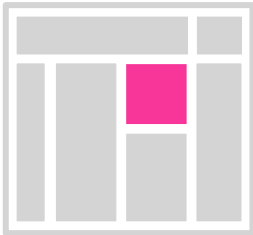




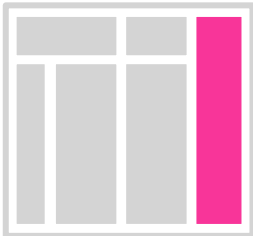
# Specifications

## DESKTOP DISPLAY

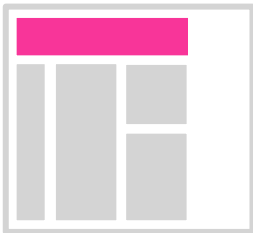
### STANDARD ADS



**MEDIUM RECTANGLE**  
Dimensions: 300 x 250  
HTML5 with redirect/3rd party tag  
Gif, JPEG (max. 40 kB)

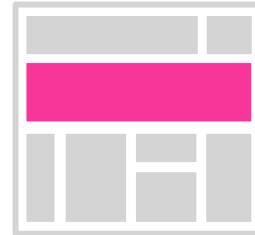


**(WIDE) SKYSCRAPER**  
Dimensions: 300 x 250  
HTML5 with redirect/3rd party tag  
Gif, JPEG (max. 40 kB)

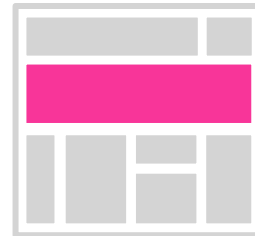


**LEADERBOARD**  
Dimensions: 728 x 90  
HTML5 with redirect/3rd party tag  
Gif, JPEG (max. 40 kB)

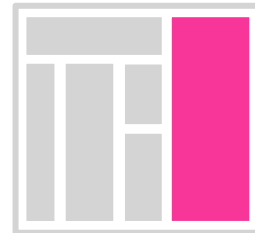
### HIGH IMPACT ADS



**BILLBOARD**  
Dimensions: 970 x 250  
HTML5 with redirect/3rd party tag  
Gif, JPEG (max. 40 kB)



**WIDEBOARD**  
Dimensions: 994 x 250  
HTML5 with redirect/3rd party tag  
Gif, JPEG (max. 40 kB)



**HALF PAGE AD**  
Dimensions: 300 x 600  
HTML5 with redirect/3rd party tag  
Gif, JPEG (max. 40 kB)

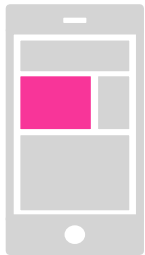
All display ads are available both programmatically and via direct bookings.



## Specifications

### MOBILE DISPLAY

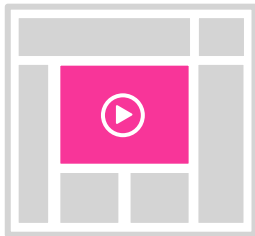
#### STANDARD ADS



MOBILE RECTANGLE  
Dimensions: 300 x 250  
HTML5 with redirect/3rd party tag  
Gif, JPEG (max. 40 kB)

### IN-STREAM VIDEO

#### PRE-ROLL



Format: MP4  
Width in pixels: 1280  
Height depends on the aspect ratio of the video:  
With ratio 4:3: 960 pixels

With ratio 16:9: 720 pixels  
Duration: max. 30 seconds  
Target URL  
Optional: Tracking URL  
Delivery via VAST-TAG possible

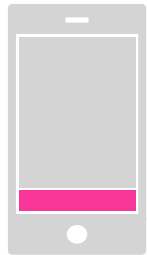
Mobile and video ads are available both programmatically and via direct bookings.



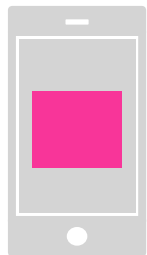
## Specifications

### SHAZAM: Available via direct booking

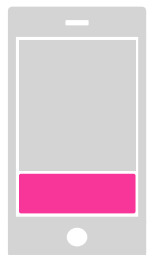
#### STANDARD MEDIA



320 x 50 BANNER  
640 x 100 Retina preferred  
Gif, JPEG, PNG (max. 40 kB)  
(PSD needed for custom solution)  
Supports 3rd Party Tag  
Video: MPEG-4 (max 1 GB,  
max. 60 sec., recommended 10 sec.)

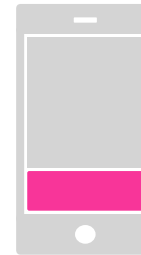


300 x 250 MPU  
600 x 500 Retina preferred  
Gif, JPEG, PNG (max. 40 kB)  
(PSD needed for custom solution)  
Supports 3rd Party Tag  
Video: MPEG-4 (max 1 GB,  
max. 60 sec., recommended 10 sec.)

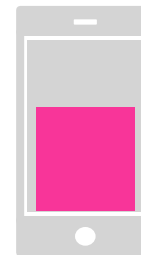


TRACK PAGE LEADERBOARD  
600 X 200 (3:1 aspect ratio)  
JPEG, PNG (max. 50 kB)  
(PSD needed for custom solution)  
Only physical creatives possible  
Rich media / animations not  
supported

#### CUSTOM MEDIA



TRACK PAGE LEADERBOARD  
600 X 200 (3:1 aspect ratio)  
JPEG, PNG (max. 50 kB)  
(PSD needed for custom solution)  
Only physical creatives possible  
Rich media / animations not  
supported



LISTENING SCREEN TAKEOVER  
320 x 400 (640 x 800 possible for Retina)  
JPEG, PNG, Gif (max. 50 kB)  
Rich media: max 100 kB  
(PSD needed for custom solution)  
Only physical creatives possible  
Video: MPEG-4 (max 1 GB,  
max. 60 sec., recommended 10 sec.)



SHAZAM BRAND TAKEOVER  
1000 x 500 (2:1 aspect ratio)  
JPEG, PNG (less than 60 kB)  
Only physical creatives possible  
Rich media / animations not supported