# Specifications for digital creatives

BerlinOnline Stadtportal GmbH & Co. KG

# Table of content

# 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.

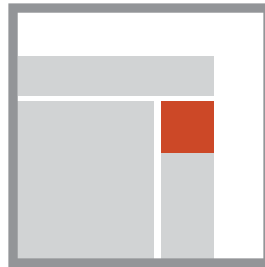# Overview creative formats

**Superbanner / leaderboard**
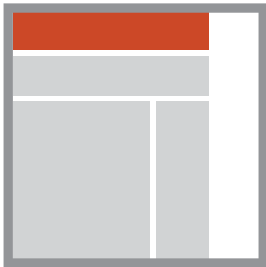
728/980 x 90 px
max. 200KB

**Skyscraper**

120/160/200x600 px
max. 200KB

**MPU**
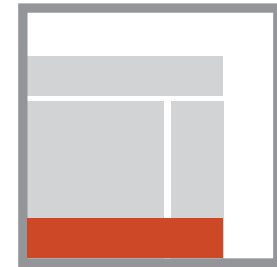
300x250 px
max. 200KB

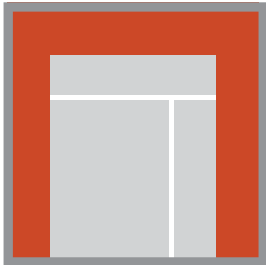**Halfpage Ad**

300x600 px
max. 200KB

**Wallpaper**

Superbanner+
Skyscraper each
max. 200KB

**Bottom Ad**

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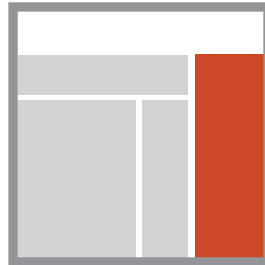max.200KB

**Fireplace**

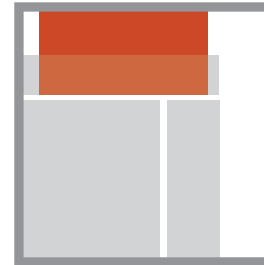Skyscraper left +
Skyscraper right +
Superbanner

**Billboard**

800/980x250 px
max. 200KB

**Sidebar**

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

**Expandable Ads**

expands on
mouseover max.
200KB

**Tandem Ads**

combination of
various formats

# Superbanner & Skyscraper



## 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



## 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



## 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:

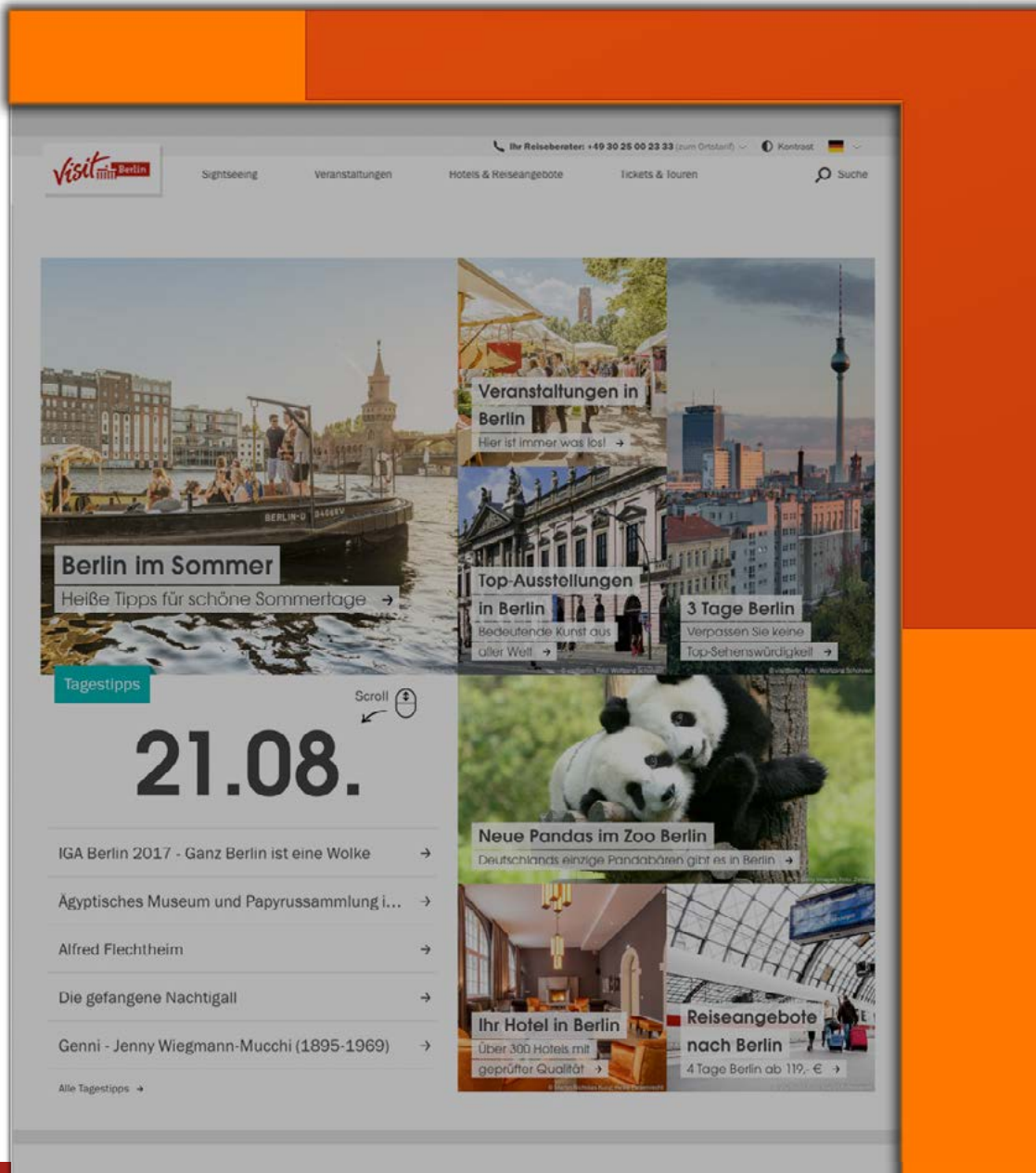1) Horizontal: **Superbanner / leaderboard** 728/980 x 90 px

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



**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



**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



**Billboard**

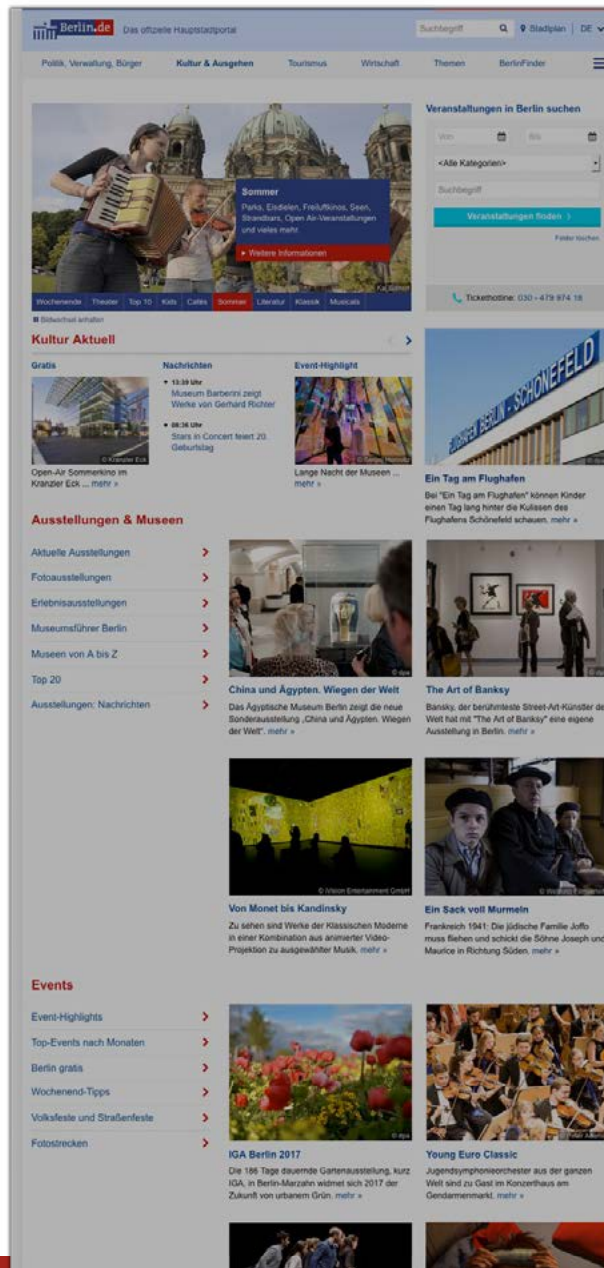+ Fixed position between header and content

**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
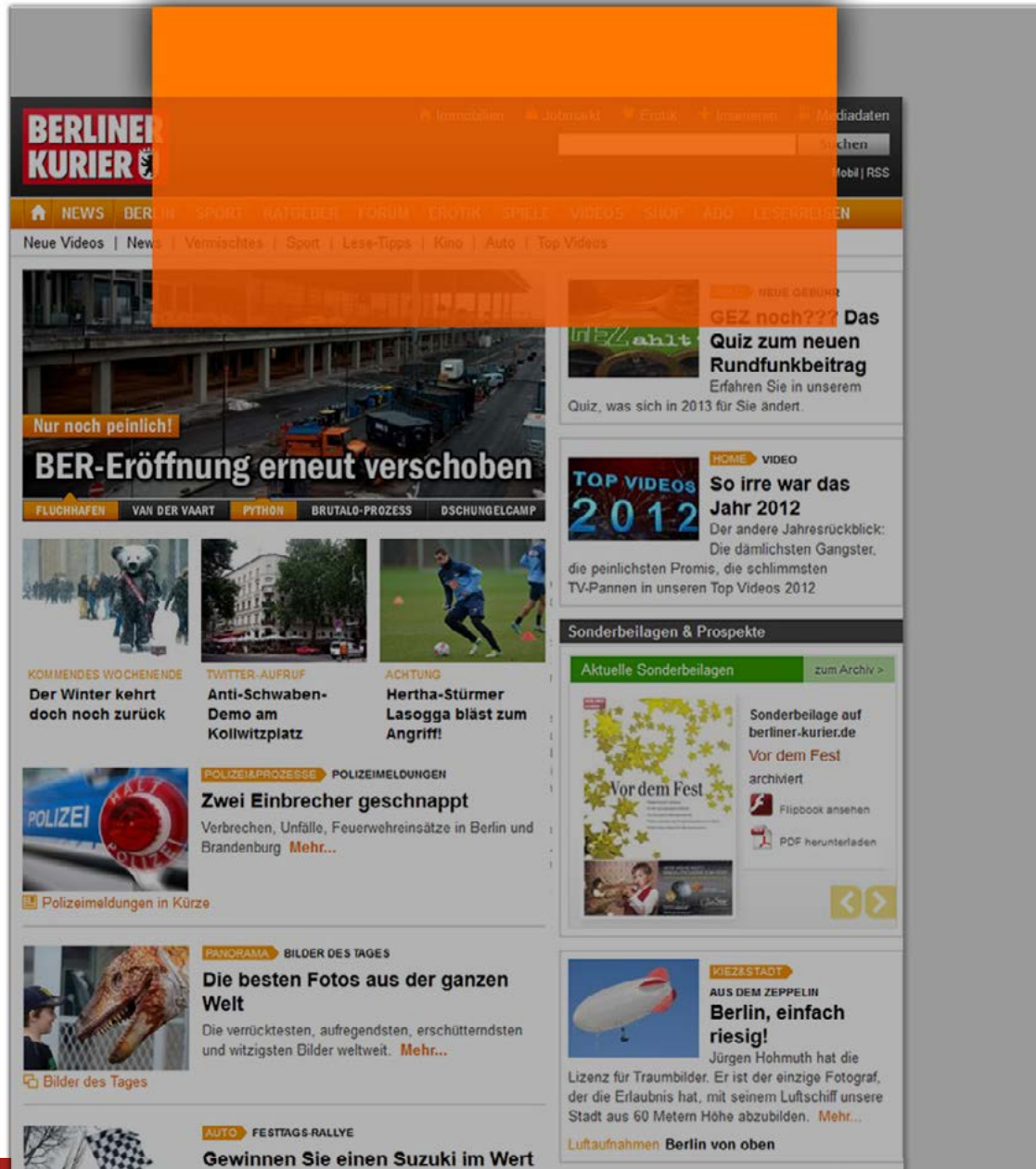


## Expandable Ads

\+ 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



**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



**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



**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 an image materials.

# Special Advertising – Sponsored Link



**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



**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 cant'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



**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



**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



**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
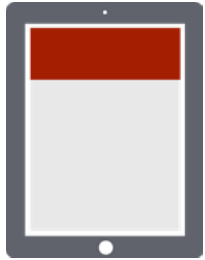
### Mobile Content Ad

+ 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**
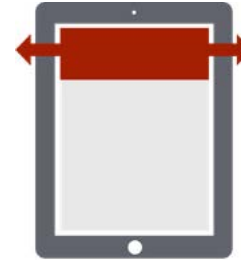
### Mobile Slider Ad / Swipe Ad

+ 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**
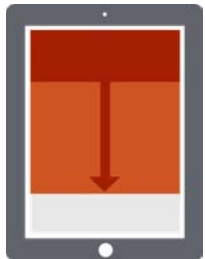
### Mobile Reveal Ad

+ 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**
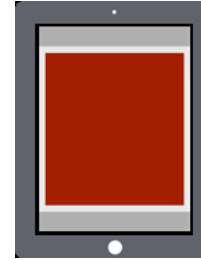


## Poster Ad

+ 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**
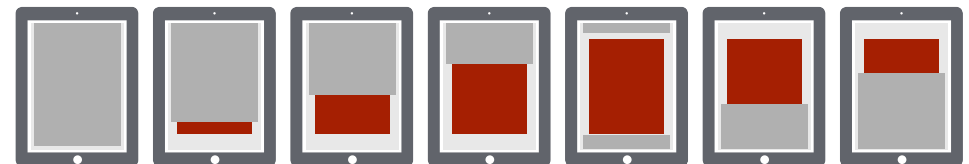
# HTML5 creatives – requirements

**Important:**

HTLM5 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.

# HTLM5 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

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 / MacOS / 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.attachVideo(netStream);netStream.setBufferTime(10); netStream.play(„video.flv");

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

# Your contacts in charge

Our team

### Thomas Brettschneider
Head of Sales & e-Commerce

Tel.: 030 2327 - 6321

thomas.brettschneider@berlinonline.de

### René Semmlack
Senior Sales &
e-Commerce Manager

immovables | economy
jobs & training | health & beauty
travel | shopping

Fon.: +49 30 2327- 6410

rene.semmlack@berlinonline.de

### Constantin Reich
Sales Manager&
e-Commerce Manager

culture & tickets | cinema
events | clubs

Fon.: +49 30 2327- 5903

constantin.reich@berlinonline.de

### Madleen Blonske
Sales Manager&
e-Commerce Manager

tourism & hotels
restaurants

Fon.: +49 30 2327- 5661

madleen.blonske@berlinonline.de

## Ad Management

Fon.: +49 30 2327 - 6403

media@berlinonline.de