componeers

Digital specifications

elektroniknet.de

Contents

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General information

DELIVERY

Please send the advertising material by e-mail to the following address at least 5 working days before the start of the campaign: DISPO.elektroniknet@wekanet.de

So that we can assign the advertising material, please enter the customer name, campaign name, campaign period, target URL and your contact person for ad management.
When changing advertising media, please let us know which motif and which placement is involved. Please adhere to the maximum file and pixel sizes of the various advertising formats. All special advertising formats that are delivered as redirects must not be positioned "absolutely".

TECHNICAL CONTROL

On delivery, the advertising material is checked to ensure that it meets the technical specifications. Unfortunately, we have to reject advertising material that does not meet these specifications and ask for it to be revised. Despite checking, problems may still occur after the start of the campaign or flight. We reserve the right to exclude advertising material in whole or in part from broadcast if:

• there are massive complaints from the user after the start of the campaign
• it subsequently turns out that the advertising material disrupts the performance of the site or the user's computer
• an external advertising medium was subsequently changed without consultation and does not meet the specifications
• the advertising material misleads the viewer/user

TRACKINGS

External tracking pixels that analyze and record user behavior and, if necessary, compare it with a downstream database on the customer side must comply with the guidelines of the EU General Data Protection Regulation (GDPR) and the provider must also be represented on our data protection page as a certified partner. (Post-bid blocking pixels are not permitted)

General information

COUNTING DEVIATIONS

Counting deviations in delivered ad impressions caused by the selective filtering of an external tracking pixel (e.g. ad verification pixel) will not be recognized or settled in favor of Componeers GmbH without prior agreement, unless they can be proven by a validated data basis.

MOTIVE

One motif per booked placement is standard. In the case of motif splits, a maximum limit of three motifs per placement must be taken into account and one motif change per week is permitted for physical delivery.

HTML ADVERTISING MATERIAL

To ensure that no files are lost, we ask you to deliver all images and HTML fragments in a ZIP file.

HTML advertising material must be UTF-8 compatible.

In the case of a physical delivery, all elements of the advertising material must be compressed in a zip file and relatively linked, including an index.html file as the starting point and all integrated scripts. Excluded from this are externally loaded libraries, videos and fonts.

Please note the specifications of the google AD Manager when creating html5 advertising material.

General information

SOUND

Advertising media may only start with the sound effect deactivated. The sound may only be activated by a clear user action (click or mouseover).
become.

The sound may only be played once and may not be repeated (no loop).

There must be a clearly visible option on the advertising material to deactivate the sound, e.g. indicated by the words "Sound on/off", "Sound on/off" or a stylized loudspeaker.

We reserve the right to reject advertising material with "aggressive" sounds or inappropriate volume.

If the sound is subsequently downloaded from the advertising medium, it must be ensured that the reload process only starts once the page has been fully loaded ("polite download"). As a rule, it is sufficient to delay the reload process by approx. 5-10 seconds.
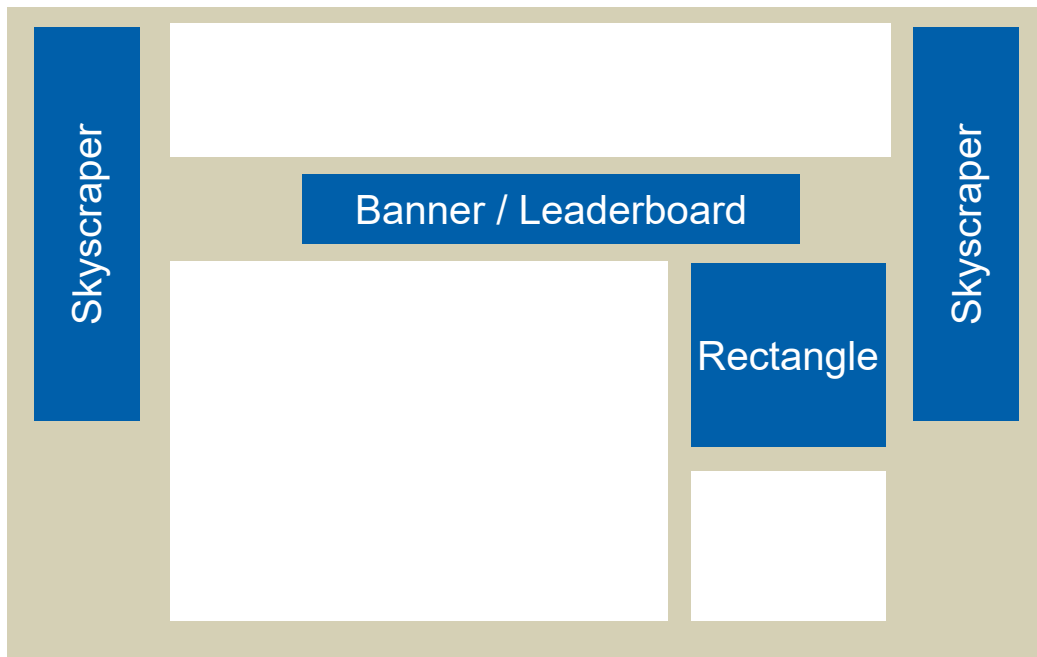
If you wish to use sound effects/music in your advertising material, please note that this is handled differently by the various advertising media (publishers). Please ask our sales team for details.

PRODUCTION

The sizes are based on the IAB standard advertising formats. Changed specific sizes can be placed after consultation with Componeers' ad management.

The advertising material must be optimized with regard to the specified file sizes. The use of scalable vector graphics is recommended here

Standard forms of advertising

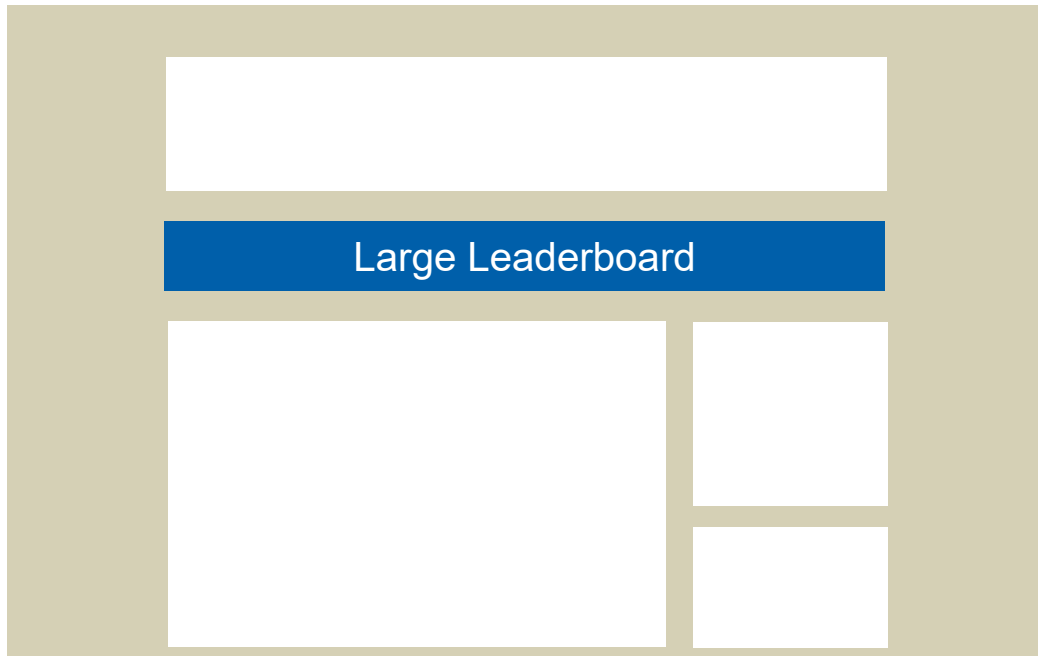| Desktop	
File weight	Max. 40 KB / 200 KB HTML5 redirect initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	• 728x90 (banner/leaderboard) • 160x600 (Skyscraper) • 300x250 (Medium Rectangle)
3rd party	Possible
Streaming	• Only at 300x250, max. 30 sec., only as 3rd party, as video has to be redrawn • Different video versions should be stored behind the video, which are played depending on the user's available bandwidth • Max. 2 MB may be reloaded
Sound	Yes / Sound only starts on user interaction. An on/off button must be available

Standard forms of advertising
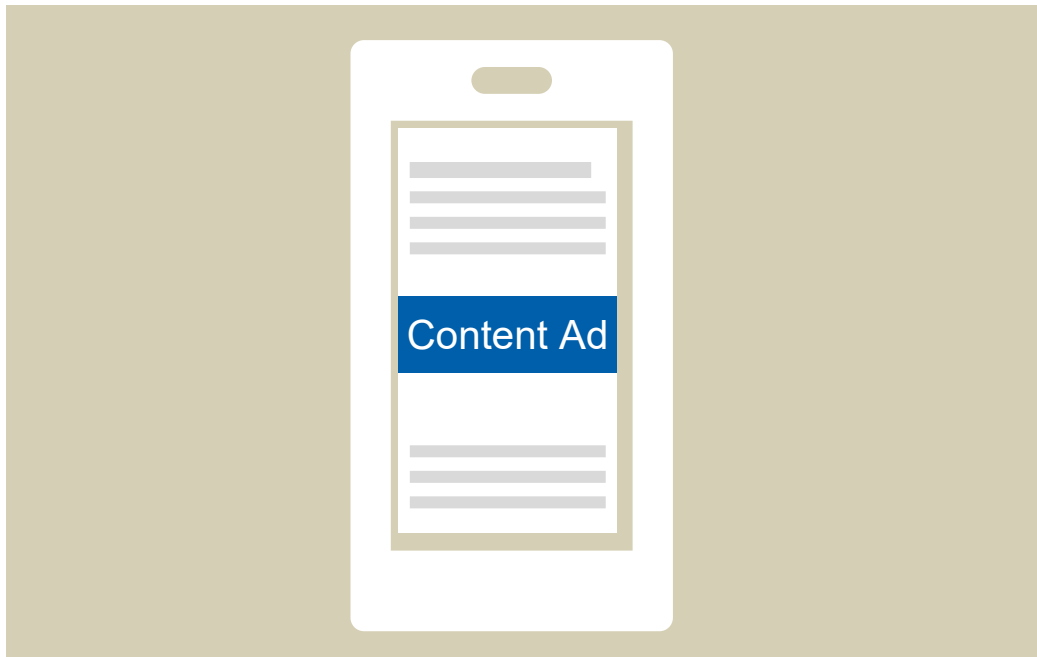
Mobile Banner / Content Ad - 4:1	
File weight	Max. 40 KB initial load, subload max. 2 MB
Placement	Within or above the content
Format	JPG, GIF / HTML5
Dimensions	320x75
3rd party	Possible
Animation	Max. 5 sec.
Streaming	No
Sound	No

Standard forms of advertising
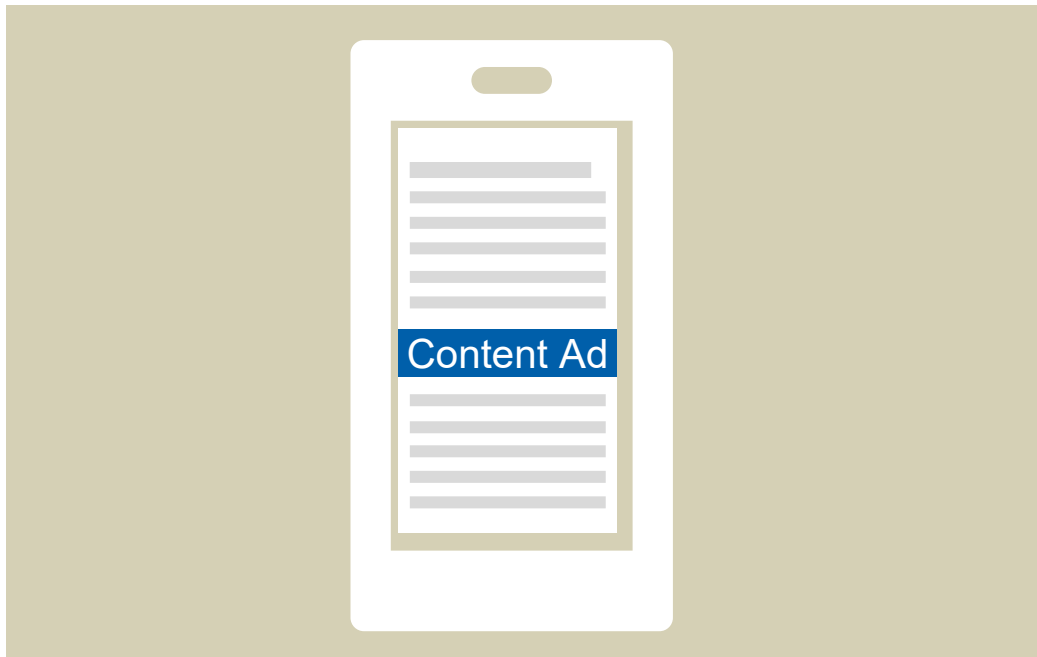
Mobile Banner / Content Ad - 6:1	
File weight	Max. 40 KB initial load, subload max. 2 MB
Placement	Within or above the content
Format	JPG, GIF / HTML5
Dimensions	320x50
3rd party	Possible
Animation	Max. 5 sec.
Streaming	No
Sound	No

BigAds

Large Leaderboard	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	• 970x90
3rd party	Possible
Streaming	• Video max. 30 sec., only as 3rd party, as video must be retraced • Different video versions should be stored behind the video, which are played depending on the user's available bandwidth • Max. 2 MB may be reloaded
Sound	Yes / Sound only starts on user interaction. An on/off button must be available

BigAds

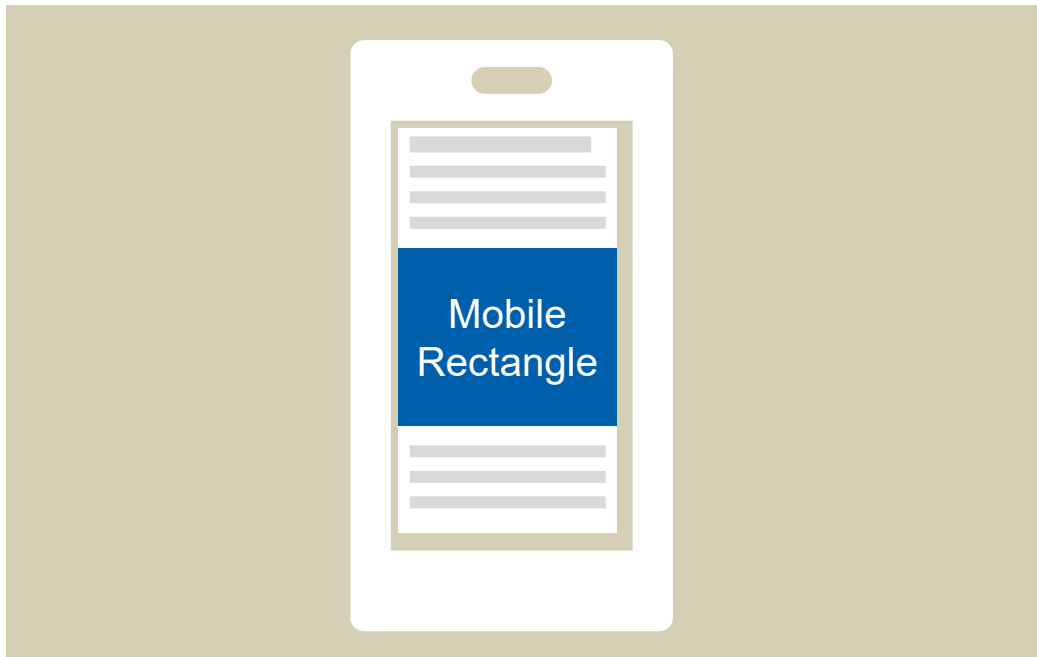| Billboard	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	• 970x250; 800x250
3rd party	Possible
Streaming	• Video max. 30 sec., only as 3rd party, as video must be retraced • Different video versions should be stored behind the video, which are played depending on the user's available bandwidth • Max. 2 MB may be reloaded
Sound	Yes / Sound only starts on user interaction. An on/off button must be available

BigAds

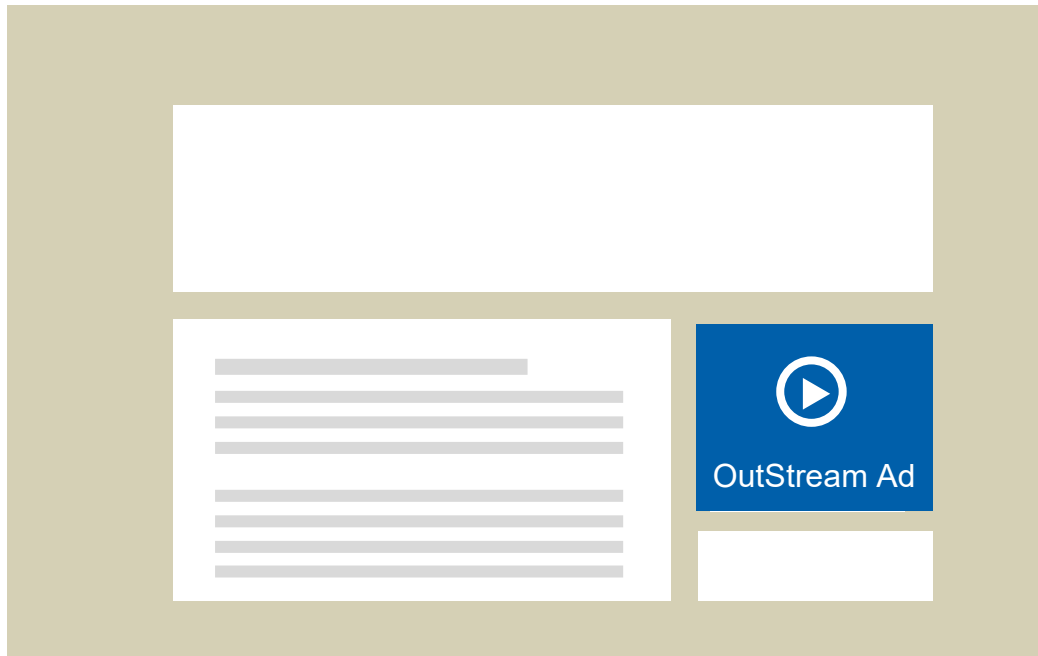| Halfpage	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	• 300x600
3rd party	Possible
Streaming	• Video max. 30 sec., only as 3rd party, as video must be retraced • Different video versions should be stored behind the video, which are played depending on the user's available bandwidth • Max. 2 MB may be reloaded
Sound	Yes / Sound only starts on user interaction. An on/off button must be available

BigAds

Sitebar	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	HTML5, JPG, GIF
Dimensions	600x1200

Big Ads

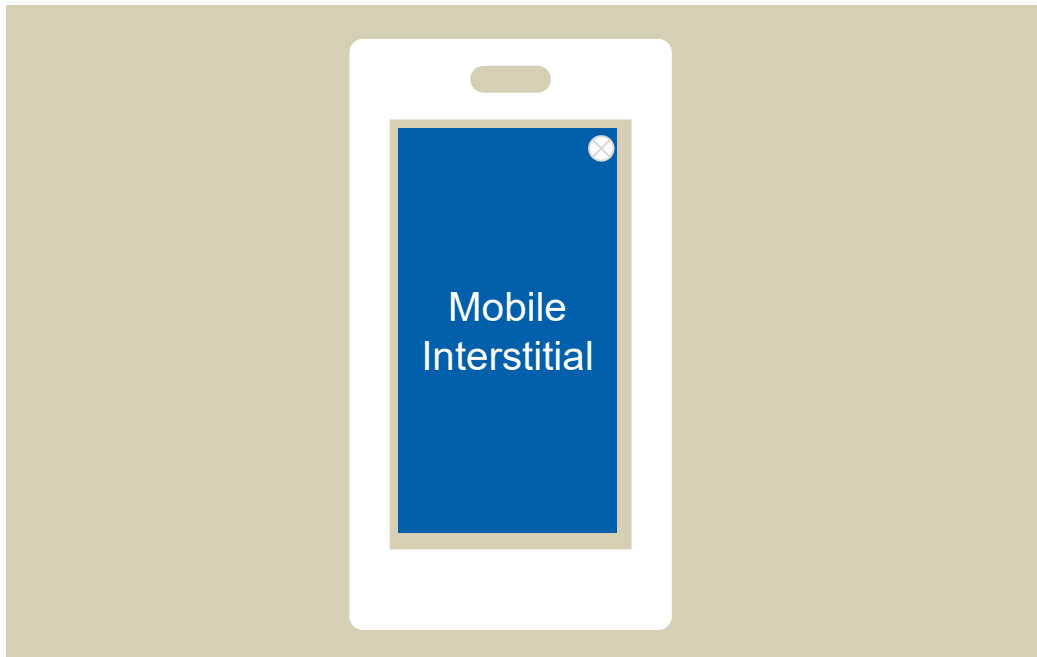| Mobile Medium Rectangle 1:1	
File weight	Max. 150 KB initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	300x250
3rd party	Possible
Streaming	• Only at 300x250, max. 30 sec., only as 3rd party, as video has to be redrawn • Different video versions should be stored behind the video, which are played depending on the user's available bandwidth • Max. 2 MB may be reloaded
Sound	Yes / Sound only starts on user interaction. An on/off button must be available

BigAds

| Video Ad / OutStream	
File weight	150 KB redirect initial load
Format	MP4
Dimensions	• Aspect ratio 16:9 • Min. 1280x720, bitrate: 1.500kBit/s, max. 30 MB
Streaming	• Recommended display duration: 15-30 sec
Sound	Yes / Sound only starts on user interaction. An on/off button must be available

Special forms of advertising
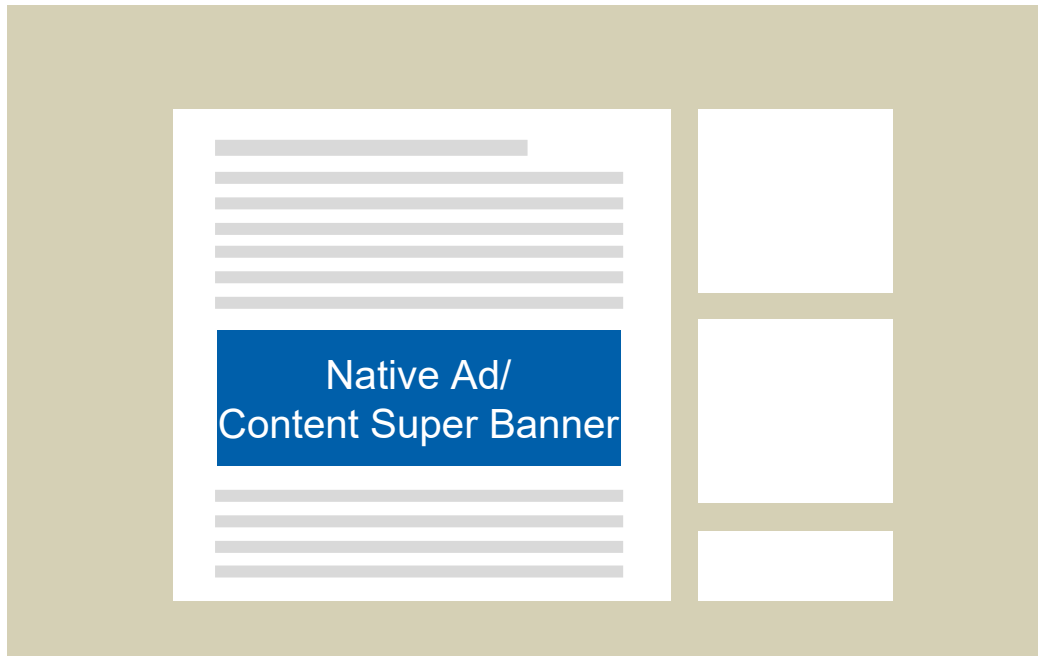
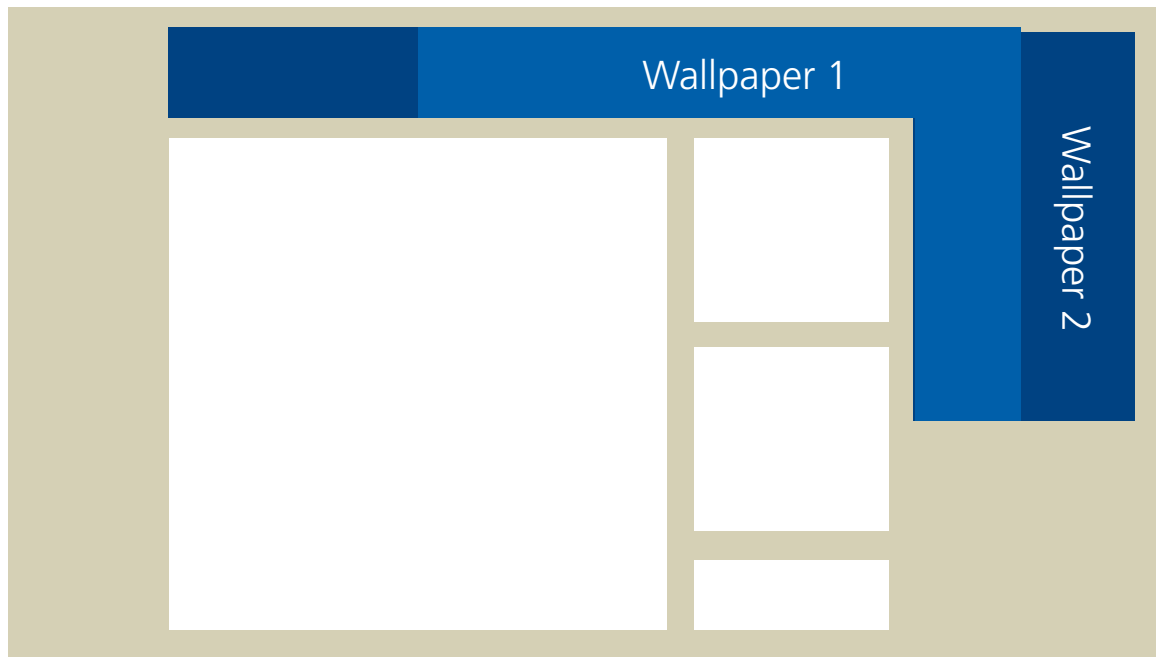| Native Ad / Content Super Banner (CSB)	
File weight	150 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF, PNG HTML5 only with CSB
Dimensions	Native Ad • Heading: max. 25 characters • Teaser text: max. 90 characters • Image sizes: 300 x 225 or 300 x 169 pixels • Logo (optional): 75 x 25 pixels (3:1) Content Super Banner • 640x250
3rd party	Only for CSB
Streaming	• No
Sound	Yes / Sound only starts on user interaction. An on/off button must be available

Special forms of advertising

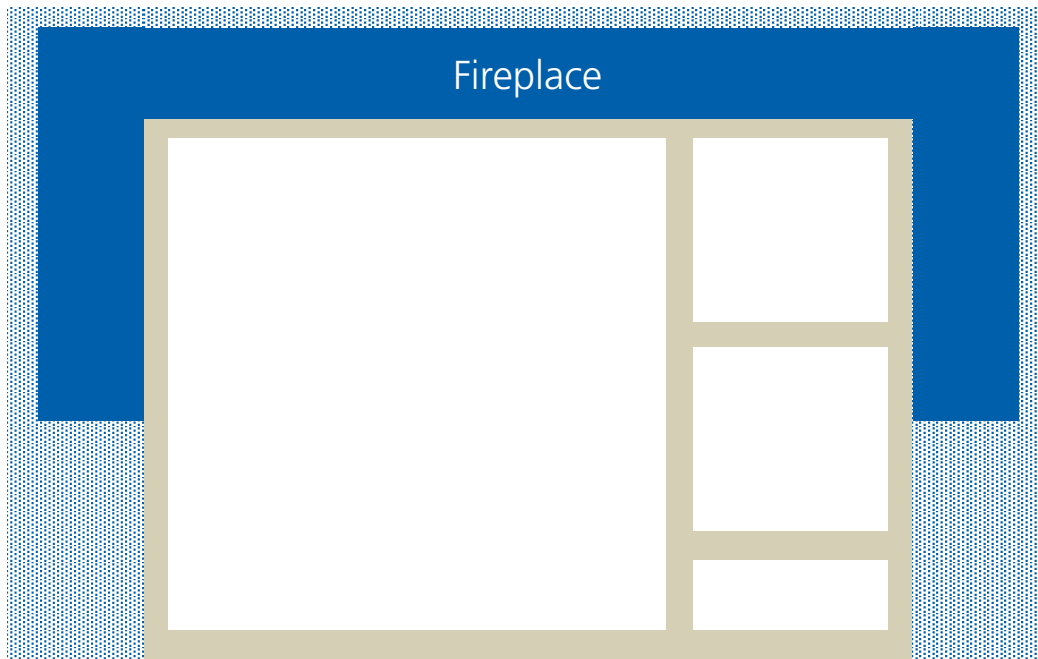| Mobile interstitial	
File weight	80 KB
Format	JPG, GIF, PNG
Dimensions	• 320x480/300x250/300x600 (Portrait)
3rd party	No
Animation	• Ad is triggered when the page is called up • Functions come from the marketer
Sound	No

Special forms of advertising
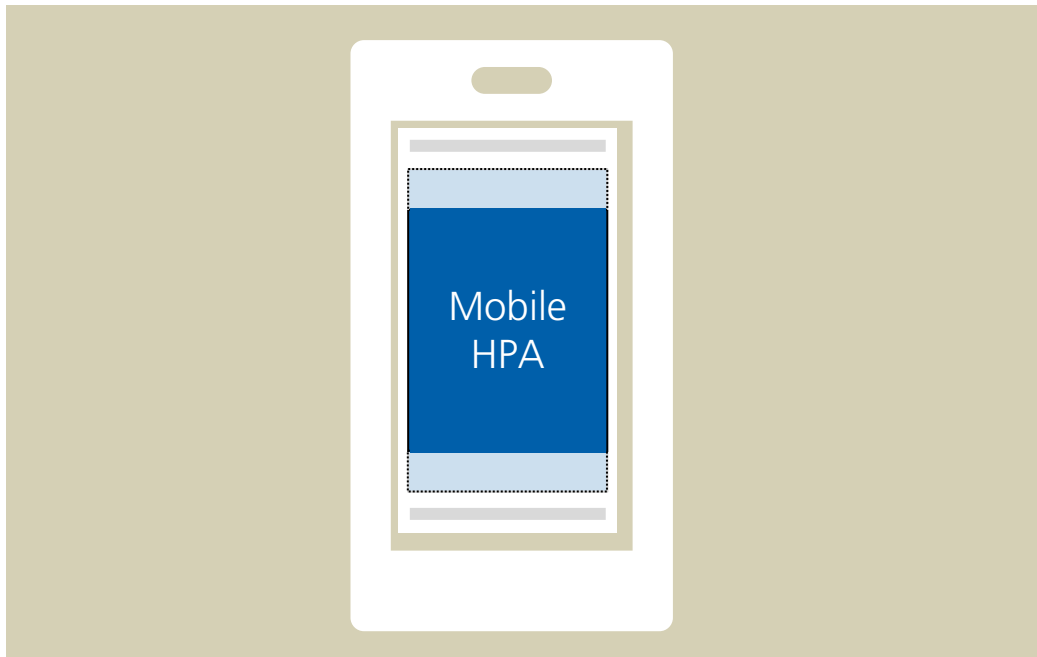
Mobile HalfpageAd	
File weight	Max. 150 KB initial load, subload max. 2 MB
Format	JPG, GIF / HTML5
Dimensions	300x600
3rd party	Possible
Streaming	No
Sound	No

Special forms of advertising
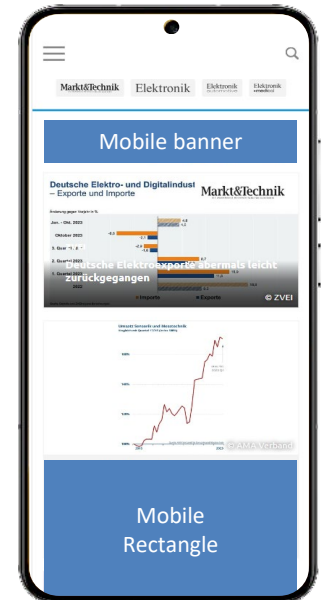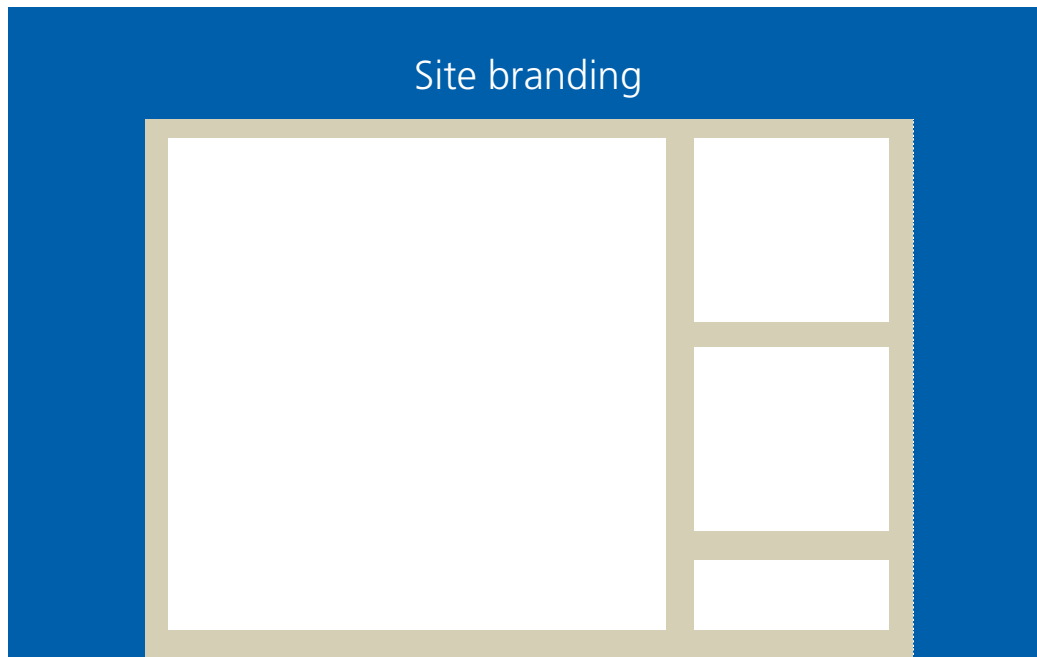

Wallpaper	
File weight	150 KB redirect initial load, subload max. 2 MB (per format)
Format	JPG, GIF
Dimensions	• Wallpaper 1: 728x90 + 160x600 • Wallpaper 2: 970x90 + 300x600 • Incl. background coloring bookable (hex color code incl. ClickCommand)
3rd party	Possible
Streaming	• max. 30 sec., only as 3rd party, as video must be retraced • Different video versions should be stored behind the video, which are played depending on the user's available bandwidth • Max. 2 MB may be reloaded
Sound	Yes / Sound only starts on user interaction. An on/off button must be available

Special forms of advertising

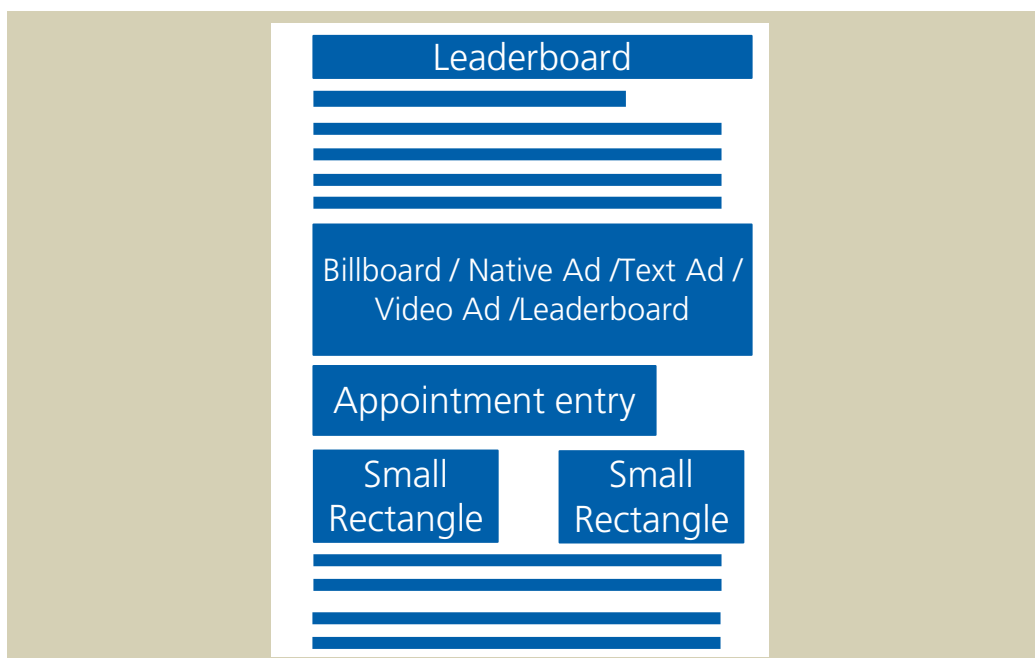| Fireplace	
File weight	250 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF
Dimensions	• 990x90 + 2x 160x600 • Incl. background coloring bookable (hex color code incl. ClickCommand)
3rd party	Possible
Streaming	• max. 30 sec., only as 3rd party, as video must be retraced • Different video versions should be stored behind the video, which are played depending on the user's available bandwidth • Max. 2 MB may be reloaded
Sound	Yes / Sound only starts on user interaction. An on/off button must be available

Special forms of advertising

| Site branding	
File weight	250 KB redirect initial load, subload max. 2 MB
Format	JPG, GIF
Mobile dimensions	320x50 + 300x250
Website dimensions	990x90 + 2x 600x1200

Newsletter

Banner	
File weight	Max. 200 KB
Format	Image with text: PNG Image without text: JPEG or GIF (GIF only without animation) Video Ad: YouTube Link
Banner dimensions	• 630x90 (Leaderboard) • 630x200 (Billboard) • 291x156 (Small Rectangle)
Native ad without logo / with logo	Visualization like article Headline + image + text and ad URL (max. 1 link) Image: 225 x 127 Px, max. 200 KB Headline: max. 40 characters, text: max. 300 characters each incl. spaces, with logo (150 x 50 pixels)
Appointment entry	Text: max. 140 characters incl. spaces and ad URL (max. 1 link) in two newsletters
Exclusive sponsoring	Premium leaderboard + billboard + 3 editorial mentions + mention in the subject line

Newsletter

Customized Newsletter

Customized Newsletter	
Specifications (when created via Componeers)	• Subject line: max. 150 characters incl. spaces • Logo: 150 x 50 px • Max. 3 images (max. 300 KB per image): Variant A: 1 header image 630 x 200 px + 2 more at 270 x 200 px Variant B: 3 x 270 x 200 p • Text: max. 2,000 characters without spaces • Links: max. 5 • Optional video ad: link to YouTube or Vimeo
Specifications (with finished delivery as HTML mailing?	• Width: 630 pixels • Standard fonts: Georgia, Times New Roman, Arial, Verdana, Courier New • CSS: do not use CC strings within the HTML, send the CSS strings in a separate file • Maximum file size: max. 300 KB per image; max. 2 MB per newsletter • Font size: not smaller than 10 pt • Do not use forms • Using tables for design • Image formats: jpg, gif, png • Please ensure proper display in Outlook and other e-mail clients

Online advertorial
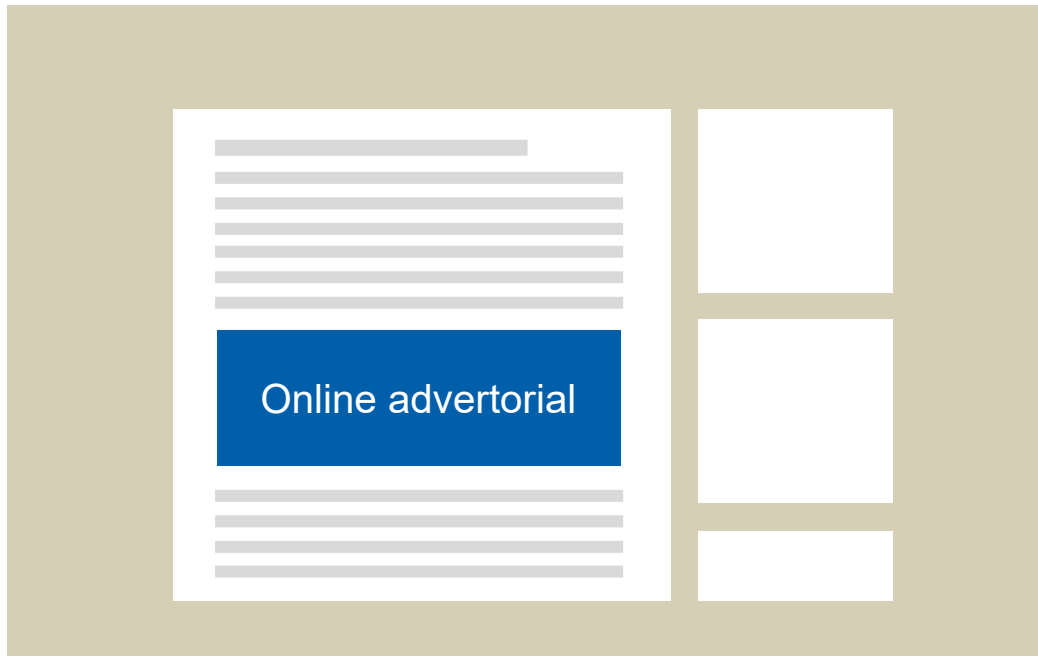
Specifications	
	• Teaser image: 1280 x 720 px, 300 dpi resolution • Headline: max. 65 characters incl. spaces • Teaser text: max. 300 characters incl. spaces • Advertorial Text: Unlimited characters (recommendation up to max. 7,000 characters incl. spaces) • Links: max. 4 links in the text

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