

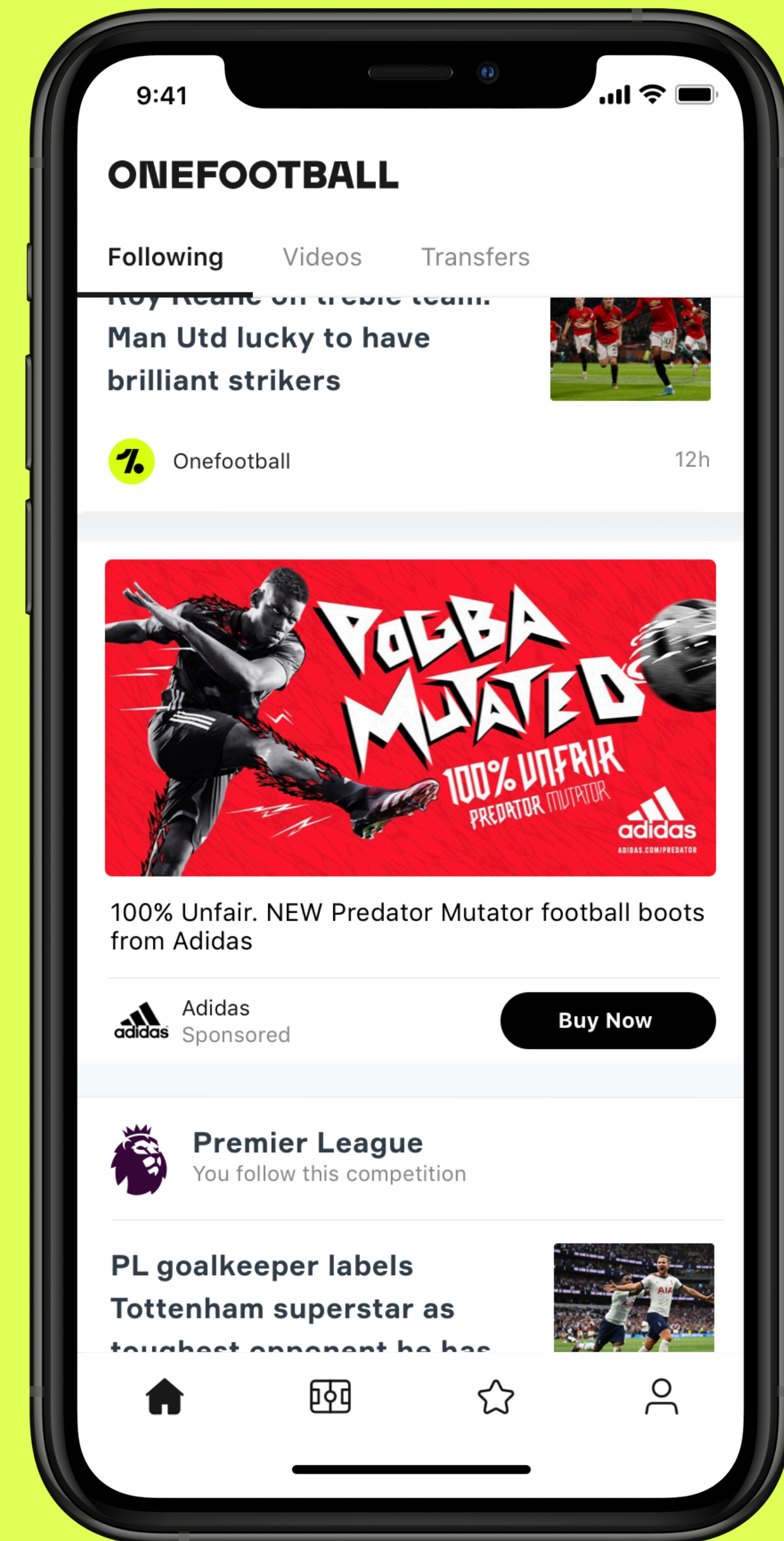
AD SPECS

PHOTO AD

Perfect combination of branding and performance

Present your offer or product in a clear, easy and beautiful way. Make your brand part of OneFootball.

- ☺ Standardised mobile format
- ☺ Clear Call-To-Action



TARGETING (DIRECT)

Interest

- Favourite Competitions
- Favourite Club
- Favourite National Team
- Favourite Player

Location

- City
- Region

Moments

- Matchday / Non-Matchday
- Goals
- Match Start / End

PLACEMENTS

- News Feed
- Team Feed
- Favourites Feed
- Matches Feed
- News Transfers

SPECIFICATIONS

Title	Up to 40 Characters
Text	Up to 75 Characters
CTA	Up to 20 Characters
Dimension	1200 × 627 px
Format	JPG / PNG
File size	max. 150 KB
Icon	80 × 80 px JPG / PNG, max. 25KB

Clicks- and impressions-tracker can be integrated

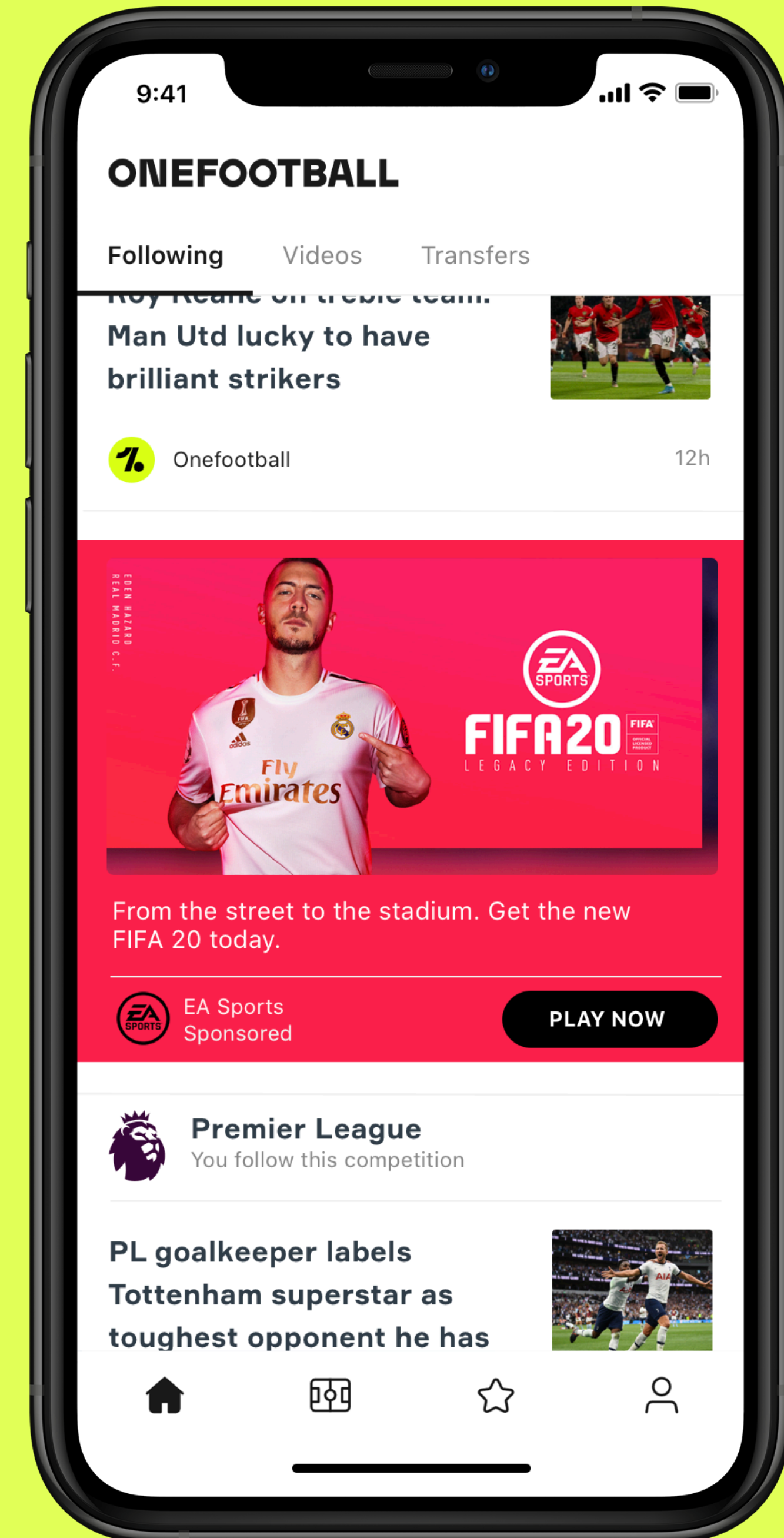
Please note that unlike to the web/display, the App-inventory has to be optimised, to avoid tracking discrepancies

PREMIUM PHOTO AD

The format of choice to increase brand awareness

Boost the visibility of your brand by adapting the format to your corporate design and increasing the ad space. The native feel of your ad remains.

- ☺ Standardised mobile format
- ☺ Clear Call-To-Action



TARGETING (DIRECT)

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- Favourite Player

Location

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- Region

Moments

- Matchday / Non-Matchday
- Goals
- Match Start / End

PLACEMENTS

- News Feed
- Team Feed
- Favourites Feed
- Matches Feed
- News Transfers

SPECIFICATIONS

Title	Up to 40 Characters
Text	Up to 75 Characters
CTA	Up to 20 Characters
Dimension	1200 × 627 px
Format	JPG / PNG
File size	max. 150 KB

RGB Codes for Ad copy area and CTA

Clicks- and impressions-tracker can be integrated

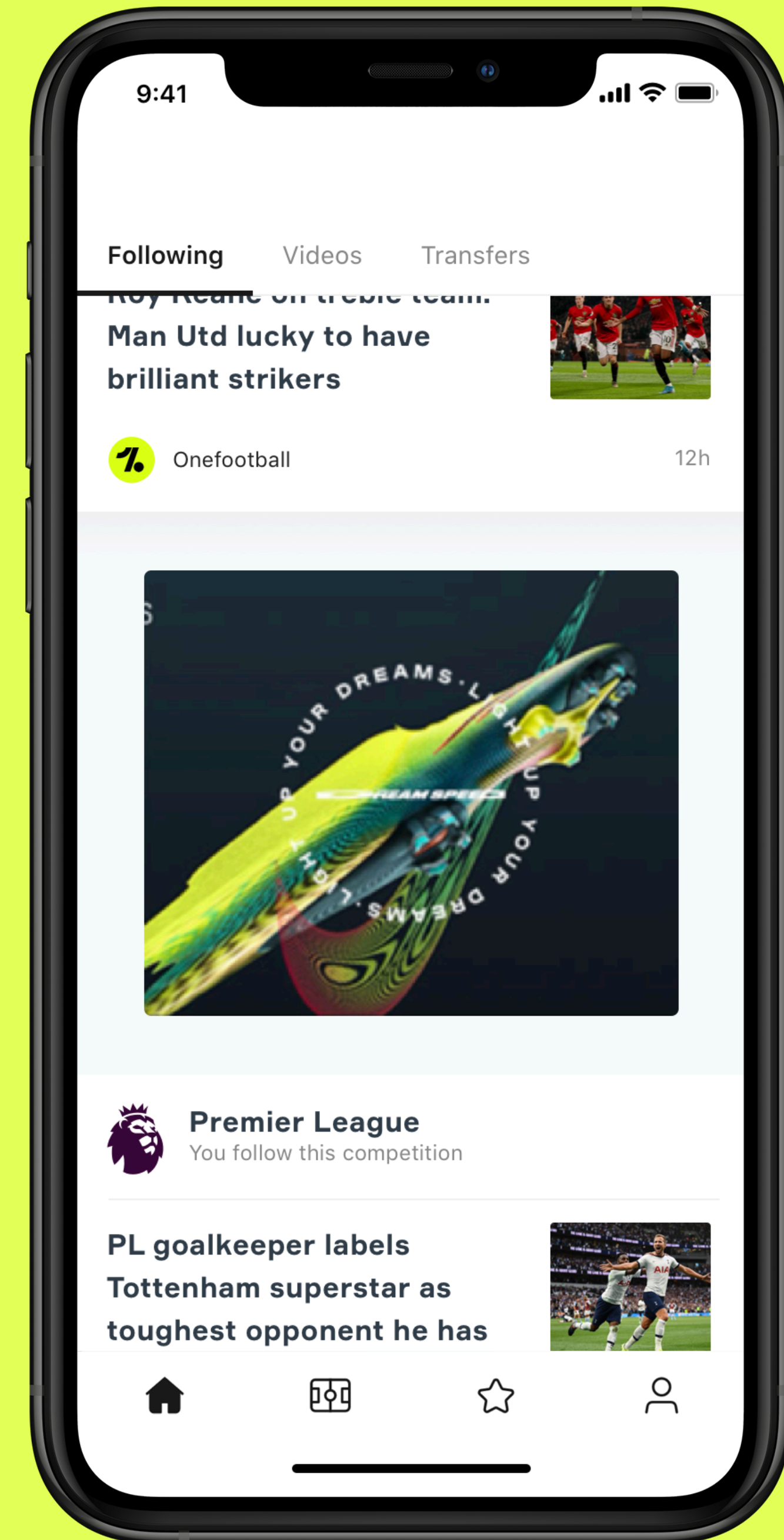
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MEDIUM RECTANGLE

The classic format in the mobile in-app environment

Generate awareness in your target group with this spacious, proven format. Simply use your existing creative to extend your activation to the mobile environment, no format adaptation necessary.

- ☺ Standardised mobile format as picture or video
- ☺ Clear Call-To-Action



TARGETING (DIRECT)

Interest

- Favourite Competitions
- Favourite Club
- Favourite National Team
- Favourite Player

Location

- City
- Region

Moments

- Matchday / Non-Matchday
- Goals
- Match Start / End

PLACEMENTS

- Match Overview
- News Detail
- Match Best Player
- Matches Lineup

SPECIFICATIONS

Dimension	300 × 250 px
File type	GIF / JPG / HTML 5
File size	max. 200kB, recommendation: max. 2 MB download
Systems	iOS & Android

IMPORTANT

Please tag the visual with a visible **-w-** in the corner.

IF HTML5/REDIRECT

The size of the format will be the alternative size (300 x 250 px). As such, the advertising material needs to be responsive and scalable in order to adapt to the respective screen size.

Please provide the alternative format (300 x 250 px) for programmatic bookings.

Clicks- and impressions-tracker can be integrated

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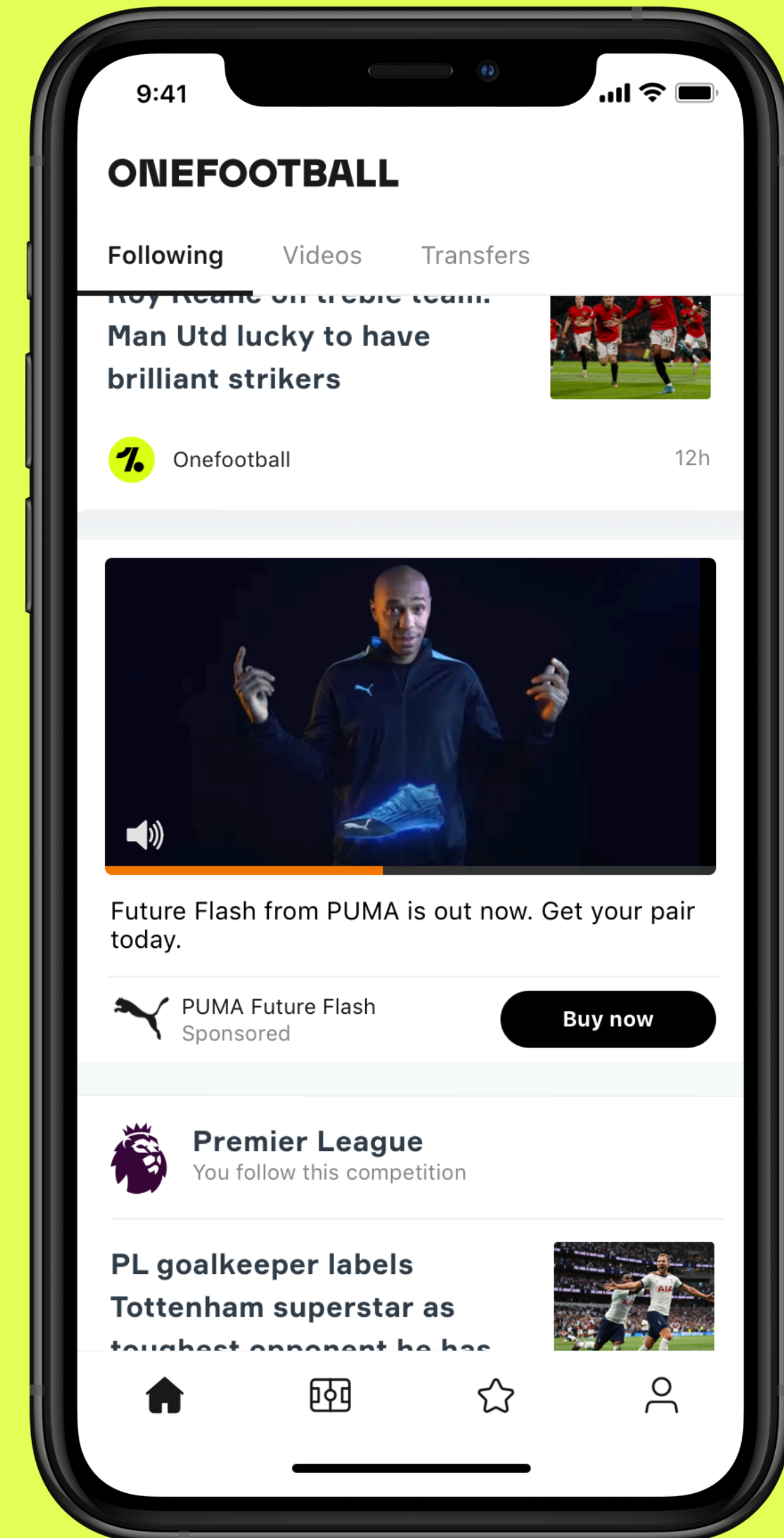
All brand safety scripts have to be compatible with the App-inventory if not it will be impossible to use those.

VIDEO AD

Reach more people with your advertising spot

Create the visual experience of the Photo Ads enhanced with optical and acoustical elements and moving pictures

- ☺ Standardised mobile format
- ☺ Auto-play when in view of user
- ☺ Set-up with VAST-tag or directly through OneFootball



TARGETING (DIRECT)

Interest

- Favourite Competitions
- Favourite Club
- Favourite National Team
- Favourite Player

Location

- City
- Region

Moments

- Matchday / Non-Matchday
- Goals
- Match Start / End

PLACEMENTS

- News Feed
- Team Feed
- Favourites Feed
- Matches Feed
- News Transfers

SPECIFICATIONS

Title	Up to 40 Characters
Text	Up to 75 Characters
CTA	Up to 20 Characters
Dimension	1200 × 627 px
File size	max. 5 MB
Icon	80 × 80 px, JPG / PNG, max. 25KB
Video	Vast 2.0 / 3.0 tags MP4 file, linear Video FPS: 24FPS, Audio: AAC 44.1 kHz sampling rate

Display

- Autoplay and mute
- Fullscreen and with sound after click

Video Conditions

We recommend 6 seconds as an optimal video length

Up to 5 MB, we recommend 2 MB

Clicks- and impressions-tracker can be integrated

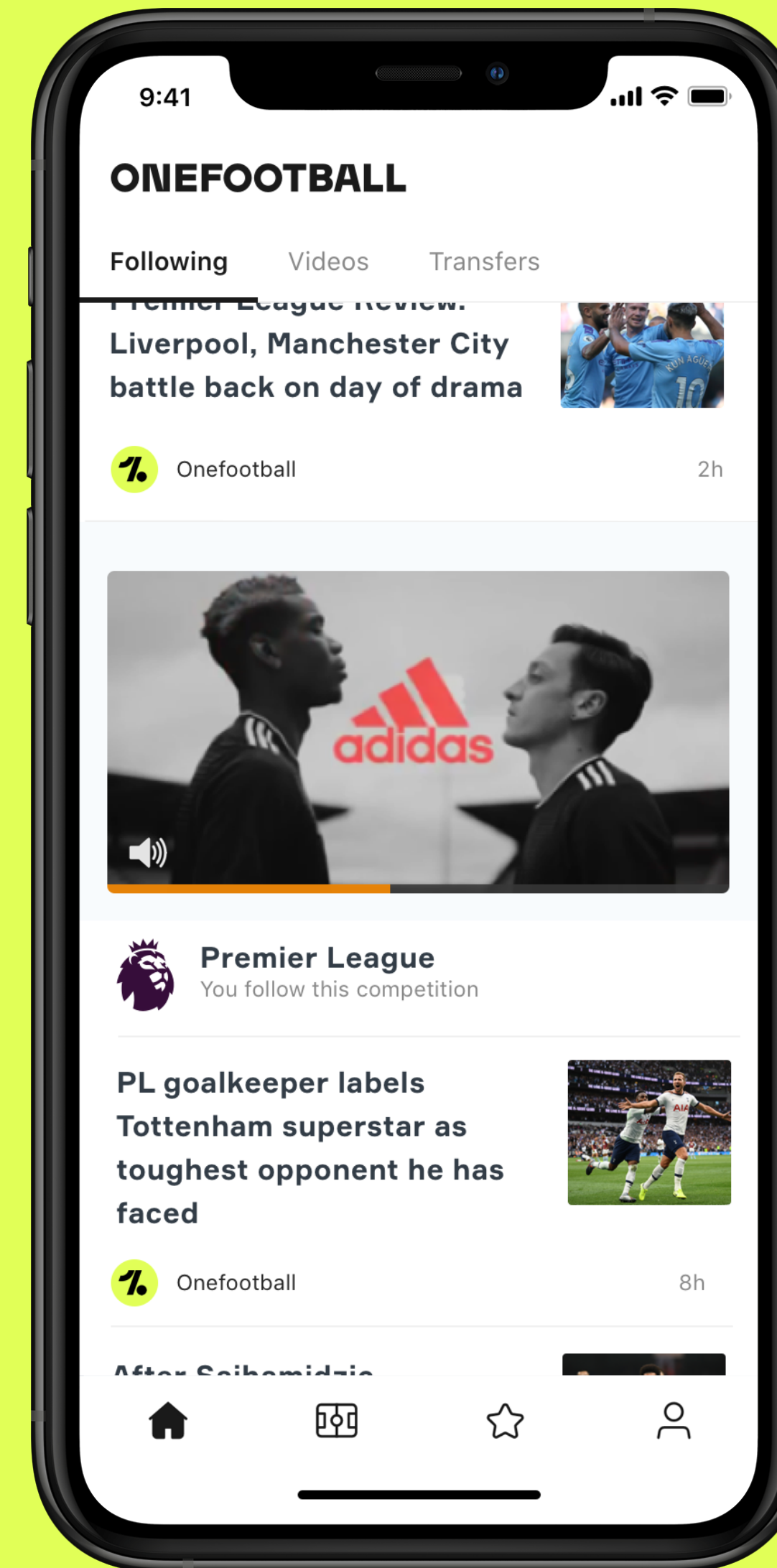
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OUTSTREAM VIDEO

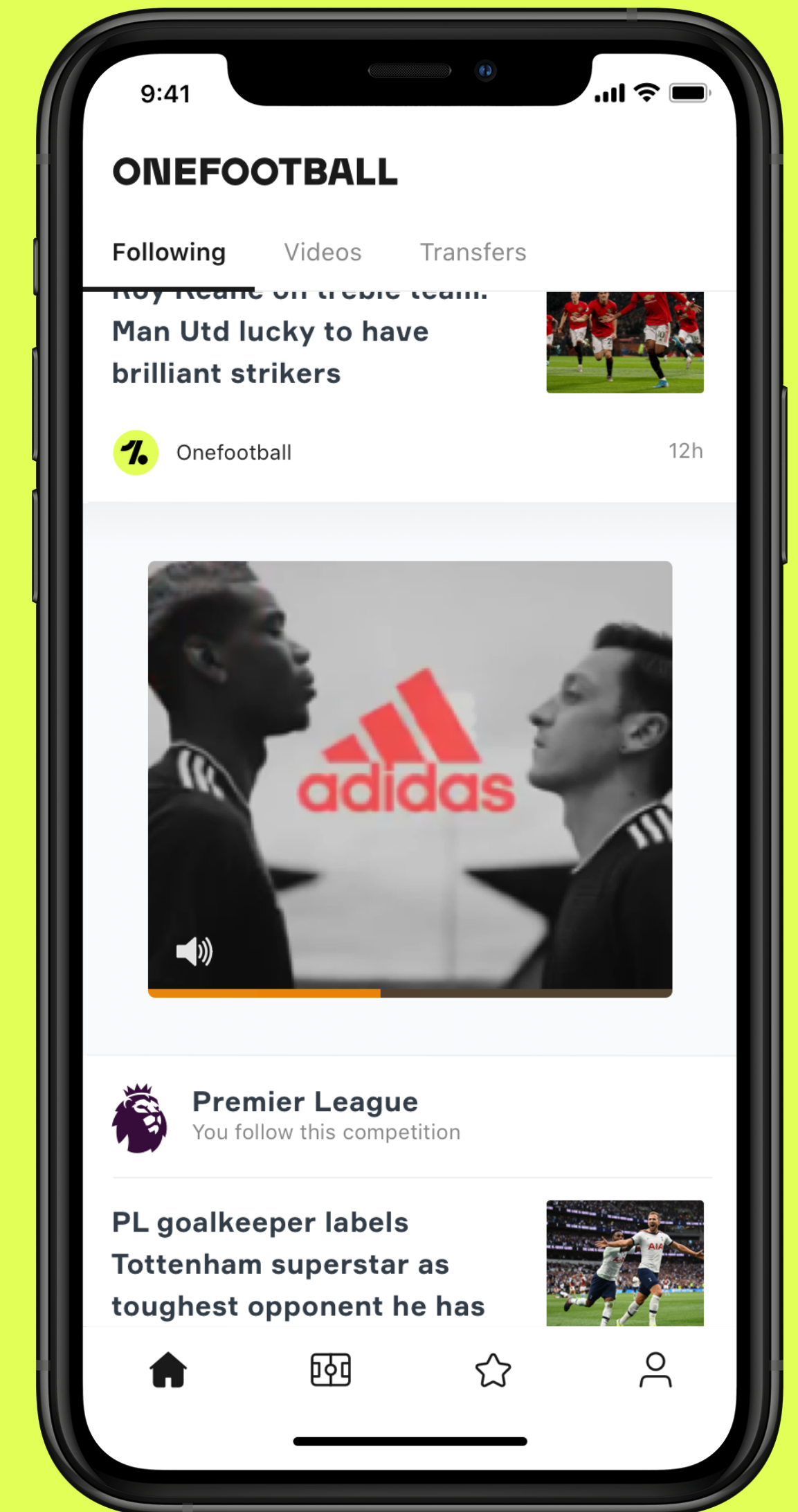
Reach more people with your advertising spot

Create the visual experience of the Medium Rectangle enhanced with optical and acoustical elements and moving pictures.

- ☺ Standardised mobile format
- ☺ Auto-play when in view of user
- ☺ Set-up with VAST-tag or MP4 file directly through OneFootball



LANDSCAPE



SQUARE

TARGETING (DIRECT)

Interest

- Favourite Competitions
- Favourite Club
- Favourite National Team
- Favourite Player

Location

- City
- Region

Moments

- Matchday / Non-Matchday
- Goals
- Match Start / End

PLACEMENTS

- Match Overview
- News Detail
- Match Best Player
- Matches Lineup

SPECIFICATIONS

File type	MP4
File size	Max. 10MB (Responsive on site level)
Duration	15-30 sec.
FPS	24

Landscape

Dimension	1280 × 720 px
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Square

Dimension	720 × 720 px
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ACCEPTED TAGS

- 1x1, VAST, all tags can be SSL only
- Clicks- and impressions-tracker can be integrated
- Please note that unlike to the web/display, the App-inventory has to be optimised, to avoid tracking discrepancies

PRE-ROLL

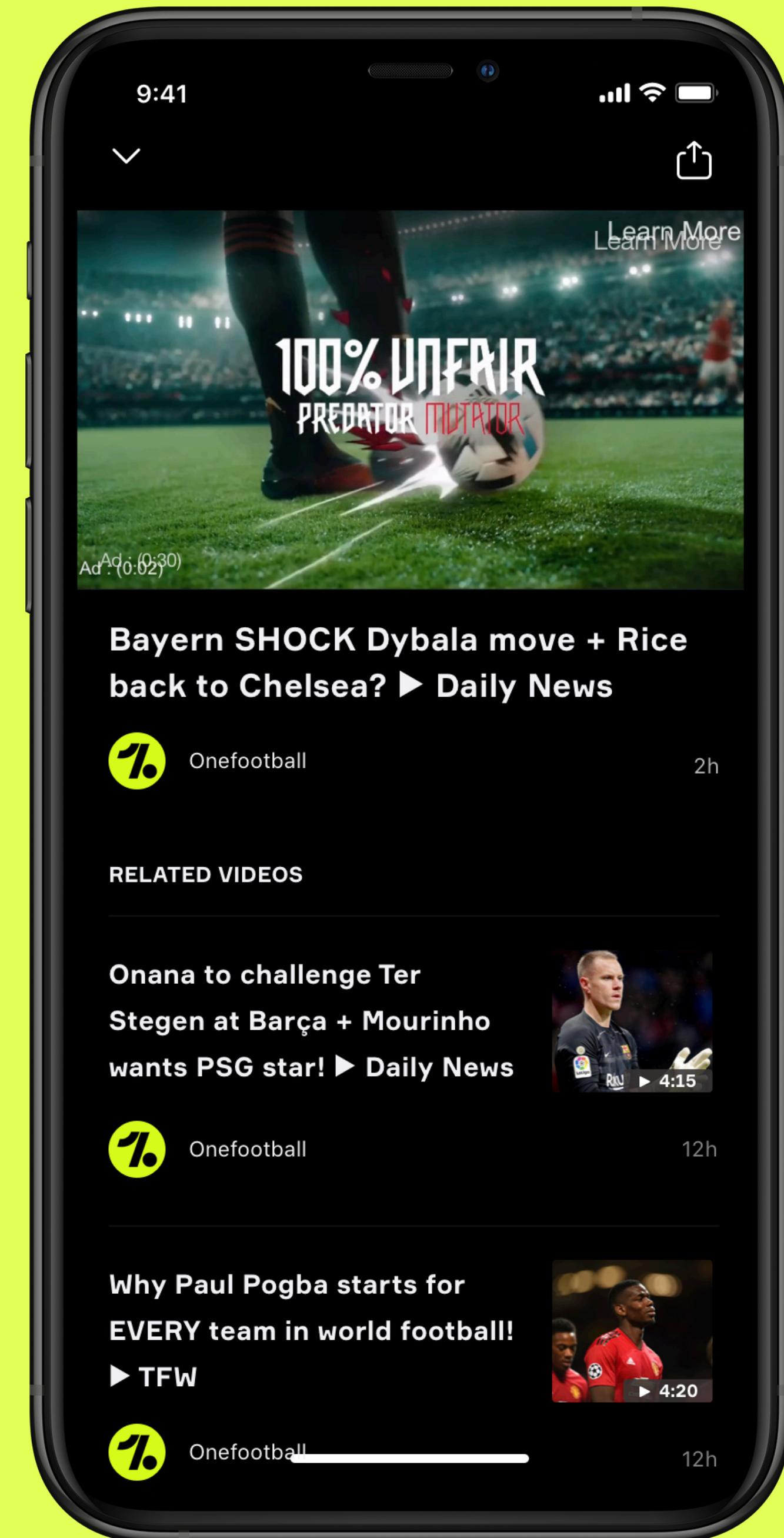
Have the audience focus on your video content

Use a pre-roll to distribute your video message to the target audience prior to them consuming Onefootball video content.

You can pick between three different options:

1. **Bumper Ad: 6 sec.**
not skippable
2. **Skippable Pre-Roll: 12 - 30 sec.**
skippable after 5 sec.
3. **Non-skippable Pre-Roll: 12 - 20 sec.**

- ☺ Standardised video format (16:9)
- ☺ No targeting options through direct deal



TARGETING (DIRECT)

Location

City
Region

Moments

Matchday / Non-Matchday

MODIFICATIONS

Bumper Ad: 6 sec.
not skippable

Skippable Pre-Roll: 12 - 30 sec.
skippable after 5 sec.

Non-skippable Pre-Roll: 12 - 20
sec.

PLACEMENTS

Video Player

SPECIFICATIONS

Dimension	640 × 360 1280 × 720 1920 × 1080 (rec.)
Video	MP4 / MOV / WebM
Codec	h264 / VP8
Tags	Vast 2.0, 3.0
Total bitrate	<1.000 kbps
Colors	32-Bit
Frame rate	24 - 30 fps
File size	max. 200 MB
Audio	Min. 128 Kbps 44 kHz, Stereo ACC or MP3 (rec.)
Duration	30 sec.

Clicks- and impressions-tracker can be integrated

Please note that unlike to the web/display, the App-inventory has to be optimised, to avoid tracking discrepancies

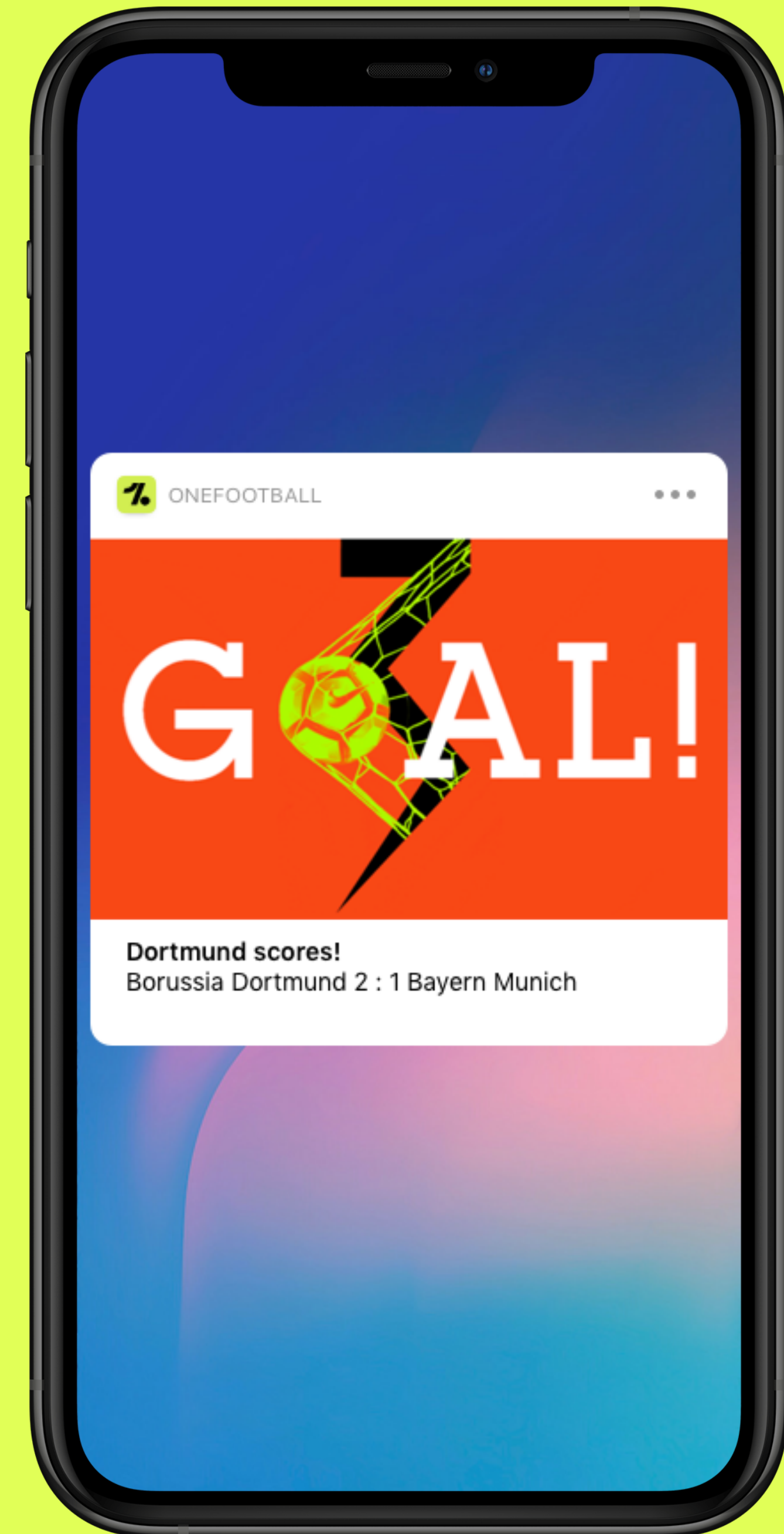
PRODUCT INTEGRATION

IMMERSIVE PUSH NOTIFICATION

Real-time marketing on kick-off goals or final whistle

Charge your brand emotionally by sending a push notification at the most exciting moments. Choose different creatives for each game situation, e.g. when a selected player scores a goal.

- 🕒 Static or animated visuals with soft branding
- 🕒 In combination with Media Ads in Live Ticker
- 🕒 90% of our users have push notification activated
- 🕒 Available for long-term partners only
- 🕒 Available through direct deal



SPECIFICATIONS

iOS

Dimension	1200 × 600
File size	max. 300 MB
Format	Animated GIF

Android

Dimension	1200 × 600
File size	max. 300 MB
Format	JPG

DO’S

Use the style for your brand (Fonts, Colours, Patterns)

The main focus should be on your advertising objective (Claim/Visual, Slogan/Punch line and Show your hero shot

DON’TS

- No logo
- No straight products / product names
- No CTA (Call to action)

These restrictions are defined by Apple & Google