

Ad Specifications - teltarif.de

Format	Size	Max. kB HTML5 ²	Max. kB for GIF, JPG, PNG	Redirect (3rd Party)	Comments	Mediacenter (details in German, exemplary screenshots)
Small formats						
Sales-Button	150x125	-	20 kB	Yes	animated GIF or JPG/PNG, no HTML5	http://www.teltarif.de/media/shopplatzierung.html
Target-Link	88x31 + 50 characters text	-	8 kB	No	only text and static GIF/JPG/PNG, no HTML5	http://www.teltarif.de/media/targetlink.html
Standards						
BigSize-Banner ¹	728x90	120 kB ²	40 kB	Yes		http://www.teltarif.de/media/bigsize.html
Medium Rectangle/ContentAd ¹	300x250	120 kB ²	40 kB	Yes		http://www.teltarif.de/media/rectangle.html
Skyscraper ¹	160x600	120 kB ²	40 kB	Yes		http://www.teltarif.de/media/skyscraper.html
Large formats						
BillboardAd ¹	800x250	200 kB ²	80 kB	Yes	"Branding-Offensive" requires a HTML hexcode for the background coloring	http://www.teltarif.de/media/billboardad.html
HalfpageAd ¹	300x600	200 kB ²	80 kB	Yes	"Branding-Offensive" requires a HTML hexcode for the background coloring	http://www.teltarif.de/media/halfpagead.html
Wallpaper ¹	820x90 + 160x600	200 kB ²	80 kB	Yes	"Branding-Offensive" requires a HTML hexcode for the background coloring	http://www.teltarif.de/media/wallpaper.html
XXL-Rectangle ¹	450x337 / 540x405	200 kB ²	80 kB	Yes	Two different sizes required due to content integrated placement on different pages	http://www.teltarif.de/media/xxlrectangle.html
Special formats						
Expandable Banner ¹	728x90 to max. 728x450, 300x250 to max. 450x450 or 160x600 to max. 450x600	200 kB ²	80 kB	Yes	Expands on user interaction	http://www.teltarif.de/media/expandable.html
Parallax Banner	728x90 + 540x810	120 kB ² + 200 kB ²	40 kB + 80 kB	Yes	includes an immediately visible Bigsize-Banner; Parallax: due to Ad always being only partially visible, we recommend static image or limited animation.	http://www.teltarif.de/media/parallaxad.html
teltarif.de special formats / Native Ads						
Advertorial	on request	-	-	No		http://www.teltarif.de/media/advertorial.html
Newsletter Ad	120x180 + 50 characters headline + 330 characters main text + 60 characters link	-	12 kB	No	only text and static GIF/JPG/PNG, no HTML5	http://www.teltarif.de/media/newsletter.html
Premium Provider Page	on request	-	-	No		http://www.teltarif.de/media/premiumanbieter.html
Sponsored News	on request	-	-	No		Details on request
TarifDB-Button	88x31	-	8 kB	No	only static GIF/JPG/PNG, no HTML5	http://www.teltarif.de/media/tarifbutton.html
Textteaser	100x100 + 45 characters headline + 275 characters main text	-	10 kB	No	only text and static GIF/JPG/PNG, no HTML5	http://www.teltarif.de/media/textteaser.html
Ad Teaser	88x31 + 20 characters headline + 125 characters main text	-	8 kB	No	only text and static GIF/JPG/PNG, no HTML5	Details on request

Mobile formats

Mobile Rectangle	300x150	90 kB ²	30 kB	Yes		http://www.teltarif.de/media/mobile/mobile_rectangle.html
Mobile Target-Link	88x31 + 50 characters text	-	8 kB	No	only text and static GIF/JPG/PNG, no HTML5	http://www.teltarif.de/media/mobile/mobile_targetlink.html
Mobile Advertorial	on request	-	-	No		http://www.teltarif.de/media/mobile/mobile_advertorial.html
Mobile Banner	300x50	60 kB ²	20 kB	Yes		http://www.teltarif.de/media/mobile/mobile_banner.html
Mobile Medium Rectangle	300x250	120 kB ²	40 kB	Yes		
Mobile Parallax Banner	300x50 + 320x480	60 kB ² + 120 kB ²	20 kB + 40 kB	Yes	includes an immediately visible Bigsize-Banner; Parallax: due to Ad always being only partially visible, we recommend static image or limited animation.	http://www.teltarif.de/media/mobile/mobile_parallaxad.html
Mobile PullAd ³	300x50 + 320x356	120 kB ²	40 kB	Yes	starts as Sticky-Banner and expands on user interaction	Details on request
Mobile Sticky-Banner ³	300x50	60 kB ²	20 kB	Yes		http://www.teltarif.de/media/mobile/mobile_stickybanner.html
Mobile Textteaser	60x45 + 45 characters headline + 80 characters text	-	8 kB	No	only text and static GIF/JPG/PNG, no HTML5	http://www.teltarif.de/media/mobile/mobile_targetlink.html

Footnotes

1. Video/Streaming via redirect without extra charge possible. Sound only on user interaction, alternatively autoplay possible for extra charge.
2. Max. kB for initial loading. Polite Loading after complete load of the page, max 2,5 MB.
3. Functions of mobile ads like the closing function will be provided by teltarif.de if not otherwise requested.

General specifications

- Every part of a campaign has to be HTTPS-compatible respectively be delivered by SSL-certificated server.
- Please note the OVK HTML5-Guidelines for HTML5-Ads, especially for the correct implementation of the clicktag-variable in case of physical delivery (in German): http://www.werbeformen.de/fileadmin/downloads/ovk/bvdw_ovk_html5%20richtlinie_final.pdf
- Delivery adress for advertising material is marketing@teltarif.de
- Delivery deadline is three weekdays in advance, five weekdays for textual formats.
- If you have any further questions please do not hesitate to contact our sales teams: marketing@teltarif.de or 0551 / 5 17 57 –10