TECHNICAL SPECIFICATIONS 2026



Video

File Type
MP4, MPG, MOV, MPEG

Codec:
H.264

File Size
max. 1000 MB

Resolution
1920×1080 (recommended), min. 1280×720

Aspect Ratio
4:3 or 16:9

Audio
EBU R 128 (~-23 LUFS, ±0.5 LU with loudness range 7 LU)

Approved VAST Standards
VAST 2.0, VAST 3.0, VAST 4.0

Additional Information
Please provide a click URL and (optional) an impression tracker

VAST-Redirect Additional Information
Please provide various media files/resolution via VAST-Tags (1920×1080, 1280x720 and 640x360 mandatory)

Please ensure that VPAID is deactivated

Display

Ad Placement	Dimensions	File Type	File Type
(Mobile) Medium Rectangle / TV Side Ad	300x250	JPG, GIF, HTML5	max. 200KB
Skyscraper	160x600	JPG, GIF, HTML5	max. 200KB
Leaderboard	728x90, 930x180	JPG, GIF, HTML5	max. 200KB
Halfpage Ad	300x600	JPG, GIF, HTML5	max. 300KB
Billboard / Wideboard	970x250, 994x250	JPG, GIF, HTML5	max. 300KB
Mobile Prestitial	320x480, 480x320, 768x1024, 1024x768	JPG, GIF	max. 999KB
Mobile Banner	320x50, 320x100	JPG, GIF, HTML5	max. 30KB
Branding Day	Custom (click here)	JPG, PNG	max. 999KB

Additional Information:

If creatives are delivered as HTML5 file please ensure to comply with AdManager Guidelines (optional) an impression tracker