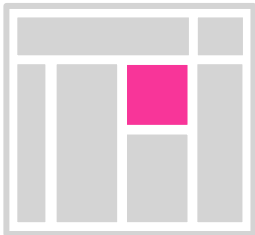


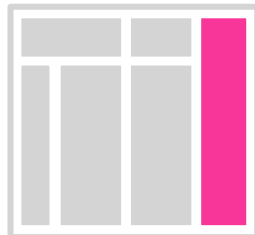
# Display Network

## STANDARD WERBEFORMEN



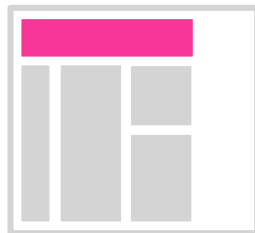
### MEDIUM RECTANGLE

Abmessung: 300 x 250  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 150 kB)



### (WIDE) SKYSCRAPER

Abmessung: 160 x 600  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 150 kB)



### LEADERBOARD

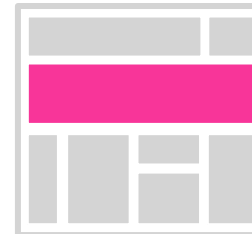
Abmessung: 728 x 90  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 150 kB)

## HIGH IMPACT WERBEFORMEN



### BILLBOARD

Abmessung: 970 x 250 / 800 x 250  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 150 kB)



### WIDEBOARD

Abmessung: 994 x 250  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 150 kB)

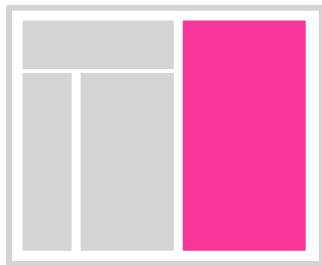


### HALFPAGE AD

Abmessung: 300 x 600  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 150 kB)

# Sitebar, Video & Native Ad

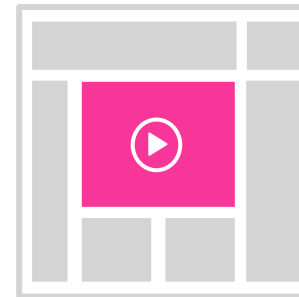
## SITEBAR



### SITEBAR (RESPONSIVE)

Abmessung: 500x1000  
Specs: Auf Anfrage

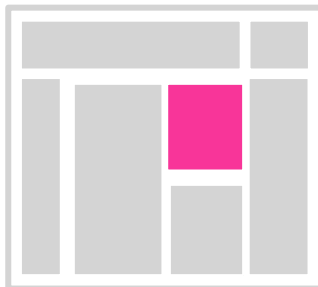
## VIDEO WERBEMITTEL



### IN-STREAM

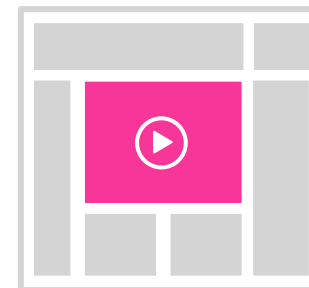
Format: MP4, 16:9  
Pre-Roll & Click To Play  
Dauer: max. 30 Sekunden  
Auslieferung über VAST-TAG  
möglich

## NATIVE AD



### NATIVE AD

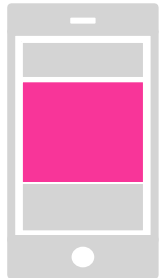
Format: GIF, JPEG, PNG  
Gewicht: max 30KB  
Text: Headline max. 25 Zeichen  
Copy: max. 90 Zeichen  
Masse: 320x180px



### OUT-STREAM

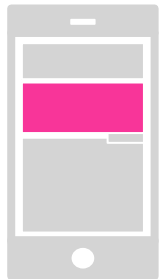
Format: MP4, 16:9  
Pre-Roll & Click To Play  
Dauer: max. 30 Sekunden  
Auslieferung über VAST-TAG  
möglich

# Mobile Network



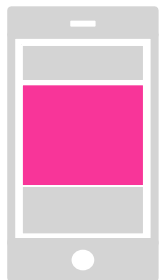
## **MOBILE MEDIUM RECTANGLE**

Abmessung: 300 x 250  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 100 kB)



## **MOBILE WIDEBOARD**

Abmessung: 320 x 160  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 100 kB)



## **SWIPE CUBE**

Abmessung: 300 x 250  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 100 kB)



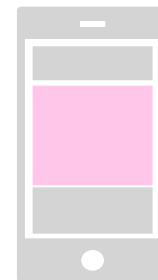
## **RICCHI (IN KÜRZE VERFÜGBAR)**

Abmessung: 320 x 416  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 100 kB)



## **CAROUSEL AD**

Abmessung: 300 x 300  
HTML5 mittels Redirect/3rd Party Tag  
Gif, JPEG (max. 100 kB)



## **AUF ANFRAGE**

Weitere Werbeformen auf Anfrage