

Product and Advertising form specifications

Ad Alliance

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Pre-Roll / Mid-Roll / Post-Roll

Pre-roll / mid-roll / post-roll are traditional commercial spots that can be run before online video content. The attention level of the user is very high, as the spot begins immediately prior to the desired clip. In addition, valuable contacts can be achieved by running Pre-Roll / Mid-Roll / Post-Roll in appropriate environments or formats. The association of the advertising message with the video content selected by the users themselves as a positive impact on the promoted product.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gppdr=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gppdr=\${GDPR}</code> Additional info: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATION

SSL required	Yes, guaranteed.
SSL info	<p>Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments.</p> <p>In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.</p>

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers.</p> <p>For this purpose, the "origin" of the request header in the "access-control-allow-origin" of the response header must be adopted. In addition, "credentials" must be set to "true".</p> <p>Here is an example of a correct CORS header of a server response: Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: <code>true</code> Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Instruction on redirects	All resources that in turn redirect to additional resources (301-302-Redirects) must also fulfill the above CORS header (HTML5) requirement.
General Instructions	<p>In the case of physical delivery of ad material and tracking, it should be noted that only 1 set of VTR pixels (start pixel, 25%, 50%, 75%, 100%) is possible.</p> <p>In the case of CTV/Smart TV bookings, for Smart TV we require the spot to be in TV quality. We can then additionally convert this spot and use it for online purposes but not vice versa.</p> <p>You will find the corresponding specification on the following website: This website is also used to deliver the spot: http://ingest.cbc-service.de/ingest-werbung/</p> <p>As soon as the spot has been received by our ad manager, you will receive email confirmation with a so-called MAZ number, which you can then forward to us."</p>

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 or VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST.</p> <p>All three media files have to be delivered within the same < Creative > node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio</p> <p>=====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio</p> <p>MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio</p> <p>MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server-side ad insertion.</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps</p> <p>additional prerequisites:</p> <p>—MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported.</p> <p>—MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.</p>
Media files	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48,0 oder 44,1 kHz, Stereo
Audio format	AAC (LC)
Bit rate mode	constant

In-Text Video

This video ad format is integrated into the natural reading flow within article pages and can also be positioned on other sub-pages with high dwell times, e.g. on download or hit pages. This video display begins at 50% visibility. When the video is finished, the player disappears. This non-intrusive format provides high exposure and is perfectly suited to be combined with in-stream video ads to increase reach.

GENERAL INFORMATION

Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENTiCa}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

TECHNICAL REQUIREMENTS

File type	MOV, MP4, MPG
File size	Max. 200 MB
Length	Max. 60 seconds
Aspect ratio	16:9 (standard widescreen)
Frame rate	24-30 fps
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio properties	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)
Skippable	not allowed. Please do not deposit a skip offset.

Branded Activation Ad (Pre-Roll / Mid-Roll / Post-Roll)

The Branded Activation Ad combines the branding elements of the spot with performance elements of the frame. The additional graphic elements provide for increased active involvement of the user. The enhancement of your spot with the call-to-action elements can also occur via our full service.

GENERAL INFORMATION

General Information	This form of advertising can either be booked in the Full Service or delivered complete. In this case, the delivery must be made per Flashtalking tag.
Motif	The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: https://vendor-a.com/key1=val1 &key2=val12 This pixel tracker incl. IAB macro: https://vendor-a.com/key1=val1 &key2=val12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</p> <p>Additional info: here</p>

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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GENERAL INFORMATION DELIVERY VIDEO

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB

GENERAL INFORMATION DELIVERY FRAME

Video sizes	640 x 360
Weight	max. 5 MB or 100KB (HTML5)

FULL SERVICE

General Information	<p>This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:</p> <ul style="list-style-type: none"> • Video according to video specs* - best MP4 or MOV with H.264 codec • L-frame left and below around the video, video size minus L-frame is 1507 x 848 pixels • Logo (as a vector); product/campaign claim/headline • Product shots / visuals (cropped, .psd/.png) • Typo files (.ttf, .otf); texts • Existing campaign motifs, as open graphic files (.psd) or open HTML5 banner files • Video (if integration is planned) • Current style guide + CI info • Delivery of the L-frame either as open PSD file (embed composings as smartobjects if possible and not flattened) or creation via Ad Alliance possible
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Branded Activation Ad (In-Text Video)

The Branded Activation Ad enables eye-catching branding within the out-stream player. The additional graphic elements provide for increased active involvement of the user and at the same time also enable adaptation of a 16:9 TV spot for mobile viewing in a vertical or square format. The enhancement of your spot with the call-to-action elements can also occur via our full service.

GENERAL INFORMATION

General Information	This form of advertising can either be booked in the Full Service or delivered as a complete solution. In this case, the delivery must be made per Flashtalking tag.
Motifs	The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpdpr=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: https://vendor-a.com/key1=val1 &key2=val2 This pixel tracker incl. IAB macro: https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpdpr=\${GDPR}</p> <p>Additional info: here</p>

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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GENERAL INFORMATION DELIVERY VIDEO

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB

GENERAL INFORMATION DELIVERY FRAME

Video sizes	640 x 360
Weight	max. 5 MB or 100KB (HTML5)

FULL SERVICE

General Information	<p>This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:</p> <ul style="list-style-type: none"> • Components analog to Branded Activation Ad (Pre-Roll / Mid-Roll / Post-Roll) - see above. • Please note during conception: The ad is scaled down to a width of 620 pixels, so that elements must be deposited in a sufficient size in the Creative in order to remain readable.
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Branded Player XXL

One of the most innovative and eye-catching forms of advertising is the Branded Player XXL - a clickable ad that forms a complete frame around the video player. The surrounding area offers space for creatively engaging the user, and is ad material offering large-scale brand staging in a high-quality in-stream environment, even without a spot. The Branded Player XXL frames up to three minutes of the following moving image content.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}> X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> Dieser Pixeltracker inkl. IAB Makro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

BRANDING

Outer dimensions	946 x 620 px
Inner dimensions	<p>Area that is covered by the player: max. 608 x 368 px.</p> <p>Horizontal position: centred, inside distance to the edge of the branding is thus 169 pixels in each case.</p> <p>Vertical position: NOT CENTRED! The upper inside distance is 95 pixels, the lower distance 157 pixels.</p>
Instructions on layout	<p>To ensure that this form of advertising can be viewed clearly on as many players as possible, please plan the design consistently across the entire area of the branding (946x620px).</p> <p>Do NOT blank out the area covered by the player (see above), and do NOT fill it with another color. A border frame is not to be recommended either, as it might not fit all players.</p> <p>Make sure that no ad-relevant messages or elements are placed there.</p>
VAST	No video is required for this ad form.
File weight	<p>JPG GIF: 80kB</p> <p>HTML5: 200 kB (total weight incl. all scripts)</p>
Soundtracks / Sound	No soundtracks or sounds are allowed to be integrated in the branding.

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Formats	No video is required for this ad form.
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TECHNICAL REQUIREMENTS VAST REDIRECT

VAST	No video is required for this ad form.
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Branded Player Xpand

In-stream environments offer space for continuing to tell and reinforce the story of a video ad via the adjacent branding areas. This is already a known feature from the so-called Branded Player XXL, on which the area around the player window can be used for the product brand. The new Branded Player Xpand is now available as an enhanced version - with and without an own commercial spot.

Here, after a time delay of roughly five seconds after launching the ad, an automatic space expansion is triggered towards the lateral view ports. This affords advertising customers large branding areas - and a vast realm for creative design concepts.

For the user, a realm of adventure of a different kind opens up, into which they can immediately immerse themselves interactively and become inspired by the products.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}> X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=va12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=va12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

FULL SERVICE

General Information	This form of advertising can be booked exclusively via the Full Service of the Ad Alliance. Contact us for more detailed information.
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Bumper Ad (Pre-Roll / Mid-Roll / Post-Roll)

The bumper ad is a short spot with a maximum length of 9 seconds. The airing of the bumper ad occurs in all In-Stream environments of the Ad Alliance. The booked spot is aired at random as Pre-, Mid- and Post-Roll. The bumper ad is characterized by its high VTR and user-friendliness. Due to its brief and concise content, it can be especially well deployed as a campaign supplement.

The bumper ad can also be booked via the CPM on the one hand, and via CPCV on the other hand. The abbreviation stands for a promise, namely that billing only occurs if the ad has been viewed 100 percent (CPCV = cost per completed view). This option allows for greatest possible flexibility in booking.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATIONEN

SSL required	Yes, guaranteed.
SSL Info	Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments. In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers.</p> <p>For this purpose, the "Origin" of the request header in the "Access-Control-Allow-Origin" of the response header must be adopted. In addition, "credentials" must be set to "true".</p> <p>Here is an example of a correct CORS header of a server response: Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: <code>true</code></p> <p>Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Instruction on redirects	All resources that in turn redirect to additional resources (301-302-Redirects) must also fulfill the above CORS header (HTML5) requirement.
General Instructions	In the case of physical delivery of ad materials and tracking, it should be noted that only 1 set of VTR pixels (start pixel, 25%, 50%, 75%, 100%) is possible.

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Spot length	max. 9 seconds
Weight	max. 200 MB

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 or VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST.</p> <p>All three media files have to be delivered within the same < Creative > node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio =====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server side ad insertion.</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps Video + min 192k Audio</p> <p>additional prerequisites:</p> <ul style="list-style-type: none"> —MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. —MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.
Loudness	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48,0 oder 44,1 kHz, Stereo
Audio format	AAC (LC)
Bit rate mode	constant

Bumper Ad (In-Text Video)

The bumper ad is a short ad with a maximum length of 9 seconds. The airing of the bumper ad occurs in all In-Text inventories of the Ad Alliance. The bumper ad is characterized by its high VTR and user-friendliness. Due to its brief and concise content, it can be especially well deployed as a campaign supplement.

The bumper ad can also be booked via the CPM on the one hand, and via CPCV on the other hand. The abbreviation stands for a promise, namely that billing only occurs if the ad has been viewed 100 percent (CPCV = cost per completed view). This option allows for greatest possible flexibility in booking.

GENERAL INFORMATION

Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENTiCa}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=va12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=va12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

TECHNICAL REQUIREMENTS

File type	MOV, MP4, MPG
File size	Max. 200 MB
Length	Max. 60 seconds
Aspect ratio	16:9 (standard widescreen)
Frame rate	24-30 fps
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio properties	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)

Choose Ad (Pre-Roll /Mid-Roll)

Thanks to its unique selection mechanism, the Choose Ad provides for the highest acceptance from the user. Before the video starts, the user has the choice of selecting among four possible commercial spots from the same customer, which is presented to him/her as pre-roll. This not only guarantees maximum attention but also significantly boosts the impact of the ad. If no ad is actively selected after seven seconds, an ad selected at random or previously specified by the customer will begin.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:</p> <ul style="list-style-type: none"> 3 - 5 videos <ul style="list-style-type: none"> definition of a standard video that starts automatically, if the user does not make a selection The ad must be optimized for the player size of 1280 x 720 px. Video according to video specs* - preferably MP4 or MOV with H.264 codec
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VPAID

VPAID allowed?	VPAID JS is required.
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TECHNICAL REQUIREMENTS

Instruction	An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content.
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Choose Ad (In-Text Video)

Thanks to its unique selection mechanism, the Choose Ad provides for the highest acceptance from the user. Before the video starts, the user has the choice of selecting among three to five possible commercial spots from the same customer, which is subsequently run. This not only guarantees maximum attention but also significantly boosts the impact of the ad. If no ad is actively selected after seven seconds, an ad selected at random or previously specified by the customer will begin.

GENERAL INFORMATION

Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENTiCa}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

Technical Requirements for Video Elements

File type	MOV, MP4, MPG
File size	Max. 200 MB
Length	No specifications (max. 30 seconds recommended)
Aspect ratio	16:9 (standard widescreen)
Frames/sec.	24-30 fps
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper Min. 128 Kbps,
Audio properties	SSL, wrapper Min. 128 Kbps, 44 kHz, stereo, ACC or MP3 (recommended)
Video sizes	640x360, 1280x720, 1920x1080 (recommended)

Technical Requirements for Video Elements

Assets	640x120 (top/bottom) or 100x360 (left/right) JPG, PNG, max. 100 kB
Backup	640x120 (top/bottom) or 100x360 (left/right); max. 40 kB
Animated Backup Image	640x120 (top/bottom) or 100x360 (left/right); HTML5 file (zip); OVERLAY above the video

FULL SERVICE

General Information	<p>This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:</p> <ul style="list-style-type: none"> 3 - 5 videos <ul style="list-style-type: none"> definition of a standard video that starts automatically, if the user does not make a selection The ad must be optimized for the player size of 1280 x 720 px. Video according to video specs* - preferably MP4 or MOV with H.264 codec
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Contextual Content Frame (CVT)

Thanks to our ADA Contextual Video Tagging Technology, the content frame with the contextual tagging can be viewed precisely according to keyword during the video stream. If for instance, the keyword "date" was previously defined, and this keyword falls within the format, the ad is played at that moment. This form of advertising enables customers to advertise without a spot precisely according to keyword in the moving image premium environment.

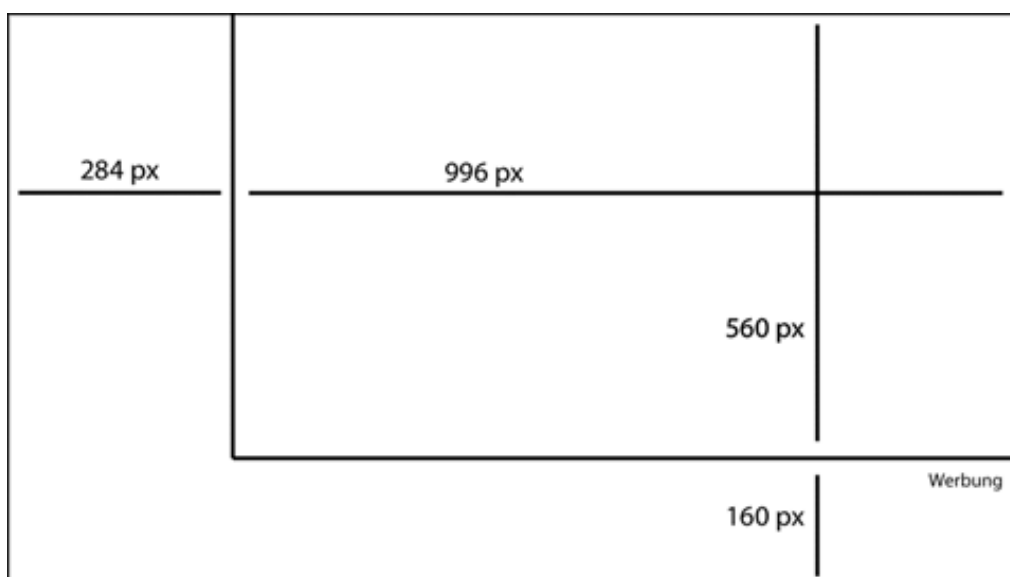
Contextual Content Frame (CVT) without Dynamization

DELIVERY

Format	JPG GIF PNG
File weight	250 kB; Please deliver as one file.
Format	HTML5
File weight HTML5	250 kB (total weight incl. all scripts) Please deliver HTML5 ads as iFrame URLs. A click tag can be added to this URL (?clicktag=)

Dimensions and Layout

outside: 1280x720px
inside: see graphics



Please insert ad identifier under the player (see graphics)

Duration of ad. 10 seconds

Lead time 10 work days before campaign launch.

Contextual Content Frame (CVT) with Key Word Dynamization in the Motif

FULL SERVICE

General Information	This form of advertising can be booked exclusively via the Full Service of the Ad Alliance. Contact us for more detailed information.
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Contextual Cut In (CVT)

Our ADA Contextual Video Tagging technology allows the cut-in to be played out with contextual tagging "keyword"-precisely during the video stream. For example, if the keyword "date" was defined beforehand and this keyword falls within the format, the ad playout takes place at this moment. This form of advertising allows customers to advertise in the premium moving image environment with keyword precision and without a spot.

Contextual Cut In (CVT) without Dynamization

DELIVERY

Format	JPG GIF PNG
File weight	120 kB
Format	HTML5
File weight HTML5	initial 120 kB, subload up to 300 kB Please deliver HTML5 ads as iFrame URLs. A click tag can be added to this URL (?clicktag=)

Dimensions and Layout

1920x280px

Design note: Please do not use transparencies.

Duration of ad: 10 seconds

Lead time: 10 work days before campaign launch.

FULL SERVICE

This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:

- Logo (preferably as a vector)
- Product shots / visuals (preferably cropped, .psd/.png)
- Typo files (.ttf, .otf)
- Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla)
- product/campaign claim
- texts
- Target URL (where should be linked to?)
- Video (if integration is planned), delivery according to specifications for online/mobile moving images *

Possible material delivery scenarios:

- a. As an image
- b. As an open data and ad with animations (After Effects files, images, etc.)

Contextual Cut In (CVT) with Key Word Dynamization in the Motif

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> Dieser Pixeltracker inkl. IAB Makro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

FULL SERVICE

General Information	This form of advertising can be booked exclusively via the Full Service of the Ad Alliance. Contact us for more detailed information.
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Extended Video (Pre-Roll / Mid-Roll)

Extended Video provides space and attention for longer video content. Directly in the spot, the target group is offered the sequel – whether it be a promo story, making-of or other longer spot versions.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}> X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> Dieser Pixeltracker inkl. IAB Makro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:</p> <ol style="list-style-type: none"> Behind the Extended PreRoll is a physical video. <ul style="list-style-type: none"> The video is composed of the first 30 seconds (teaser video), directly behind rendered is the long 3 minute spot. So the total video has a length of 3 minutes 30 seconds. In the best case, the 30 second video is an intro/trailer for the long spot. If the user clicks on the CTA within the first 30 seconds, the video continues to run normally until either the end (3:30) is reached or the user closes the ad via the close button. ATTENTION: The 3-minute video plays ONLY after interaction, not automatically. And only the 3-minute ad can be closed. No VTR pixels can be deposited for this ad material.
Material requirements	<ul style="list-style-type: none"> Video according to video specs* deliverable as: <ul style="list-style-type: none"> One full video with 30 sec. intro and 3 min. spot Two videos separated (30 sec. trailer and 3 min. spot) Logo (preferably as a vector) Product shots / visuals (preferably cropped, .psd/.png) Typo files (.ttf, .otf) Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) product/campaign claim texts Target URL (where should be linked to?)
Instruction	<p>An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content.</p>

TECHNICAL REQUIREMENTS

In-Swipe

The In-Swipe is our mobile format which catches users' eyes through high visibility and high-quality out-stream VTRs. It is viewable by design, because the player wraps itself around the sticky edge of the screen when scrolling and can be intuitively closed by the user with a swipe.

GENERAL INFORMATION

Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENTiCa}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=va12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=va12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

Technical Requirements for Video Elements

File type	MOV, MP4, MPG
File size	Max. 200 MB
Length	No specifications (max. 30 seconds recommended)
Aspect ratio	16:9 (standard widescreen)
Frames/sec.	24-30 fps
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); VPAID is not supported
Audio properties	SSL, wrapper Min. 128 Kbps, 44 kHz, stereo, ACC or MP3 (recommended)
Video sizes	640x360, 1280x720, 1920x1080 (recommended)

Technical Requirements for Video Elements

Assets	640x120 (top/bottom) or 100x360 (left/right) JPG, PNG, max. 100 kB
Backup	640x120 (top/bottom) or 100x360 (left/right); max. 40 kB
Animated Backup Imade	640x120 (top/bottom) or 100x360 (left/right); HTMLS file (zip); OVERLAY above the video

Multifeature Ad (Pre-Roll / Mid-Roll)

The Multifeature Ad combines eye-catching video advertising with interactive elements. There are no limits to creativity in this regard. Users are provided with additional information on all aspects of the promoted product or brand. For example, this can be photo galleries, videos or prize competitions, which can be embedded as elements into the animated spot. During user interaction, the spot pauses in the background, thus guaranteeing maximum involvement.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

VPAID

VPAID allowed?	VPAID JS is required.
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TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	The delivery occurs exclusively via the two service providers Flashtalking or Mov.ad. These offer technical templates and specifications that are tailored to being aired in the Ad Alliance portfolio.
Log file	For the Multifeature Ad, the linear VAST 2.0 standard applies exclusively.
Instructions	<ul style="list-style-type: none"> - The basis of the ad is the spot. During the spot, the user is allowed to interact with the ad. The nature and design of the interaction is not specified. During the interaction, the spot should pause. There needs to be capability of ending the interaction using the "Close" or "Back" button. Once the user has finished, the spot is automatically resumed. After expiration of the spot, the ad ends. - If no interaction occurs, the ad/spot must start and end automatically. - The ad must be optimized for the player size 1280 x 720 px. - An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content. - No countdown may be displayed showing the time remaining until the end of the ad.
Loudness	<p>Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324</p>

FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB

Multifeature Ad (In-Text Video)

The Multifeature Ad combines eye-catching video advertising with interactive elements. There are no limits to creativity in this regard. Users are provided with additional information on all aspects of the promoted product or brand. For example, this can be photo galleries, videos or prize competitions, which can be embedded as elements into the animated spot. During user interaction, the spot pauses in the background, thus guaranteeing maximum involvement.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

VPAID

VPAID allowed?	VPAID JS is required.
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TECHNICAL REQUIREMENTS (DELIVERY BY THE AGENCY)

General Information	Das Werbemittel muss vom Dienstleister Cynapsis gebaut werden und als Redirect zur Verfügung gestellt werden. Die besondere Interaktivität muss dabei entsprechend schon im Werbemittel verbaut sein.
Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (min. 6 Mbit/s)
Video Bit rate	min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Video sizes	640x360, 1280x720, 1920x1080 (preferred)
Frame rate	24 to 30 fps
Audio characteristics	48 or 44.1 kHz, 16 or 24 bit, stereo

FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB

Parallax Ad (In-Text Display)

Advertising without a spot - This form of advertising takes place on editorial premium pages in the heart of the content and offers you the opportunity to attract the attention of your target groups in a playful and subtle way. Through the scrolling behaviour of the user, the Parallax Ad (In-Text Display) gradually becomes visible on the article page.

GENERAL INFORMATION

Motifs	Both images must be supplied for one device each.
For physical delivery	Please indicate a click URL and tracker (if applicable).
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=va12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=va12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Lead time	10 days

TECHNICAL REQUIREMENTS

File type	JPG, PNG, PSD
Accepted pixels	1x1 (all tags must be TSL (SSL) only)
File size	<p>Mobile: 200kB for each mobile image</p> <p>Desktop: 300 kB für jedes Desktop Bild</p>
Visible Slot Ratio:	1:1 (Mobile) , 2:1 (Desktop)
Resolution	<p>Mobile: 768x1565 (vertical)</p> <p>Desktop: 1000x1000 (vertical), 1000x2028 (landscape), 1024x860 (landscape)</p>

FULL SERVICE INFORMATION

General Information	This form of advertising can be booked exclusively via the Full Service of the Ad Alliance. 2 images are required per device. Contact us for more detailed information.
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Parallax Video Ad

The Parallax Ad (In-Text Display) is enhanced by a video and thus offers additional communication possibilities.

The Parallax Video Ad is run on premium editorial pages in the heart of the content, offering you the opportunity to grab the attention of your target groups in a playful and subtle way.

Through the scrolling behaviour of the user, the Parallax Video Ad gradually becomes visible on the article page. The integrated video display starts at 50% visibility.

GENERAL INFORMATION

Motifs	Both images (vertical and landscape) must be supplied for one device each. Additionally a video file is required.
For physical delivery	Please indicate a click URL and tracker (if applicable).
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Lead time	10 days

TECHNICAL REQUIREMENTS

File type	JPG, PNG, PSD		
Accepted pixels	1x1 (all tags must be TSL (SSL) only)		
File size	Mobile: 200kB for each mobile image		
	Desktop: 300 kB for each desktop image		
Visible Slot Ratio:	1:1 (Mobile) , 2:1 (Desktop)		
Resolution image	Mobile: 768x1565 (vertical), 1024x860 (landscape)		
	Desktop: 1000x1000 (vertical), 1000x2028 (landscape)		
Resolution Video	Min.:	1280x720	
Info on the video:	Mobile (vertical):	video size:	663x373
		Video position:	x: 53; y: 967
	Mobile (landscape):	video size:	582x327
		Video position:	x: 221; y:459
	Desktop (vertical):	video size:	646x363
		Video position:	x: 177; y: 568
	Desktop (landscape):	video size:	734x413
		Video position:	x: 133; y: 1252

FULL SERVICE INFORMATION

General Information	<p>This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:</p> <ul style="list-style-type: none"> 2 images and one video file are required per device. (Contact us for more detailed information.)
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Pre-Roll Takeover / Mid-Roll Takeover

The Pre-Roll Takeover / Mid-Roll Takeover turns the popular pre-roll into an advertising form blockbuster. Similar to Branded Player XXL, the Pre-Roll Takeover / Mid-Roll Takeover wraps around the player like a large frame and leaves lots of room for messages. The frame takes up the entire width of the screen and interacts with the Pre-Roll.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}> X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

TECHNICAL REQUIREMENTS

Format	JPG GIF PNG HTMLS (only as a 3rd party ad tag)
File weight	<p>JPG GIF PNG: 150 kB</p> <p>HTMLS: 200 kB (total weight incl. all scripts)</p>
Width	<p>at least 1280px</p> <p>As the ad should always dynamically take up the entire width of the browser window, please deliver the frame accordingly. or define a fill color.</p>
Height	no specification
Position	On TVNOW.de (advertising form only bookable here), the frame is always located below the top navigation bar. Thus, this always remains visible. The position of the player (20px lower) is specified by the site layout and is taken into consideration in the template.
Max. Ad length	30 seconds
Aspect ratio	16:9 full frame
Video sizes	Highest-possible resolution source material, encoding is done via the Flashtalking template.

VPAID

VPAID allowed?	yes, if communication between pre-roll and frame is necessary. Otherwise, we kindly request not to use VPAID ads. Instruction: VPAID JS required.
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FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB

Pre-Roll + Branded Player

One of the most attention-grabbing advertising media is the pre-roll + branded player - a clickable ad that forms a complete frame around the video player. The interaction between the branded player and the attention-grabbing pre-roll creates a high level of involvement directly in the field of vision of the advertising-relevant target groups. The frame is no longer displayed with the spot after a maximum of 30 seconds.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	5 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

TECHNICAL REQUIREMENTS

Outer dimensions	946 x 620 px
Inner dimensions	<p>Area that is covered by the player: max. 608 x 368 px.</p> <p>Horizontal position: centred, inside distance to the edge of the branding is thus 169 pixels in each case.</p> <p>Vertical position: NOT CENTRED! The upper inside distance is 95 pixels, the lower distance 157 pixels.</p>
Instructions on layout	<p>To ensure that this form of advertising can be viewed clearly on as many players as possible, please plan the design consistently across the entire area of the branding (946x620px).</p> <p>Do NOT blank out the area covered by the player (see above), and do NOT fill it with another color. A border frame is not to be recommended either, as it might not fit all players.</p> <p>Make sure that no ad-relevant messages or elements are placed there.</p>
Format	JPG GIF PNG HTMLS (only as a 3rd party ad tag)
File weight	<p>JPG GIF: 80 kB</p> <p>HTMLS: 200 kB (total weight incl. all scripts)</p>
Soundtracks / Sound	No soundtracks or sounds are allowed to be integrated in the branding

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATIONEN

SSL required	Yes (as of immediately).
SSL Info	Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments. In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 or VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST.</p> <p>All three media files have to be delivered within the same < Creative > node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio =====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server-side ad insertion.</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps Video + min 192k Audio</p> <p>additional prerequisites:</p> <ul style="list-style-type: none"> – MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. – MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.
Loudness	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48 or 44.1 kHz, stereo
Audio format	AAC (LC)
Bit rate mode	constant

Pre-Roll + Branded Player Xpand

In-stream environments offer space for continuing to tell and reinforce the story of a video ad via the adjacent branding areas. This is already a known feature from the so-called Branded Player XXL, on which the area around the player window can be used for the product brand. The new Branded Player Xpand is now available as an enhanced version - with and without an own commercial spot.

Here, after a time delay of roughly five seconds after launching the ad, an automatic space expansion is triggered towards the lateral view ports. This affords advertising customers large branding areas - and a vast realm for creative design concepts. For the user, a realm of adventure of a different kind opens up, into which they can immediately immerse themselves interactively and become inspired by the products.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}> X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

FULL SERVICE

General Information	This form of advertising can be booked exclusively via the Full Service of the Ad Alliance. Contact us for more detailed information.
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Roadblock (Pre-Roll)

Pre-Roll is delivered to each user as an initial contact in the booked time period and in the booked environment. This eye-catching communication of the advertising message to all users enables maximum net reach and is especially suitable for the communication of certain campaign days or attention-getting product launches..

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gppdr=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gppdr=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATIONEN

SSL required	Yes, guaranteed.
SSL Info	<p>Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments.</p> <p>In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.</p>

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers.</p> <p>For this purpose, the "origin" of the request header in the "access-control-allow-origin" of the response header must be adopted.</p> <p>In addition, "credentials" must be set to "true".</p> <p>Here is an example of a correct CORS header of a server response:</p> <p>Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: <code>true</code></p> <p>Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Instruction on redirects	All resources that in turn redirect to additional resources (301-302-Redirects) must also fulfill the above CORS header (HTMLS) requirement.
General Instructions	<p>In the case of physical delivery of ad material and tracking, it should be noted that only 1 set of VTR pixels (start pixel, 25%, 50%, 75%, 100%) is possible.</p> <p>In the case of CTV/Smart TV bookings, for Smart TV we require the spot to be in TV quality. We can then additionally convert this spot and use it for online purposes but not vice versa.</p> <p>You'll find the corresponding specification on the following website: This website is also used to deliver the spot: http://ingest.cbc-service.de/ingest-werbung/</p> <p>As soon as the spot has been received by our ad manager, you will receive email confirmation with a so-called MAZ number, which you can then forward to us."</p>

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 or VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST. All three media files have to be delivered within the same < Creative > node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio =====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server-side ad insertion.</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps</p> <p>additional prerequisites: —MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. —MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.</p>
Media files	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48 or 44.1 kHz, stereo
Audio format	AAC (LC)
Bit rate mode	constant

Roadblock (In-Text Video)

The format is delivered to each user as an initial contact in the booked time period and in the booked environment. This eye-catching communication of the advertising message to all users enables maximum net reach and is especially suitable for the communication of certain campaign days or attention-getting product launches.

GENERAL INFORMATION

Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENTiCa}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

TECHNICAL REQUIREMENTS

File type	MOV, MP4, MPG
File size	Max. 200 MB
Length	Max. 60 seconds
Aspect ratio	16:9 (standard widescreen)
Frame rate	24-30 fps
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio properties	Min. 128 Kbps, 44 kHz, stereo, ACC or MP3 (preferred)

Shop-it Ad (Pre-Roll / Mid-Roll)

The Shop-it ad offers the freedom of flexible presentation of a range of products or goods. Information placed around the spot can be replaced daily. A direct link to the product in the shop or in the shopping basket is possible. If desired, the information can vary according to location-based target groups.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}> X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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TECHNICAL REQUIREMENTS

Instruction	An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content.
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB

Shop-it Ad (In-Text Video)

The Shop-it ad offers the freedom of flexible presentation of a range of products or goods. Information placed around the spot can be replaced daily. A direct link to the product in the shop or in the shopping basket is possible.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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TECHNICAL REQUIREMENTS (DELIVERY BY THE AGENCY)

General Information	The ad material must be produced by the service provider Cynapsis and made available as a redirect. Accordingly, the special interactivity must already be built into the ad.
Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Video sizes	640x360, 1280x720, 1920x1080 (recommended)
Frame rate	24 to 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo

VPAID

VPAID allowed?	VPAID JS is required.
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB

Single Spot (Pre-Roll)

The customer spot runs exclusively as the only spot before the content. As a result, it receives the undivided attention of the user.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gppdr=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val12&gdpr_consent=\${GDPR_CONSENT_123}&gppdr=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATIONEN

SSL required	Yes, guaranteed.
SSL info	<p>Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments.</p> <p>In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.</p>

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers.</p> <p>For this purpose, the "origin" of the request header in the "access-control-allow-origin" of the response header must be adopted.</p> <p>In addition, "credentials" must be set to "true".</p> <p>Here is an example of a correct CORS header of a server response: Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: <code>true</code> Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Instruction on redirects	All resources that in turn redirect to additional resources (301-302-Redirects) must also fulfill the above CORS header (HTML5) requirement.
General Instructions	<p>In the case of physical delivery of ad material and tracking, it should be noted that only 1 set of VTR pixels (start pixel, 25%, 50%, 75%, 100%) is possible.</p> <p>In the case of CTV/Smart TV bookings, for Smart TV we require the spot to be in TV quality. We can then additionally convert this spot and use it for online purposes but not vice versa.</p> <p>You'll find the corresponding specification on the following website: This website is also used to deliver the spot: http://ingest.cbc-service.de/ingest-werbung/</p> <p>As soon as the spot has been received by our ad manager, you will receive email confirmation with a so-called MAZ number, which you can then forward to us."</p>

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 or VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST.</p> <p>All three media files have to be delivered within the same < Creative > node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio</p> <p>=====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio</p> <p>MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio</p> <p>MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server-side ad insertion.</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps</p> <p>additional prerequisites:</p> <p>—MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported.</p> <p>—MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.</p>
Media files	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48 or 44.1 kHz, stereo
Audio format	AAC (LC)
Bit rate mode	constant

Slideshow Ad (In-Text Display)

Advertising without a spot - The slideshow ad (in-Text Display) is a versatile and economical advertising format. With the help of the ad, you can explain, for example, complex topics in just a few images.

In this format, your images are compiled into an attractive video effect, and aired on editorial premium pages in the core of the content.

GENERAL INFORMATION

Motifs	Delivery of a min. 3 to max. 8 images
For physical delivery	Please indicate a click URL and tracker (if applicable).
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=va12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=va12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

TECHNICAL REQUIREMENTS

File type	JPG, PNG, PSD
Accepted pixels	1x1 (all tags must be TSL (SSL) only)
File size	Mobile: 200kB for each mobile image
	Desktop: 300 kB for each desktop image
Aspect ratio	16:9, square, vertical
Resolution	960x540 (landscape)
	540x540 (square)

FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB

Sponsoring Opener und Closer

According to the motto "Advertising as on TV", on Video-on-Demand platforms, advertisers can skillfully harness the advertising advantages of TV and the Internet.

In the free videos, presenter spots are integrated into each as openers and closers into each sequence, as in traditional TV sponsoring.

GENERAL INFORMATION

Lead time	7 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>{X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de
General Information	<p>max. Spot length: 10 seconds (TVNOW max. 7 seconds)</p> <p>Otherwise, the same specifications for Pre-Roll apply</p>

Spot Bundle

The Spot Bundle enables advertisers to run a spot in the In-Stream cosmos (Shuffle-Roll Basic) and to extend the range via Out-Stream (InTXT). In this, there is only a small intersection of contacts for In-Stream and Out-Stream. Only 26 percent of the unique users of both areas intersect - this means maximum net range. The Spot Bundle can be booked with CPCV. The abbreviation stands for a promise, namely that billing only occurs if the spot has been viewed 100 percent (CPCV = cost per completed view). This ought to be very interesting for advertisers, because it's the only way for them to derive 100 percent visibility from their advertising budget.

GENERAL INFORMATION

Lead time	min. 3 working days
Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATIONEN

SSL required	Yes, guaranteed.
SSL info	<p>Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments.</p> <p>In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.</p>

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers.</p> <p>For this purpose, the "origin" of the request header in the "axis-control-allow-origin" of the response header must be adopted.</p> <p>In addition, "credentials" must be set to "true".</p> <p>Here is an example of a correct CORS header of a server response: Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: <code>true</code> Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Flash (http und https)	<p>The prerequisite is the existence of a <code>crossdomain.xml</code> file in the root directory of the external server, containing the following lines:</p> <pre><?xml version="1.0" ?> <cross-domain-policy> <site-control permitted-cross-domain-policies="all"/> <allow-access-from domain="*" secure="false"/> <allow-http-request-headers-from domain="*" headers="*" secure="false"/> </cross-domain-policy></pre> <p>see: http://help.adobe.com/en_US/AS2LCR/Flash_10.0/help.html?content=00000469.html</p>
Instructions on redirects	All resources that in turn redirect to additional resources (301-302-Redirects) must also fulfill the above <code>crossdomain.xml</code> (Flash) or CORS header (HTML5) requirement.
General Instructions	In the case of physical delivery of ad material and tracking, it should be noted that only 1 set of VTR pixels (start pixel, 25%, 50%, 75%, 100%) is possible.

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 oder VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST.</p> <p>All three media files have to be delivered within the same < Creative > node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio =====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server side ad insertion. MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps</p> <p>additional prerequisites:</p> <ul style="list-style-type: none"> – MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. – MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.
Loudness	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48 or 44.1 kHz, stereo
Audio format	AAC (LC)
Bit rate mode	constant

Standard Content Frame

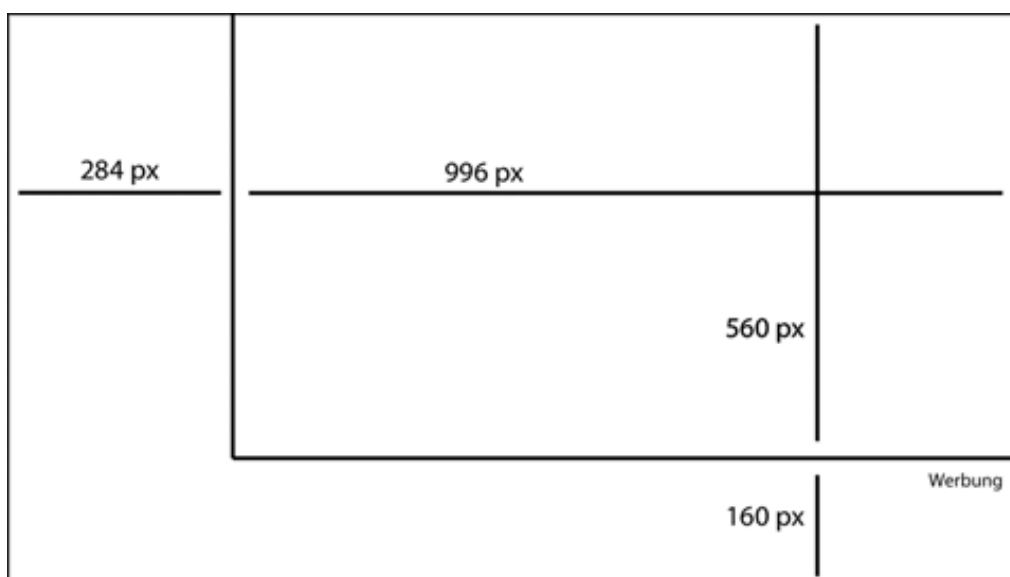
This form of advertising enables customers to advertise without a spot in the moving image premium environment. In addition to the eye-catching placement of the advertising message in the middle of the program, the ad stands out thanks to its variety of creative design possibilities.

DELIVERY

Format	JPG GIF PNG
File weight	250 kB; Please deliver as a file.
Format	HTML5
File weight HTML5	250 kB (total weight incl. all scripts) Please deliver HTML5 ads as iFrame URLs. A click tag can be added to this URL (?clicktag=)

Dimensions and Layout

outside: 1280x720px
inside: see graphics



lease insert ad identifier to the right, under the player (see graphics)

Duration of ad: 10 seconds

Lead time: 10 work days before campaign launch.

Standard Cut In

This form of advertising, familiar from TV, allows customers to advertise without a spot in the moving image premium environment. In addition to the attention-grabbing placement of the advertising message in the middle of the program, the ad impresses with its variety of creative design options.

DELIVERY

Format	JPG GIF PNG
File weight	120 kB
Format	HTML5
File weight HTML5	initial 120 kB, subload up to 300 kB Please deliver HTML5 ads as iFrame URLs. A click tag can be added to this URL (?clicktag=)

Dimensions and Layout

1920x280px

Design note: Please do not use transparencies.

Duration of ad: 10 seconds

Lead time: 10 work days before campaign launch.

FULL SERVICE

This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:

- Logo (preferably as a vector)
- Product shots / visuals (preferably cropped, .psd/.png)
- Typo files (.ttf, .otf)
- Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla)
- product/campaign claim
- texts
- Target URL (where should be linked to?)
- Video (if integration is planned), delivery according to specifications for online/mobile moving images *

Possible material delivery scenarios:

- a. As an image
- b. As an open data and ad with animations (After Effects files, images, etc.)

Wetter Ad (Pre-Roll / Mid-Roll)

Through the dynamic in-feed of weather data, the user receives location-relevant information. The ad message can be varied according to good or adverse weather..

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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TECHNICAL REQUIREMENTS

Instruction	An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content.
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB

Wetter Ad (In-Text Video)

Through the dynamic in-feed of weather data, the user receives location-relevant information. The ad message can be varied, for example, according to good or adverse weather.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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TECHNICAL REQUIREMENTS (DELIVERY BY THE AGENCY)

General Information	The ad material must be produced by the service provider Cynapsis and made available as a redirect. Accordingly, the special interactivity must already be built into the ad.
Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Video sizes	640x360, 1280x720, 1920x1080 (recommended)
Frame rate	24 to 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo

VPAID

VPAID allowed?	VPAID JS is required
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB



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