SPECIFICATIONS

MOBILE EVENT

BANNER 2:1

united
internet
media
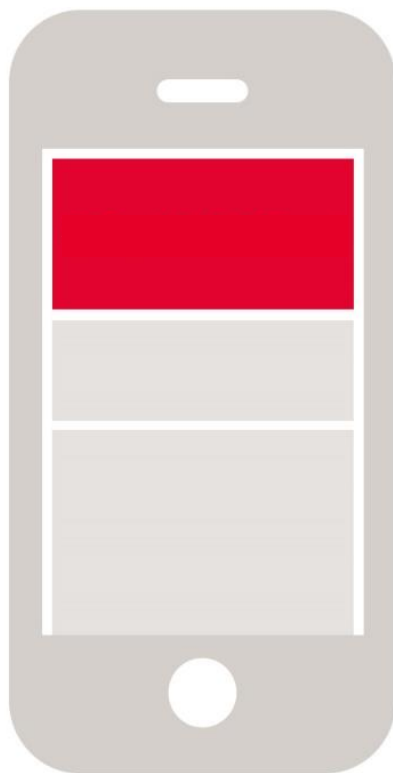
Table of Contents

1.   Fact Sheet

Unrestricted placement, easy handling and creative freedom. The Mobile Banner 2:1 convinces through a three times bigger area compared to the Mobile Banner 6:1 – a lot of room to put your ad message in perspective and highlight from the side content. It is eye catching, pleases and sticks to your mind.

The Mobile Banner 2:1 is graphically adjustable at any area and clickable.

If you have any questions, please contact:
E-Mail: ads@united-internet-media.de

Last update: 01.09.2020

2. Data Sheet

Screen[1]	Ad type	Measurements	File size Initial load[2]	File size Subload[2]	File format
	Mobile Banner 2:1	300 x 150 px	50 kB	100 kB	Image, HTML[3]
	Mobile Banner 2:1 Fallback[4]	300 x 150 px	50 kB		Image

[1] 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. Please note that this format is only shown in the mobile view.

[2] Please consider further information under article 7.5.

[3] We refer to the OVK guidelines for HTML5. For more information on these guidelines, please see: https://www.united-internet-media.de/en/downloadcenter/specifications/

[4] Our default fallback solution is static images. Please consider further information under article 4.4.

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. 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. In order to ensure the proper functionality of the portals as well as the correct advertising display, the delivery of the following separated fallback elements is always required:

- Fallback graphics (image format) as physical file
- Tracking (tracking pixels | click URL) and landing page

4.5. Ad identification:

- ▢▢▢ : To indicate to the user that this is an ad, and not editorial content:
  -w- in one of the four corners, high-contrast type colour, sans serif typeface, min. 9 pt.
  If this label is missing, United Internet Media reserves the right to incorporate it.

5. Display 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. Ad features (e.g. sticky, expanding, collapse, etc.) or permanent components of a specific type of ad (close button, interstitial, etc.) will be provided by United Internet Media and may not be implemented in the advertisement already. In addition, the ads may not interact with the page in any way.

5.3. Redirects with Rich Media templates that modify the page are not allowed as these may result in errors.

5.4. 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.

5.5. 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.

5.6. United Internet Media reserves the right to determine and enforce frequency capping when it comes to the number of times an ad is displayed.

5.7. The customer is responsible for cross-device/cross-browser compatibility.

6. Ad Serving / Tracking

6.1. It is possible to submit redirects. To avoid white or blank spaces from being displayed, it is necessary to store a fallback in the redirect.

6.2. 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.

6.3. 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 2.0) 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. Technical Requirements

7.1. Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3rd party redirects/sources.

7.2. 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.

7.3. If the ad contains transparent sections that overlap the page, any content below these layers must still be clickable. In this case, United Internet Media reserves the right to request a mandatory semi-transparent background, or reject the ad. United Internet Media also reserves the right to exclude individual browsers from the display.

7.4. It is necessary to define buttons for all clickable areas. The uniform standard to deliver the redirect to the marketer's click tracker is the "click tag". Please take note of our "OVK Guidelines" (https://www.united-internet-media.de/en/downloadcenter/specifications/).

7.5. Initial- and subload
- Loading ads is primarily limited to the initial part.
- After completing the initial load, it has to be ensured that the advertiser's motif is depicted on the ad space.
- For complex creations where the allowed file weight (initial load) does not suffice, additional contents may be reloaded up to the specification limit (subload).
- The stated file weight also includes all resources that are accordingly transferred with the ad via internet (e.g. measurement scripts).
- The submission as 3rd Party Redirect requires the adherence of above-mentioned guidelines.
- Regarding this, please also consider the OVK specifications (https://www.united-internet-media.de/en/downloadcenter/specifications/).

Any questions?

United Internet Media GmbH

Karlsruhe

Brauerstrasse 48

76135 Karlsruhe, Germany

Munich

Sapporobogen 6-8

80637 Munich, Germany

info@united-internet-media.de

www.united-internet-media.de

If you have any questions, please contact our team:

Media Campaign Management

✉ E-Mail: ads@united-internet-media.de