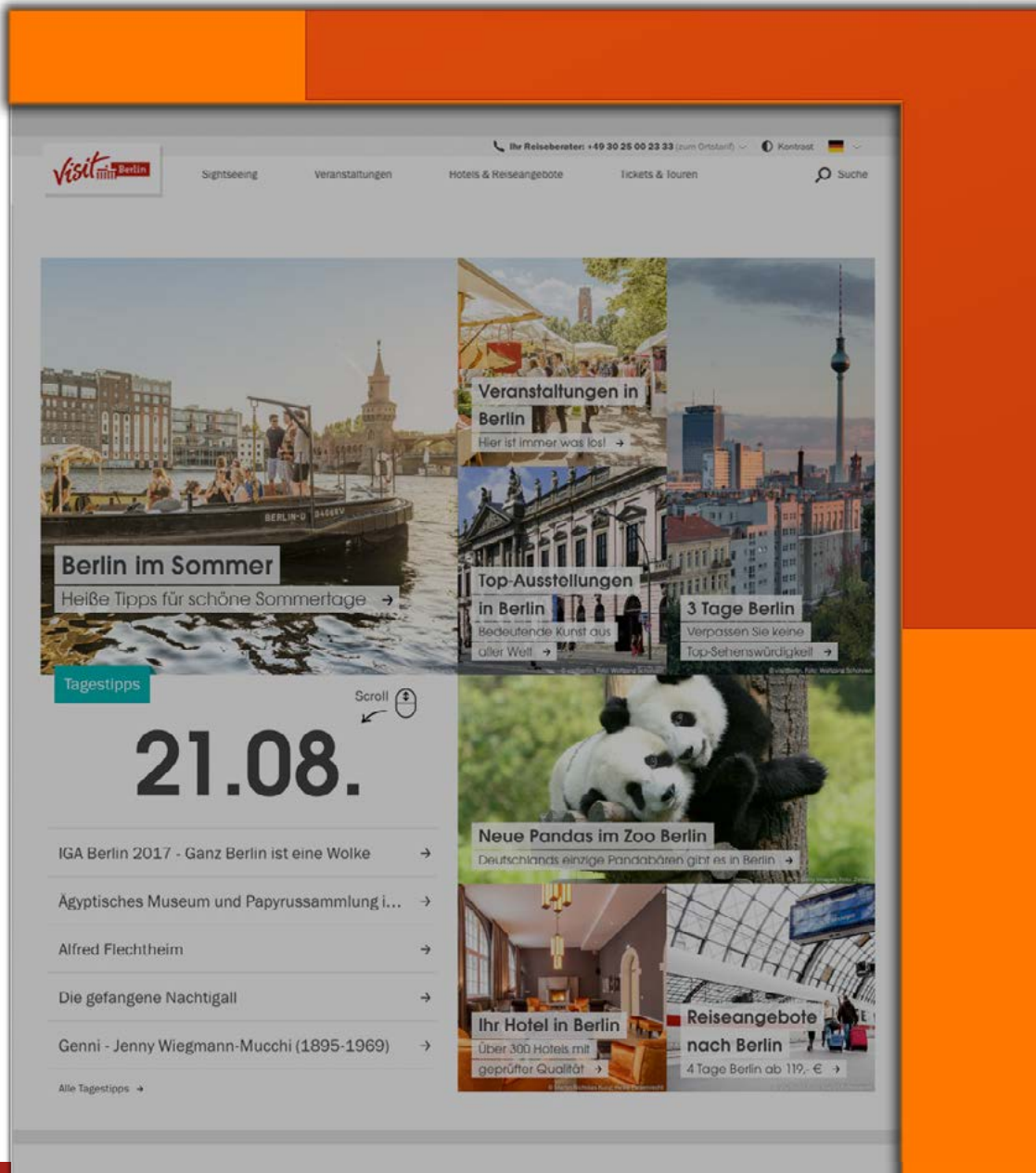
2) Vertical: **Skyscraper** (120/160/200 x 600 px)

Upper 90 pixel space of the skyscraper part should match the leaderboard design, because both creative parts merge here.

The Skyscraper will be set to the upper page border (y-axis shifting). The leaderboard will touch the Skyscraper from the left (x-axis shifting).

The website background around the wallpaper creative can be colored completely for a higher attention effect. We just need a color code of your choice (i.e. #000000).

Background gradients are not possible.



Bottom Ad

The screenshot shows the Berlin.de website interface. At the top, there is a navigation bar with categories like 'POLITIK, VERWALTUNG, BÜRGER', 'KULTUR & AUSGEHEN', 'TOURISMUS', 'WIRTSCHAFT', and 'THEMEN'. Below this is a search bar labeled 'Berlin.de Suche'. The main content area features a large banner for 'Herbstferien' (Autumn Holidays) with a video player and text: 'Museen, Theater & Co. bieten jungen Berlinern ein erlebnisreiches Ferienprogramm'. To the right of the banner is a search box for 'Veranstaltungen in Berlin finden' with date filters (05.10.2012 to 07.10.2012) and a 'Finden!' button. Below the banner, there are three columns of content: 'Kunst & Museen' featuring 'Mauer-Panorama Ausstellung', 'Events' featuring 'Einheitsfest', and 'Aktuelle Kulturnews' featuring 'Ausstellung zu 1000 Jahren deutsch-russischer Geschichte', 'Festival of Lights lässt Berlin strahlen', and 'Lindenberg empfängt 666.666. Musical-Besucher'.

Bottom Ad

+ sticks to the bottom of a browser window (sticky)

Specifications: 800 x 90 px

File format: gif, jpg, HTML5

File capacity: max. 200 KB

A Bottom Ad needs an instantly visible „close“ button. The following button function is necessary:
`getURL(„Javascript:f4d_hide_layer()“;„_self“)`

Fireplace

The screenshot shows the Berlin.de website homepage. At the top, there is a navigation bar with categories like 'Politik, Verwaltung, Bürger', 'Kultur & Ausgehen', 'Tourismus', 'Wirtschaft', 'Themen', and 'BerlinFinder'. A search bar is located on the right. Below the navigation bar, there is a large banner for 'Tegel' featuring an image of the airport control tower and a video player. To the right of the banner is a sidebar with 'SERVICES' (Stadtplan, Hotels, Notdienste) and 'THEMEN' (Auto, Gesundheit, Immobilien, Jobs, Reisen, Shopping). The main content area is divided into three columns: 'Politik, Verwaltung, Bürger', 'Kultur & Ausgehen', and 'Tourismus & Hotels'. Each column contains several news items and promotional cards. For example, under 'Kultur & Ausgehen', there is a card for 'Sommerferien in Berlin' and another for 'Willkommen in Berlin!'. Under 'Tourismus & Hotels', there is a card for 'Schwimmen mit Pinguinen' and another for 'Die Welt neu entdecken.' with images of Venice and Palma. At the bottom, there is a 'Wirtschaft' section with a 'Wirtschaftsatlas Berlin' card.

Fireplace

- + creates a high-impact impression
- + combination of Skyscraper on the left, Leaderboard in the middle and Skyscraper on the right

Specifications:

Skyscraper right: 120 / 160 / 200 / 250 / 300 x 600 px

Skyscraper left: 120 / 160 / 200 / 250 / 300 x 600 px

Leaderboard: 980 x 90 px

File format: gif, jpg, HTML5 Redirect

File capacity: max. 200 KB per Ad

Billboard

The screenshot shows the Berlin.de website interface. At the top, there is a navigation bar with the Berlin.de logo and the text 'Das offizielle Hauptstadtportal'. Below this is a search bar and a menu with categories like 'Politik, Verwaltung, Bürger', 'Kultur & Ausgehen', 'Tourismus', 'Wirtschaft', 'Themen', and 'BerlinFinder'. A large orange billboard occupies the top section of the main content area. Below the billboard, there is a 'Kids' section with a video player and a 'Veranstaltungen in Berlin finden' section with a search form. The bottom section is divided into 'Ausstellungen & Museen', 'Events', 'Berliner Kulturverwaltung', and 'Aktuelles'.

Billboard

+ Fixed position between header and content

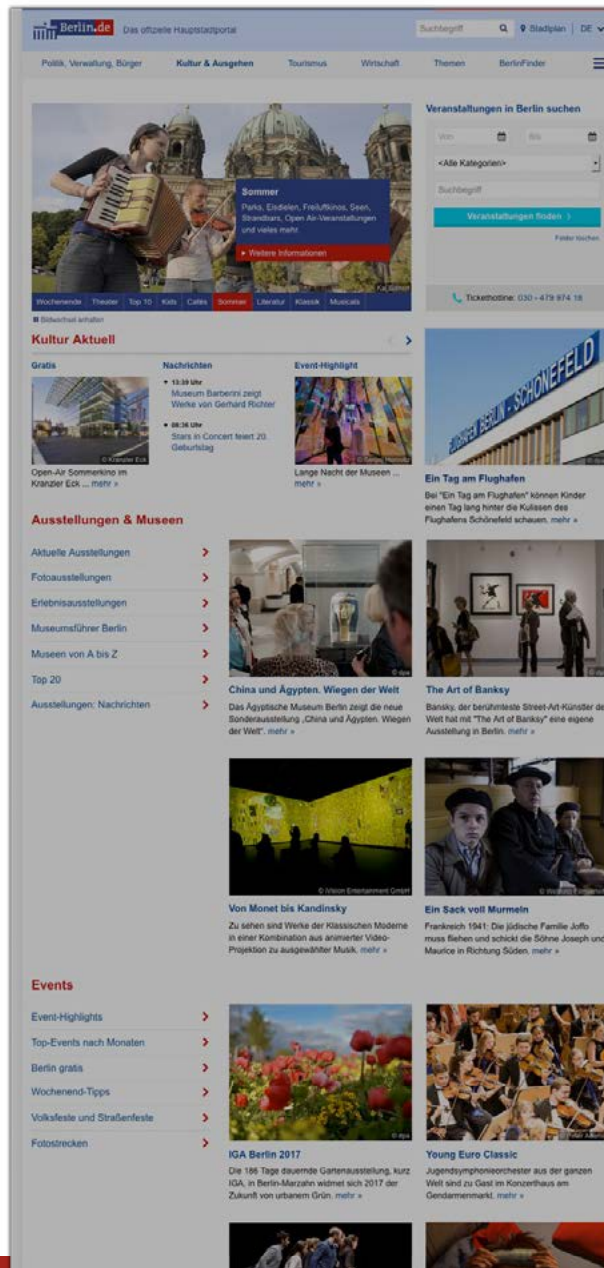
Specifications: 800/980 x 250 px

File format: gif, jpg, HTML5

File capacity: max. 200 KB

Optional: Creatives can be implemented as redirect, HTML or iFrame

Sidebar



Sidebar

- + adapts itself dynamically between website content and the very right screen border, so it uses the full space
- + also the height can vary, up to the full screen height

Specifications: 160 x 600 px - max. 1600 x screen height

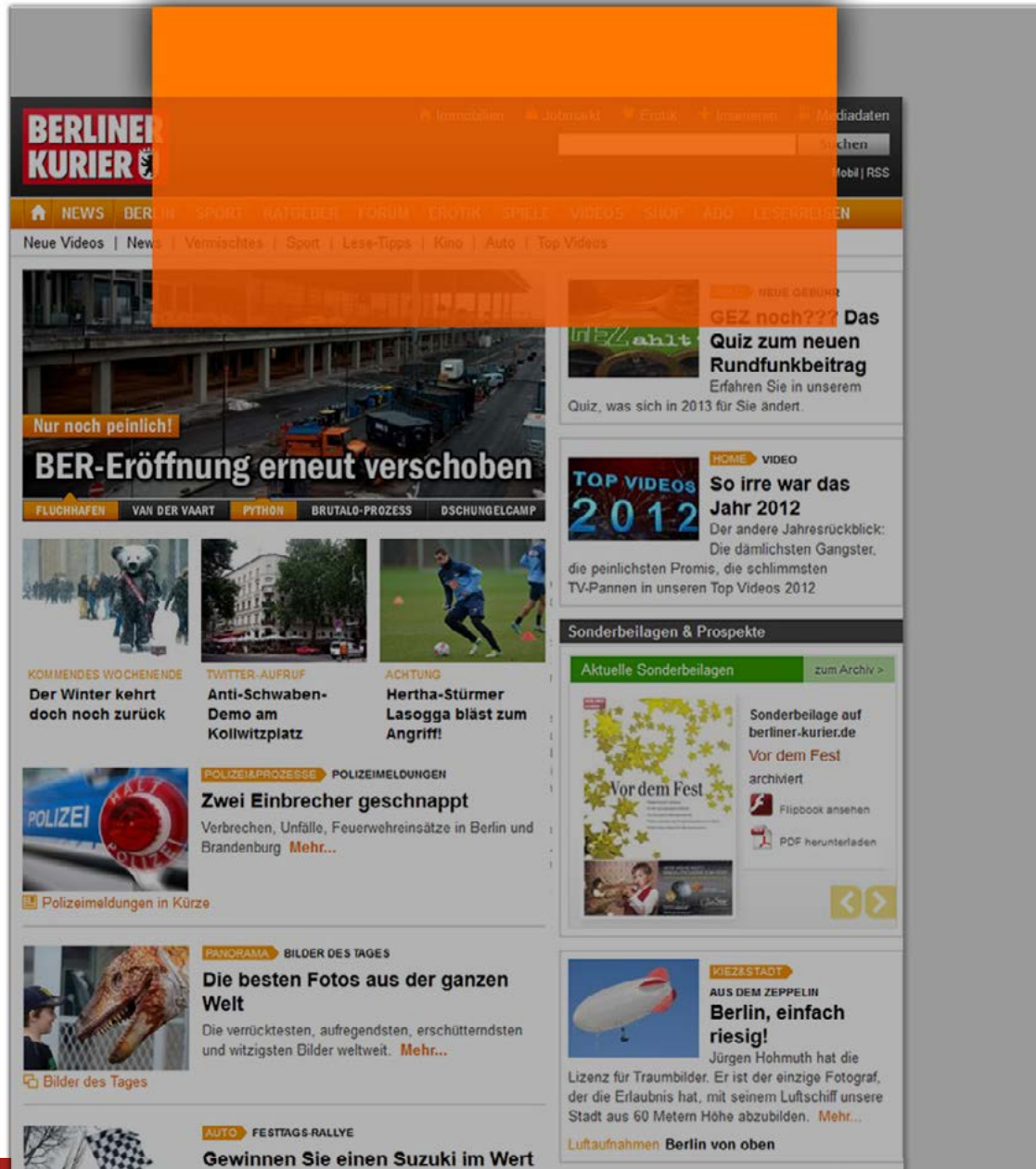
File format: gif, jpg, HTML5

File capacity: max. 200 KB

The Sidebar should show all relevant information within 160 x 600 px. The advertising message should be the same in all size variations. Within the Dynamic Skyscraper, relevant information should flow for a clear general impression.

The creative file should content a background image of 600 x 600 px and should show more pixels, whenever the creative size increases.

Expandable Ads



Expandable Ads

+ Expandable Ads increase their dimensions on mouseover

There are various possibilities:

Superbanner / leaderboard (see picture example)

Max. px expanded: 728 x 180 px / 800 x 180 px

Expand direction: down

Skyscraper

Max. px expanded: 300 x 600 px

Expand direction: right or left

Content Ad

Max. px expanded: 400 x 400 px

Expand direction: left and/ or down

Please note that the creative has to return to its original (standard) dimensions immediately after the mouse has left the creative.

Tandem Ad

The screenshot shows the Berlin.de website interface. At the top, there is a search bar and navigation links for 'Politik, Verwaltung, Bürger', 'Kultur & Ausgehen', 'Tourismus', 'Wirtschaft', 'Themen', and 'BerlinFinder'. A large banner image shows a theater performance with a blue overlay box containing the text 'Theater' and 'Termine, Informationen und Vorverkauf von Eintrittskarten für fast alle Theater Veranstaltungen in Berlin.' Below this, there is a search section for 'Veranstaltungen in Berlin suchen' with fields for 'Von', 'Bis', and 'Suchbegriff', and a 'Veranstaltungen finden' button. The main content area is divided into 'Kultur Aktuell' with sections for 'Gratis', 'Nachrichten', and 'Event-Highlight'. Below that is the 'Ausstellungen & Museen' section, featuring 'Aktuelle Ausstellungen' and 'Fotobausstellungen'. Two exhibition cards are visible: 'China und Ägypten. Wiegen der Welt' and 'Von Hopper bis Rothko'.

Tandem Ad

A Tandem Ad is a combination of two or more standard creative formats. There are various possibilities:

Skyscraper + MPU

Two ad slots are used, which results in a good presentation of your advertising message with high target group attention.

The bigger the advertising space suits both, branding and sales campaigns. Please check parameters for each single creative part.

Special Advertising – Teaser

The screenshot shows the Berlin.de website interface. At the top, there is a search bar and navigation links for 'Politik, Verwaltung, Bürger', 'Kultur & Ausgehen', 'Tourismus', 'Wirtschaft', 'Themen', and 'BerlinFinder'. The main content area features a large image of the 'Love Letter' sculpture with an 'Insider-Tipps' overlay. Below this is a 'Hotels in Berlin suchen' section with a search form. The 'Berlin Aktuell' section includes 'Umsonst & Draußen', 'Top-Tour', and 'Wetter' (18,8°C, Bedeckt). The 'Berlin entdecken' section lists various activities like 'Stadtrundfahrten' and 'Dampferfahrten & Schiffstouren'. An advertisement for 'Dinner & Dance' in Marooush is visible at the bottom right, showing a person in a golden outfit performing on stage.

Teaser

- + your advert in editorial shape with text and image
- + can be placed nearly everywhere
- + direct link to your page
- + with SEO relevance

Image: Berlin.de: 800x600 px

visitBerlin.de: 370x218 px; 465x351 px

Headline: max. 30 characters incl. blanks

Promotion text: max. 115 characters incl. blanks

Special Advertising – TeaserAd

The screenshot shows the Berlin.de website interface. At the top, there is a search bar and navigation links for 'Politik, Verwaltung, Bürger', 'Kultur & Ausgehen', 'Tourismus', 'Wirtschaft', 'Themen', and 'BerlinFinder'. The main content area features a large image of a person's hand reaching for a book on a shelf. A blue overlay box with the title 'Literatur' contains text: 'Termine, Informationen und Vorverkauf von Eintrittskarten für Literatur-Veranstaltungen und Lesungen in Berlin.' Below this is a red button labeled 'Weitere Informationen'. To the right, there is a search section titled 'Veranstaltungen in Berlin suchen' with filters for 'Von' and 'Bis', a category dropdown set to '<Alle Kategorien>', a search input field, and a blue button 'Veranstaltungen finden'. Below the search section is a 'Ticket hotline: 030 - 479 974 18'.

Below the main image, there is a navigation bar with categories: 'Wochenende', 'Theater', 'Top 10', 'Kids', 'Cafés', 'Sommer', 'Literatur', 'Klassik', 'Musicals'. Below this is a section titled 'Kultur Aktuell' with sub-sections: 'Gratis' (showing 'Open-Air Sommerkino im Kranzler Eck'), 'Nachrichten' (showing 'Museum Barberini zeigt Werke von Gerhard Richter' and 'Stars in Concert feiert 20. Geburtstag'), and 'Event-Highlight' (showing 'Lange Nacht der Museen ...').

At the bottom, there is a section titled 'Ausstellungen & Museen' with a list of links: 'Aktuelle Ausstellungen', 'Fotoausstellungen', 'Erlebnisausstellungen', 'Museumsführer Berlin', and 'Museen von A bis Z'. A large advertisement for 'THE ONE GRAND SHOW' by Jean Paul GAULTIER is displayed, featuring a person with a colorful feathered headdress. To the right, there is a smaller image of an art gallery with people viewing a painting.

TeaserAd

- + your advert in editorial shape with text and image
- + delivery via AdServer, that enables Geo-Targeting, Predictive Behavioral Targeting and Frequency Capping
- + placed sticky or run over a few channels or websites

Image: Berlin.de: 800x600 px

visitBerlin.de: 420x236 px

Headline: max. 30 characters incl. blanks

Promotion text: max. 115 characters incl. blanks

The TeaserAd is visually the same as the Teaser (page 16), but has all options of display adverts. To set it up, we need text and image materials.

Special Advertising – Sponsored Link

The screenshot shows the Berlin.de website interface. At the top, there is a search bar with the word 'urlaub' entered. Below the search bar, there are navigation tabs for 'POLITIK, VERWALTUNG, BÜRGER', 'KULTUR & AUSGEHEN', 'TOURISMUS', 'WIRTSCHAFT', and 'THEMEN'. The main content area is titled 'Suchen & Finden' and displays search results for 'urlaub'. The results include several articles, such as 'Gartenarbeit nach dem Urlaub: Was zu tun ist' and 'Reisekrankheiten'. A 'Sponsored Links' section is highlighted with a red circle containing the number '1'. The sponsored link is for 'Schwimmen mit Pinguinen - Spreewelten' and features an image of a person swimming. Below the sponsored link, there are other search results, including 'Autofahren bei Sommerhitze: 10 Tipps' and 'Reisen & Ausflüge'. A second red circle containing the number '2' is placed over a 'Empfehlungen' (Recommendations) section at the bottom of the page, which lists various travel tips and activities.

Sponsored Link

combination of:

- 1) Keyword Advertising
- 2) Sponsored Link

- + your image-text-advert in the portal search results of Berlin.de and visitBerlin.de
- + keyword specific in portal search
- + max. 30 words for quick search
- + cost-per-click
- + Advertising is resistant to AdBlocker
- + visibility on every devices

Image: Berlin.de: 122 x 92 px

visitBerlin.de: 465x351 px

Headline: ca. 40 characters incl. blanks

Promotion text: ca. 140 characters incl. blanks

Bookable for Berlin.de and visitBerlin.de

Special Advertising – Advertorial

Berlin.de Das offizielle Hauptstadtportal

POLITIK, VERWALTUNG, BÜRGER KULTUR & AUSGEHEN TOURISMUS WIRTSCHAFT THEMEN

Kultur & Ausgehen

- Veranstaltungen
 - Musical & Show
 - Kabarett & Comedy
 - Theater
 - Oper & Tanz
 - Rock, Pop & Jazz
 - Schlager & Volksmusik
 - Klassische Konzerte
 - Konzert-Highlights
 - Kinder
 - Sport
 - Ausstellungen
 - Literatur
 - Ticketshop
 - Gruppentickets
 - Orte von A-Z
 - Veranstaltungen A-Z
 - Veranstaltungen der Bezirke
- Adressen
- Event-Highlights
 - Aida Night of the Proms
 - Bar jeder Vernunft & Tipi am Kanzleramt
 - Berliner Residenz Konzerte
 - Chamäleon Theater
 - ComedyTour
 - Dalí – Die Ausstellung
 - DDR Museum
 - Friedrichstadt-Palast
 - Halloween
 - Kabarett-Theater Distel
 - Madi – Zeit der Sinne
 - Potsdamer Platz

Events

Friedrichstadt-Palast

Anzeige

SHOW ME

SHOW ME – Glamour is back

Show-Unterhaltung wie im Friedrichstadt Palast erleben Sie in diesen einzigartigen Dimensionen nirgendwo sonst in ganz Europa. SHOW ME ist die bisher teuerste Produktion des Friedrichstadt-Palastes und das Show-Ereignis des Jahres. Strahlender als alles, was Sie bisher auf der größten Theaterbühne der Welt gesehen haben.

Mit über 100 Künstlern – Sänger, Tänzer, Musiker, Artisten – ist SHOW ME größer als jede Produktion in Las Vegas. Die Presse ist bereits jetzt begeistert. BILD schrieb: „Las Vegas kann einpacken!“

Jetzt Tickets buchen >

Bildergalerie

Erste Impressionen zu SHOW ME: mehr >

Tickets

Telefon: 030 2326 2326
www.show-palace.eu/de/tickets/

Preisliste

PREIS-KATEGORIE	Di-Do 18:30 Uhr/19:30 Uhr So, 18:00 Uhr Full house	Fr, 19:30 Uhr	Sa, So, 15:30 Uhr	Sa, 19:30 Uhr
5	16,90 €	19,90 €	19,90 €	19,90 €
4	29,90 €	39,90 €	44,90 €	44,90 €
3	39,90 €	49,90 €	54,90 €	54,90 €
2	49,90 €	59,90 €	64,90 €	64,90 €
1	59,90 €	69,90 €	74,90 €	74,90 €
Premium	69,90 €	79,90 €	84,90 €	84,90 €
VIP	89,90 €	99,90 €	104,90 €	104,90 €

Anfahrt

Friedrichstadt Palast Berlin
im Theaterviertel East End
Friedrichstraße 107
10117 Berlin

Was wäre, wenn...

...die größten Revue-Cenies des letzten Jahrhunderts heute leben und eine moderne Show machen würden? Wie würden die genialen Revue-Macher der 1920er-1960er Jahre eine moderne "Super-Show" machen? Nicht jeder für sich, alle drei zusammen – ein Dream-Team im wahrsten Sinne.

Advertorial

1) Images content bar

Specifications: width: max. 800 px; height: variable

File format: jpg

2) Images service bar

Specifications: width max. 800 px; height: variable

File format: jpg

3) Image galleries

All images must have 800 px width, height is variable.

Note: We don't need printable 300 dpi resolutions.

72 to 96 dpi are enough.

Remember the copyright information.

4) Videos

Flash video files can be implemented if get them.

Links within a video can be set, clicks can be counted. Video implementation via URL is possible, too. In that case we cannot place any links and can't obtain any tracking method.

Special Advertising – Advertorial

Please note that an advertorial page has two columns: the content bar (middle or left) and the service bar (right).

The left content column should contain the relevant information about you and / or your product (advertising message).

The service bar (right) should be used to present general information such as homepage link, contact etc., but can be used to present pictures, additional links and further information texts, too.

- + Texts & infos regarding your company / product (texts have no limit)
- + images (see page 16)
- + Videos (EMBED-code, mp4 format or other common formats) or image galleries (see page 16)
- + various links

Please send your advertorial contents (texts, pictures etc.) in order to make sure the advertorial editor knows which elements belong together. This can reduce much time when designing a layout draft.

Advertorial examples (German):

<http://www.berlin.de/hotels/1-2-sterne-hotels/3202047-1693117-motel-one-in-berlin.html>

<https://www.berlin.de/events/2659776-2229501-madi-zelt-der-sinne.html>

<https://www.berlin.de/events/2659776-2229501-madi-zelt-der-https://www.berlin.de/events/2646674-2229501-chamaeleon-theater-berlin.htmlsinne.html>

<http://www.berlin.de/events/3520826-2229501-friedrichstadt-palast.html>

<http://www.berlin.de/events/2526608-2229501-ddr-museum.html>

<http://www.berlin.de/tourismus/unterkunft/luxushotels/1696804-2148715-regent-berlin.html>

Special Advertising – BerlinFinder

The screenshot shows the Berlin.de website interface. The main navigation bar includes 'Politik, Verwaltung, Bürger', 'Kultur & Ausgehen', 'Tourismus', 'Wirtschaft', 'Themen', and 'BerlinFinder'. The search results are for 'Erlebnisgastronomie' in Berlin, showing 18 results. Three callouts are present:

- Callout 1:** Points to the 'Amber Suite' listing, which includes a logo, name, address (Mariondorfer Damm 1-3, 12099 Berlin-Tempelhof), and a description: 'Club Open-Air Club Eventlocation Lounge Erlebnisgastronomie Die AMBER SUITE in Berlin gehört seit 2003 zu den größten und schönsten Clubs in der...'. A red circle with the number '1' is next to it.
- Callout 2:** Points to the 'Nocti Vagus' listing, which includes a name, address (Brücker Str. 36-38, 10405 Berlin-Prenzlauer), and a description: 'Restaurant Nocti Vagus Restaurant Erlebnisgastronomie sehen heißt anders sehen: Eine neue Welt einen Sinnlichkeit und kulinarischer...'. A red circle with the number '2' is next to it.
- Callout 3:** Points to the 'Japanese BBQ' listing, which includes a name, address (Potsdamer Platz), and a description: 'Japanese BBQ Restaurant Asiatisches Restaurant Erlebnisgastronomie'. A red circle with the number '3' is next to it.

Other visible elements include a search bar at the top, a sidebar with 'Suche für Restaurants' filters (Küchenrichtung, Art, Stadtteil, Preise, Online-Tischreservierung), and various category-specific listings like 'Lieblings-Küchen', 'Bars', 'Cafés', 'Restaurant-Gutscheine', and 'Sky Sportsbars'.

1) Premium Package

- + top placement in search results
- + a **detail site (3)** without competitive entries

2) Business Package

- + advanced placement above all basic entries
- + a **detail site (3)** without competitive entries

Specifications:

- + name or company name
- + address, telephone and fax number, e-mail, URL to your webpage
- + up to 3 (Business Package) / 10 images (Premium Package)
- + your logo
- + description of max. 1000 characters incl. blanks (we can shorten existing texts)
- + your business hours
- + your entry in up to 2 / 5 branches
- + 5 / 20 keywords
- + video (Premium Package)

Special Advertising – Navigation Link

The screenshot shows the Berlin.de website interface. On the left, there is a navigation menu under 'Kultur & Ausgehen' with a list of categories. The 'Chamäleon Theater' link is highlighted. The main content area features several sections: 'Events & Festivals 2012' with a large crowd photo, 'Specials' for the 775th anniversary of Berlin, 'Event-Highlights' with three featured events (Regina Schmeken, 200 Jahre Grimm, and Der Progress Film-Verleih), and 'Aktuelle Fotostrecken' with four photo galleries. A search bar and a 'BerlinFinder' section are also visible at the top right.

Navigation Menu (Left):

- Veranstaltungen
 - Musical & Show
 - Kabarett & Comedy
 - Theater
 - Oper & Tanz
 - Rock, Pop & Jazz
 - Schlager & Volksmusik
 - Klassische Konzerte
 - Konzert-Highlights
 - Kinder
 - Sport
 - Ausstellungen
 - Literatur
 - Ticketshop
 - Gruppentickets
 - Orte von A-Z
 - Veranstaltungen A-Z
 - Veranstaltungen der Bezirke
 - Adressen
- Event-Highlights
 - Bar jeder Vernunft & Tipi am Kanzleramt
 - Berliner Residenz Konzerte
 - Chamäleon Theater**
 - ComedyTour
 - Dali – Die Ausstellung
 - DDR Museum
 - Friedrichstadt-Palast
 - Halloween
 - Kabarett-Theater Distel
 - Madi – Zeit der Sinne
 - Olly Murs
 - Potsdamer Platz
 - Städtliche Museen

Main Content Sections:

- Events & Festivals 2012:** Kulturprogramm für Berlin: Events, Feste, Festivals und große Open-Air-Veranstaltungen in Berlin - Vom Karneval der Kulturen bis zur großen Silvesterparty am Brandenburger Tor.
- Specials:** 775 Jahre Berlin - Veranstaltungen zum Stadtjubiläum; Preußenkönig Friedrich II. feiert 300. Geburtstag.
- Event-Highlights:**
 - Regina Schmeken: Unter Spielern – Die Nationalmannschaft** (16. Oktober 2012 bis 6. Januar 2013): Die Ausstellung der Fotografin Regina Schmeken "Unter Spielern – Die Nationalmannschaft" zeigt das Spiel der Männer mit dem Ball wie eine Choreografie. [mehr »](#)
 - 200 Jahre Grimm: Die Defa Märchenfilmreihe** (27. September bis 23. Dezember 2012): Der Progress Film-Verleih und das Kino Babylon veranstalten vom 22.09. bis 23.12. eine große Grimm Filmreihe mit Märchenpaten. [mehr »](#)
- Aktuelle Fotostrecken:**
 - Jimy Hendrix - Fotoausstellung in der nhow Galerie
 - Gala "Kunstler gegen Aids" im Theater des Westens
 - Premiere: Wagners Parsifal in der Deutschen Oper
 - Tieranatomisches Theater der HU Berlin
- Aktuelle Kultur-Nachrichten:** Berliner Denkmal für Sinti und Roma wird eingeweiht. Das Denkmal für die in der NS-Zeit ermordeten Sinti und Roma wird ... [mehr »](#)

Navigation Link

+ Link leads to your advertorial / microsite

Please let us know how to name your link, i.e. „Chamäleon“ (max. 20 characters incl. blanks)

Special Advertising – Newsletter Display

The screenshot shows a newsletter interface for Berlin.de. At the top, there are navigation tabs: POSTAUSGANG, SPAM, ENTWÜRFE, PAPIERKORB, SUCHORDNER, POSTEINGANG (highlighted), and ARCHIV. A search bar and a LOGOUT button are also visible. The main content area features the Berlin.de logo and the title 'Wochenendstipp' followed by 'Wochenend-Tipps'. The date range '09.11. bis 11.11.2012' is displayed. Under 'Event-Highlights', there are four items:

- Der 09. November im Deutschen Historischen Museum**: Am Freitag lädt das Deutsche Historische Museum zum Besuch in die Ausstellungen bei freiem Eintritt mit Sonderführungen ein. [mehr »](#)
- Beethoven-Marathon im Konzerthaus Berlin**: Den ersten Musik-Marathon im Konzerthaus Berlin ruft der neue Chefdirigent und Musikdirektor Iván Fischer ins Leben – mit zwölf Stunden Beethoven für Kenner und Neugierige. [mehr »](#)
- Udo Jürgens in der O2 World**: Der legendäre Sänger kommt am 10.11.2012 mit seinem neuen Album "Der ganz normale Wahnsinn" in die O2 World Berlin. [mehr »](#)
- Import Shop Berlin**: Seit fast 50 Jahren ist der Import Shop Berlin die erfolgreiche Realisation des Konzepts "globaler Markt lokaler Waren". [mehr »](#)

An advertisement for 'Strauss DER ROSENKAVALIER' is shown, featuring a photo of a performer and the text: 'Ein verarmter alter Baron hält Hof um ein Mädl aus reichstem Haus. Mit dem Verlobungsgeschenk sendet er ihr den Traumprinzen ... Eine Wiener Komödie voller Leichtigkeit. Infos & Tickets unter www.deutscheoperberlin.de'. The logo 'DEUTSCHE OPER BERLIN' is at the bottom left of the ad.

Below the ad, the section 'Filmfestivals' is partially visible, with the title 'Kinder & Jugend Kurzfilmfestival Kuki 2012'.

Newsletter Display

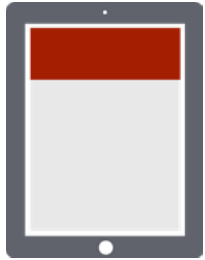
+ Link leads to your web page / facebook fan page etc.

Image: 200 x 100 px

Headline: max. 40 characters incl. blanks

Promotion text: max. 140 characters incl. blanks

MobileAds for smartphones



Mobile Content Ad

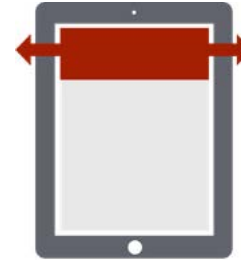
+ Standard creative for mobiles with an aspect ratio of 6:1, 4:1, 3:1, or 2:1.

Specifications: 320 x 50 px / 320 x 75px / 320 x 100 / 320 x 150 px / 300 x 250px

File format: gif, jpg, png, HTML 5

File capacity: max. 100 KB

CPM: 5,00 EUR / 6,00 EUR / 7,00 EUR / 8,00 EUR



Mobile Slider Ad / Swipe Ad

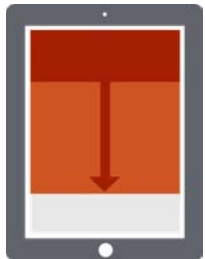
+ This creative is a variation of a Mobile Content Ad. Up to 5 motives can be displayed by scrolling to the left and right.

Specifications: 320 x 100 px

File format: gif, jpg, png, HTML 5

File capacity: max. 50 KB per motive

CPM: 7,00 EUR



Mobile Reveal Ad

+ The creative opens automatically and pushes the website content down. After 3-5 seconds it returns back to the top.

Max. px expanded: 320 x 416 px

File format: gif, jpg, png incl. close button, HTML 5

File capacity: max. 100 KB

Reminder: MCA 4:1 / 6:1

CPM: 10,00 EUR



Mobile Halfpage Ad:

+ Due to the high proportion of the screen within the content, this advertising medium offers a lot of space for your advertising message.

Specifications: 300 x 600 px (max. Expansion)

File format: gif, jpg, HTML 5

File capacity: max. 100 KB

CPM: 10,00 EUR

MobileAds for smartphones



Mobile Large Inline Ad

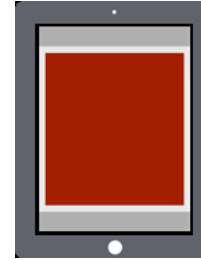
- + Positioned directly in the content, it offers the ideal placement for a sustainable branding effect and as an alternative to interstitial.
- + material must be delivered physically

Specifications: 640 x 960 px & 320 x 480 px

File format: gif, jpg

File capacity: max. 100 KB

CPM: 15,00 EUR



Poster Ad

- + integrates smoothly into the page content between the paragraphs of an article
- + appears in a window behind the content when scrolling and disappears from the visible area when scrolling on.
- + material must be delivered physically

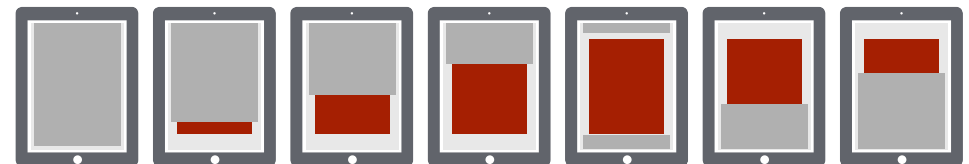
Specifications: 375 x 680 px

File format: gif, jpg

File capacity: max. 100 KB

CPM: 15,00 EUR

Behaviour on scroll



HTML5 creatives – requirements

Important:

HTML5 creatives can be delivered as redirect or as physical file. Creatives must not have any effect on our website, even if it's not an HTML5 doctype file. If there are any browser restrictions necessary, it has to be mentioned when sending the file.

HTML5 creatives consist of various elements not being Flash: HTML files, CSS, Libraries (i.e. Javascript, JQuery,...), Pictures.

Creatives can come as iframes. In that case you need to host it. If you haven't any possibility to host it, we need the creative as a single HTML file. All objects but videos have to be encoded in BASE64 within an HTML5 file. Video content should be referenced externally though.

Please keep file sizes within the creative as small as possible. Websites and creatives shall load fast and smooth. Please keep in mind the following limits:

HTML5 creative incl. code and pictures:

- + Desktop: 100 kB
- + Tablet: 60 kB
- + Phone: 40 kB

Max. additional downstream file size (i.e. to enable a user interactions)

- + Desktop: 150 kB
- + Tablet: 150 kB
- + Phone: 100 kB

Max. file size (i.e. videos as javascript request)

- + Desktop: 2,5 MB
- + Tablet: 2 MB
- + Phone: 2 MB

Please use compression methods, optimization, external fonts or libraries and minimize data (animations, inclusion of video content) as much as you can to keep those limits for file sizes.

HTML5 creatives – requirements click counting

Basically, the ad will be displayed in an iFrame.

The clickTAG parameter must be read by the calling URL (`location.href`), to ensure click tracking.

Sample URL:

[//www.hosting.de/banner.html?clickTAG=http://www.ziel.de/landingpage.html](http://www.hosting.de/banner.html?clickTAG=http://www.ziel.de/landingpage.html)

Sample code for reading the clickTAG:

```
var clickURL = (function getQueryParam(param) {var result = window.location.search.match(new RegExp("(\\?|&)" + param + "(\\|\\|)?=([^\&]*)")); return result ? result[3] : false; })(clickTAG');
```

Video-Stream-Ads

A Video (z. B. FLV, MPEG etc.) must be embedded into a Flash creative!
The video file shall be hosted on an external server.

The delivery of a video stream ad shall be via redirect to the provider
(Therefore please note the specifications for each creative)

A maximum of 30 seconds duration is mandatory. Any Sound has to be
activated by user (see Flash creative requirements: Sound).
Buttons for „Stop“, „Pause/Play“ and „Sound on/off“ are required.

Users should have the option to view your spot again. Auto-loop is not
possible! You should ask any user for his bandwidth to present
the best fitting quality of your advertisement.

Users must not be forced to install a plugin via popup in order to view
your advertisement.

Creatives must not look like operating system elements (Windows / Ma-
cOS / Unix) - Creatives must not be mistaken with system messages.
Think about your credibility.

Flash video tutorials by Macromedia(Adobe): <http://www.adobe.com/devnet/video.html>

In order to enable the (re)load process of video files, the Doubleclick
domain must be reachable.

Example Action Script for a „video.flv“ integration:

```
System.security.allowDomain(„ad.ch.doubleclick.net“, „ad.de.doubleclick.net“, „ad.  
fr.doubleclick.net“, „doubleclick.net“); var netConn:NetConnection = new NetConnection();  
netConn.connect(null); var netStream:NetStream = new NetStream(netConn);VideoStream.atta  
chVideo(netStream);netStream.setBufferTime(10); netStream.play(„video.flv“);
```

Documentation by Macromedia(Adobe): <http://livedocs.adobe.com/flash/9.0/ActionScriptLangRefV3/flash/system/Security.html>

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