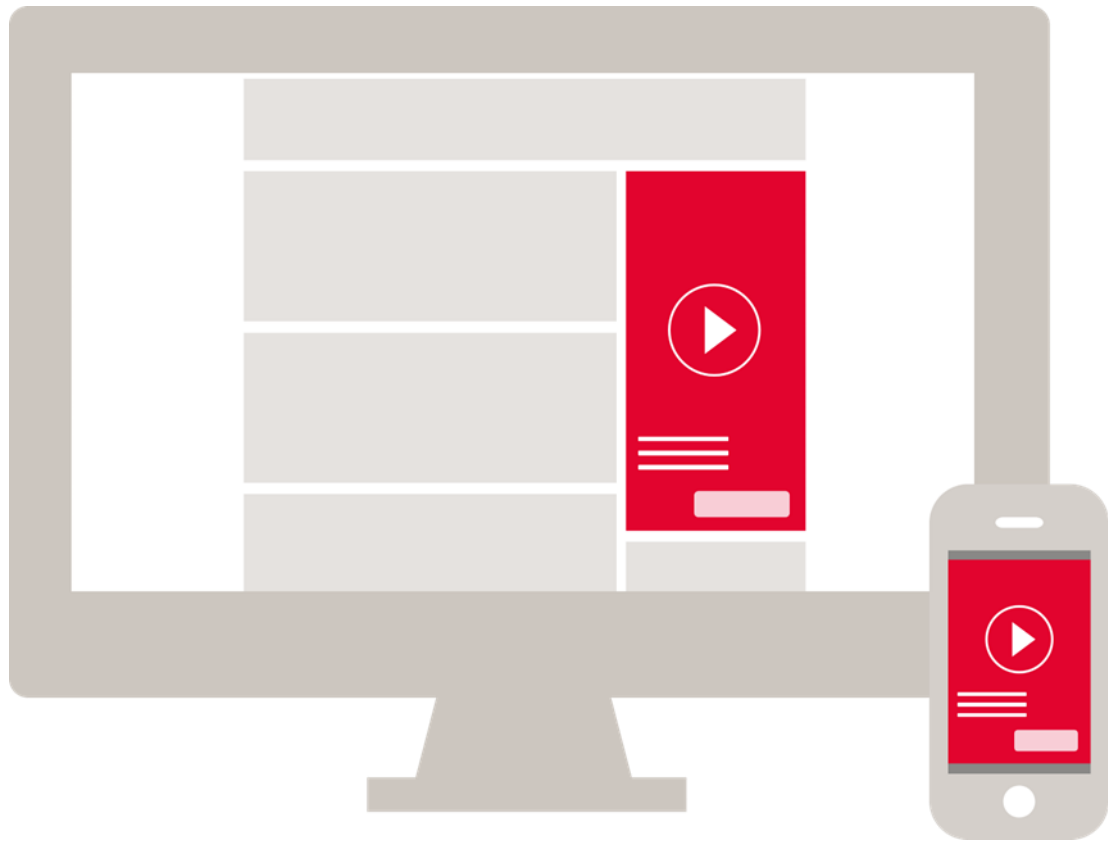


SPECIFICATIONS

# ONE STOP AD CREATING

## VIDEO SYNC

## HALFPAGE AD



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### 1. Fact Sheet

With Video Sync, you can add targeted additional information to an eye-catching commercial.

While the video, along with the company logo, creates a fixed area, the second area of the advertising material contains up to three text elements that are synchronized with the video content. Each of these flexible areas consists of a headline, a text section and a CTA button.


This makes it possible to highlight advertised products in the video, describe them in more detail and increase the incentive for the user to buy. Or image videos can be enriched with additional stories for branding campaigns.

If you have any questions, please contact:


E-Mail: [ads@united-internet-media.de](mailto:ads@united-internet-media.de)

Last update: November 2023

## 2. Data Sheet

Screen <sup>(1)</sup>	Ad type	Element	Measurements(pixels)	File size	File format
 Halfpage Ad		Video-Element	Width: 300 px Height: min. 168 to max. 500 px	4 MB	Video <sup>(4)</sup>
		Text-Element Headline <sup>(2)</sup>	max. 25 characters <sup>(3)</sup>		Text
		Text-Element Text <sup>(2)</sup>	max. 125 characters <sup>(3)</sup>		Text
		Logo	Width: max. 300 px Height: max. 50 px	15 kB	Image
		CTA-Button Text <sup>(2)</sup>	max. 25 characters <sup>(3)</sup>		Text

## Optionale Elemente

Screen <sup>(1)</sup>	Werbeform	Element		Dateiformat
 Halfpage Ad		Background <sup>(5)</sup>		Hexadecimal code
		Text-Element	Text colour	Hexadecimal code
		CTA-Button	Text colour	Hexadecimal code
		CTA-Button	Colour	Hexadecimal code

<sup>(1)</sup> Either the mobile or desktop view of our portals will be displayed on tablets depending on the user agent. The following criteria will determine the type of display: screen size, operating system, version, browser, browser version, portrait or landscape display, and its environment.

<sup>(2)</sup> Up to 3 text elements respectively CTR buttons can be integrated. Text, colour, target URL and time period of the insertion are defined in a separate document provided by us. The integration is a service of United Internet Media GmbH.

<sup>(3)</sup> Including spaces.

<sup>(4)</sup> We refer to the United Internet Media Video Specifications here. For more information, please see: <https://www.united-internet-media.de/en/downloadcenter/specifications/>

<sup>(5)</sup> Optionally, a background graphic with the size 300 x 600px can also be supplied. Please consider that a large part of the graphic will be covered by other elements of the advert.

## 3. General United Internet Media Requirements

The General Terms and Conditions <https://www.united-internet-media.de/en/general-terms-and-conditions/> and General Advertising Guidelines <https://www.united-internet-media.de/en/downloadcenter/general-guidelines/> are applicable here. Any violations of the points listed above or applicable law will automatically lead to the advertisement being declined.

## 4. Submission Details

- 4.1. United Internet Media reserves the right to optimise the size and position of the delivered elements.
- 4.2. Fonts are standardised and cannot be changed by the customer.
- 4.3. The delivery of the ad components to United Internet Media can only take place physically.
- 4.4. The ad or redirects must be submitted at least **three working days** before the start of the campaign. If the files are not sent on time, United Internet Media cannot guarantee that the campaign will start as scheduled, or that the ads will be integrated without any errors.
- 4.5. All ads must correspond to our defined specifications. Elements that do not comply with these specifications will not be used, and United Internet Media will not correct or install them.
- 4.6. All ads are subjected to an internal check.

## 5. Display Details

- 5.1. United Internet Media reserves the right to approve each individual motif. Advertisements that evoke extremely strong responses or impact the use of the site too dramatically may be rejected.
- 5.2. All ads have to be reviewed in advance to ensure that they comply with all guidelines and regulations governing the protection of minors. United Internet Media reserves the right to limit access/display time for the advertisement in line with any age restrictions, or reject the motif entirely.
- 5.3. United Internet Media reserves the right to determine and enforce frequency capping when it comes to the number of times an ad is displayed.

## 6. Ad Serving / Tracking

- 6.1. External tracking pixels may be integrated to count clicks and impressions. These must be unattached from the corresponding destination URLs and also allow for clicks to be tracked by United Internet Media.
- 6.2. Separate click trackings can be delivered for the CTA buttons.
- 6.3. It is necessary to notify United Internet Media in advance and coordinate the intended use of view time/visibility measurements or other expanded tracking methods featuring scripts. United Internet Media reserves the right to reject this type of tracking.
- 6.4. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.
- 6.5. All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.2) and must be able to respond to its signalling. Please note the "TCF 2.2 Notes" (<https://www.united-internet-media.de/en/downloadcenter/specifications/>).

## **7. Audio, Video (Physical or Redirect Submission)**

We refer to the United Internet Media Video Specifications here. For more information, please click here:  
<https://www.united-internet-media.de/en/downloadcenter/specifications/>

## **8. Technical Requirements**

- 8.1.** Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3<sup>rd</sup> party redirects/sources.

# Any questions?

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If you have any questions, please contact our team:

### **Media Campaign Management**

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