SPECIFICATIONS

MOBILE CAROUSEL AD
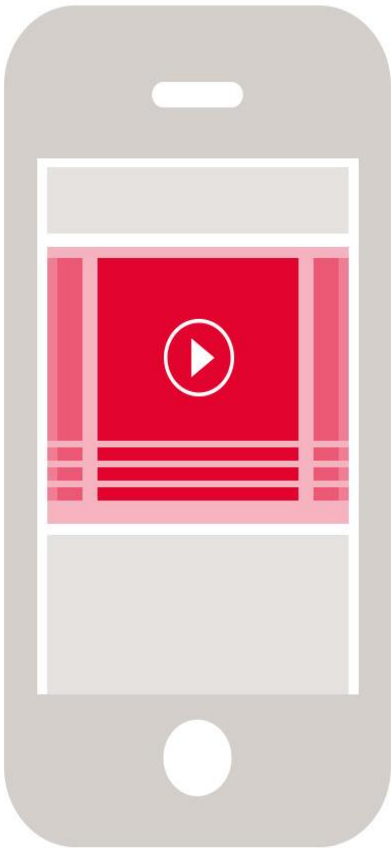
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1. Fact Sheet

The Mobile Carousel Ad offers you numerous possibilities to deliver your message. Within the placement, it's possible to integrate up to six adverts. These will be arranged successively and the user can swipe through independently.

Depending on the product and the advertising message, those can be designed with different texts, images and videos and forwarded to different destination URLs. So with just one format you have a variety of design options for your message(s)!

In the case of technical queries:
E-Mail: ads@united-internet-media.de

Stand: 01.09.2020

2. Data Sheet

Screen[1]	Ad type	Dimensions (Pixel)	File size (kB)[2]	File format
	Mobile Carousel Ad	Per module, depending on layout: **Layout 1)** **Picture with text:** Picture: 230 x 230 or higher resolution in the aspect ratio 1:1 (recommended: min. 460 x 460) Text: Headline: Max. 30 characters (incl. blank) Subline: Without CTA-Button max. 75 characters (incl. blank) Including CTA-Button overall max. 55 characters (incl. blank) **Layout 2)** **Picture only:** 230 x 300 or higher resolution in the suitable aspect ratio (recommended.: min. 460 x 600) **Layout 3)** **Video[2]:** (There can be placed a video on the first module if desired. For the remaining modules layout 1 or 2 applies.) 230 x 300 (230 x 230 if there should be text on the module; max. characters see layout 1) or higher resolution in the suitable aspect ratio (recommend: 460 x 600 or rather 460 x 460).	30 High resolution quality: 60	Image, Text, Video[2]

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[1]   On Tablet, either the mobile or desktop view of our portals will be displayed according to User Agent. The following criteria determine the presentation: screen-size, operating system, operating system version, browser, browser version, portrait- or landscape format and environment. Please note that this format is only displayed in mobile view.

[2]   Please note the United Internet Media video specifications. For further information visit:
https://www.united-internet-media.de/en/downloadcenter/specifications/

3.   General Requirements of United Internet Media (UIM)

The General Terms and Conditions apply https://www.united-internet-media.de/en/general-terms-and-conditions/ and the General Guidelines for advertising material https://www.united-internet-media.de/en/downloadcenter/general-guidelines/.
A violation of the above-mentioned points as well as violation of applicable law will automatically lead to a rejection of the advertising material.

4.   Delivery Details

4.1.   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.

4.2.   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.

4.3.   All ads are subjected to an internal check.

4.4.   Within the placement there can be integrated three to six different ads (min. 3 - max. 6). The user is swiping through the different modules independently.

4.5.   Design advices and recommendations:
- Layout 1 (picture & text):
  To ensure an unambiguous assignment, please make sure that the texts are clearly designated to the advertising material, e.g. Picture1 - Text1; Picture2 – Text2, etc.
- Layout 2 (picture):
  We recommend integrating a call-to-action button in at least one of the elements.

4.6.   We recommend to deliver the ads in high resolution.

4.7.   High resolution:
- We recommend double-sized images to guarantee a high-quality ad presentation. If this is not possible, the delivery will still be sufficient in the actual final size.

5.   Delivery Details

5.1.   Ads are always displayed in non-friendly iframes on portals operated by United Internet Media. Modifications may not be made to specific sites. United Internet Media does not specify any use of web development libraries.

5.2.   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.

5.3.   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.

5.4.   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. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.

6.3. All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and must be able to respond to its signalling. Please note the "TCF 2.0 Notes" (https://www.united-internet-media.de/en/downloadcenter/specifications/).

7. Audio, Video (Physical or Redirect Delivery)

The video specifications of United Internet Media apply. For further information please visit:
https://www.united-internet-media.de/en/downloadcenter/specifications/

8. Technical Requirements

8.1. Https is absolutely necessary for all advertising media marketed by United Internet Media. This also applies to 3rd party redirects/sources.

8.2. The ads should not noticeably impact the CPU usage or site performance on an average device. United Internet Media reserves the right to reject ads that impact site functionality. Reasons for negatively impacting/disrupting site performance: excessive or incorrect use of JavaScript or other web animation functions.

Any questions?

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In the case of technical queries:

Media Campaign Management

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