

TECHNICAL SPECIFICATIONS 2023

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 / resolutions via VAST-Tags (1920×1080, 1280x720 and 640x360 mandatory)

Please ensure that VPAID is deactivated

Display

Ad Placement	Dimensions	File Type	File Size
(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](#). Please provide a click URL and (optional) an impression tracker