iq digital media marketing gmbh

Technical Specifications

iq digital

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Delivery

To make sure that we can correctly identify your ad, please always include the following information:

Client name
Campaign name
Booking period
Booked site
Position on site
Ad format
Contact for queries
Nielsen product (optional)
Motif name (optional)

Delivery deadlines and address:

Standard ad formats:	at least 3 working days before insertion
All other:	at least 5 working days before insertion
Delivery address:	banner@iqdigital.de

General

iq digital will accept delivered motives under reserve by approval case by case. Ads which causes strong reactance and have bad influence of publishers sites can be disclaimed.

Delivery of 3rd party tags

Delivery of 3rd party tags is currently only possible via the following servers:

Atlas, Adition, Adtech, Adcentric, Ad Form, Bluestreak, DoubleClick(Studio), Eyeblaster/Sizmek, Eyewonder, eyeReturn, Flashtalking, Mediaplex (Mojo), Newtention, Pointroll, SmartAdserver as well as Dynamic Logic for tracking campaigns
(Other ad server tags only following prior consultation)

N.B.

Providing 3rd party tags in case of script-, redirect or iframe-Tag depends on the specified Ads as followed.

The option for transfer of a redirect URL must be present and documented so that the marketer can also count the clicks. Please give a note for the right substitution of placeholders within the tag. Type of files, weights and formats are must ensured the following specifications (pleas note the chapter of flash specification)

Use of frameworks

Please inform us and obtain approval for the use of own frameworks to ensure ad-specific functionalities.
Loading is not permitted if libraries are already in place and can be used at the time of the request. Functionalities must not be overwritten and the performance of the page must not be affected.

Unapproved Loading of further scripts for tracking more metrics than ad impressians and clicks aren't allowed.

Delivery of HTML banners

HTML banners must be supplied as .zip files.
Only HTML fragments are permitted; i.e. only the ad-related elements may be made available. It must be possible to implement the fragment 1:1 in the ad server; no retrospective adjustments are possible.

Delivery of HTML5 banners

General information on the topic of "HTML5"

HTML5 ads can in principle be delivered on all the pages of our portfolio. Limiting factors are the different browser technologies and, where applicable, the doctype declarations of the page providers. The decisive question in connection with the topic of "HTML5" is which features of the HTML5 standard are used for the creation of ads and which of them can be processed by the respective browser. As it is difficult to separate HTML5 within a creation from the used features of the employed CSS(3) and framework technologies, these technologies also belong to the limiting factors. Nearly all modern browsers meanwhile support many features of the HTML5 standard, but there are browsers that do not react well with HTML5 like IE7 or IE8. <u>The responsible creative agencies must therefore test the employed technologies for browser compatibility and provide information on the compatible browsers complete with operating system on delivery or during the planning stage so that the marketer can plan the targeting strategies accordingly.</u>

Advantages (depending on feature)

-Fast rendering in the browser
-Less CPU capacity is used
-User does not need a browser plug-in
-Fewer browser crashes
-Well suited to tablets and smartphones

Disadvantages (per Feature)

- no fully cross-browser compatibility
- no extended rich-media animations possible
- possible higher work effort for agencies because of the new technology

Delivery of ads

Delivery of ads is always as redirect. As the use of libraries can result in undesired side-effects, delivery must be within a closed frame that organises complete ad control. When delivering the ads, please note that, if desired, 3rd-party counting pixels and click commands must already have been integrated in the HTML by the creation. Depending on the type of redirect, *iq digital* is also able to count clicks. For this purpose, we require the installation instructions of the Rich Media service provider on transfer of the marketer click commands to the redirect.

Delivery of HTML5 banners

Restrictions on delivery

Individual HTML files and JavaScript libraries of the kind exported by Google Swiffy or Adobe Edge may not be delivered. For hosting and the creation of redirect tags, please use the tools of Rich Media service providers like Mediamind, Flashtalking, Doubleclick Studio etc.

Tip

Talk to your Rich Media service provider: he may be able to use a flash banner as fallback to achieve the highest possible user figures.

HTML5 on tablets and smartphones

If the HTML5 campaigns are on mobile websites or in native apps, please note our specifications for "Tablet-optimised banners" and "Mobiles" further below in these specifications.

Maximum KB limits

The provision of a redirect means there are basically no size limits, but the complete image material should not exceed a total volume of 100 KB. Video files should not exceed 4 MB. The user experience must not be affected by loading of the banner material within the context of normal computer configuration. *iq digital* reserves the right to reject the ad in such cases.

Doctype declaration (DTD) requirement on websites

The doctype declaration plays a role if it restricts the features of a creation – in other words, if it limits the admissible and interpretable elements of an HTML document to a volume defined by the DTD. Depending on the DTD mode, this can result in exclusion of elements from the HTML5 specification which makes it impossible to process them correctly. Please ask the marketer if there are restrictions for individual pages of the portfolio.

Delivery of ads for LinkedIn.com

Delivery on LinkedIn.com is currently only possible via the following servers as 3rd party tag:

Eyeblaster, Eyewonder, Pointroll, Atlas, Doubleclick, Mediaplex, Flashtalking

* Please request our separate specifications for expanding ads.

N.B.

Animation of ads on LinkedIn may not last longer than 30 seconds and must never loop.
Ads with white or transparent background must have a 1 pixel wide frame.

Please see the separate Technical Specifications for banner insertions on LinkedIn.com at:

➢http://www.iqm.de/medien/online/werbeformate.html

Overview of ad format categories

Display ads

In-stream video ads

Linear video ads

(pre-roll, *mid-roll**, post-roll, interactive ad)

Non-linear video ads

branded player*
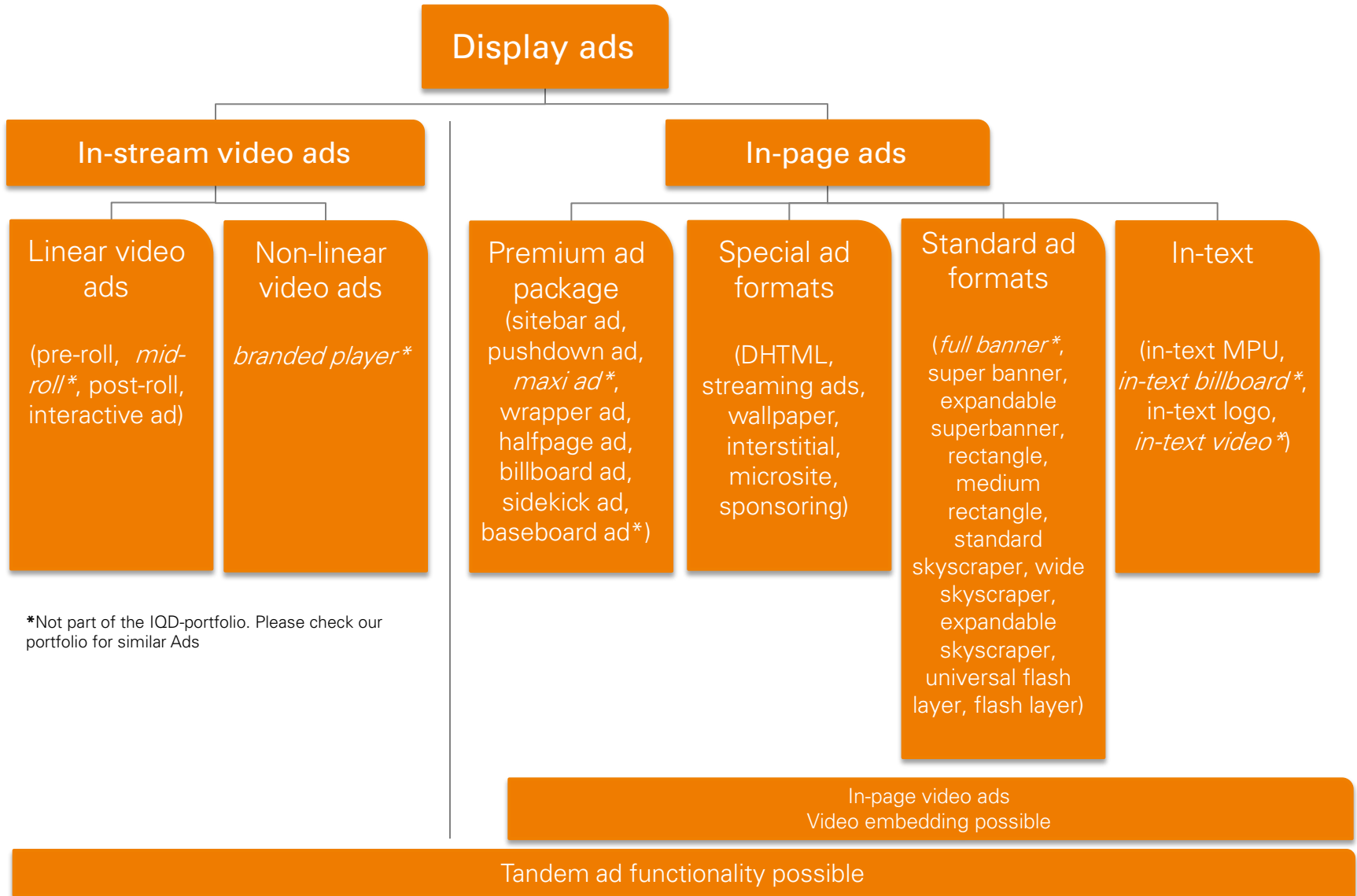
*Not part of the IQD-portfolio. Please check our portfolio for similar Ads

In-page ads

Premium ad package

(sitebar ad, pushdown ad, *maxi ad**, wrapper ad, halfpage ad, billboard ad, sidekick ad, baseboard ad*)

Special ad formats

(DHTML, streaming ads, wallpaper, interstitial, microsite, sponsoring)

Standard ad formats

(*full banner**, super banner, expandable superbanner, rectangle, medium rectangle, standard skyscraper, wide skyscraper, expandable skyscraper, universal flash layer, flash layer)

In-text

(in-text MPU, *in-text billboard**, in-text logo, *in-text video**)

In-page video ads
Video embedding possible

Tandem ad functionality possible

iq digital
Display ads
In-page ads – standard advertising formats

Universal ad package*

Ad format	Format (in pixels) W(max.W) x H	Format (expand) exp. to max. W x H	Max. KB	File types	Required	Position
Superbanner	728x90*	to 728 x 300	40 kb	Image: GIF/JPG/PNG Flash (see section "Flash") HTML(5) Third party tag		
(Wide) Skyscraper	160(200) x 600* 120 x 600	to 420 x 600	40 kb	""		
Medium rectangle	300 x 250*	to 400 x 400	40 kb	""		
Univ. flash layer	400 x 400	no exp.	40 kb	""	- Close button - auto close after 10secs - Ad labelling - Third party only <iframe>	
Teaser	300 x 100	no exp.	40 kb	""		
Tandem ad	728 x 90 + 160 x 600 728 x 90 + 300 x 250 160 x 600 + 300 x 250 160 x 600 + 400 x 400 300 x 250 + 400 x 400	no exp.	40 kb	""		
Triple ad	728 x 90 + 160 x 600 + 300 x 250	no exp.	40 kb	""		

Required

Expandable control: `getURL("javascript:adExpand()", "_self");`   Opening of the DIV

`getURL("javascript:adCollapse()", "_self");`   Closing of the DIV

Flash layer control: `adlayerhider`   Closing of the DIV

more information: chapter flash specification (exp. ad / layer ad)

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 3 working days before the insertion date.

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Display ads

In-page ads - special ad formats

Wallpaper

The large-format ad with maximum impact

Format (px):   **T: W x H + R: W(max.W) x H**

Format (expand):   T: 800 x 90 + R: 120(200) x 600
                           T: 800 x 90 to 800 x 300   or R: 160 x 600 to 420 x 600

                            The skyscraper adjoins the superbanner on the right!

Max. size: Image: je (T, R)   40 kb (GIF/JPEG / PNG)
                           Flash*:   je (T, R)   40 kb <u>(see "Flash" section)</u>
                           HTML: je (T, R)   40 kb <u>(see " HTML5" section)</u>

Third party: Only possible as <iframe> per Banner (T, R).
Third party (expand): Must be coordinated in advance with iq digital.

Background: Colour: HEX decimal value or graphic (GIF/JPEG/PNG) –
                           the background tiles are positioned to the right and towards the
                           bottom. Please note that the background colour must not be the same
                           as the colours of page elements (example: #eeeeee on Handelsblatt).

*Expand banner: <u>With the use of AS2:</u>
                           getURL("javascript:adExpand()","_self");   //Opening of the
DIV

                           getURL("javascript:adCollapse()","_self"); //Closing of the DIV

                           <u>With the use of AS3:</u> (function activation via external interface or nav2url):
                           adExpand   //Opening of the DIV

                           adCollapse   //Closing of the DIV

                           More info in the <u>section on flash specifications (expandable ad)</u>

Position:
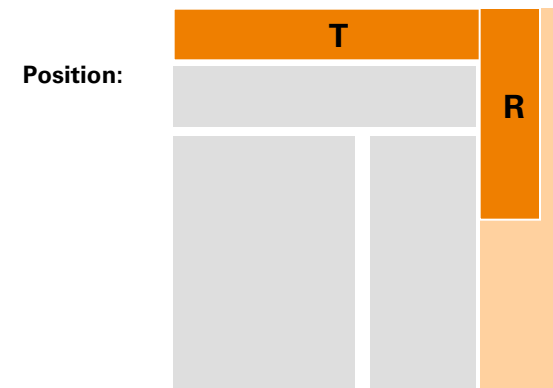
Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Billboard pushdown (part 1)

Formats (px)   **W x H(max. H) to H(max. pushdown)**

760 x 200(250) to 500 (pushdown)   ariva
930 x 200(250) to 500 (pushdown)   wiwo, karriere
937 x 200(250) to 500 (pushdown)   ingenieur
940 x 200(250) to 500 (pushdown)   sueddeutsche, szMagazin,
                                       jetzt, golem, handelsblatt

960 x 200(250) to   500 (pushdown)   faz
970 x 200(250) to 500 (pushdown)   weka

Position:

Max. file size   Image: 80 kb (GIF/JPEG / PNG)
                       Flash: 80 kb (see "Flash" section)
                       HTML: 80 kb (see " HTML5" section)

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Third party   Possible on request!

N.B.   See note on pushdown flash stage (part 2) on the 2nd page

Billboard pushdown (part 2)

Note on pushdown:

Position:

Interaction
Mouse over (once) – initial activation of expansion.
Mouse out - ad collapses and a button
("Play again") appears.

Further pushdowns only if user clicks on button.
If the ad is expanded via user click, a button must then
appear to close the banner.

Function activation
(if implemented by iqd)

With the use of AS2:
getURL("javascript:iqdExpandPB()", "_parent");
getURL("javascript:iqdCollapsePB()", "_parent");

With the use of AS3 (function activation via external Interface):
Pushdown: iqdExpandPB;
Pushup: iqdCollapsePB;

Delivery:

**Wherever possible, please send the ads
in ZIP file format to:**

banner@iqdigital.de

at least 5 working days before the insertion
date.

For an optimum result, the animation switch within flash during expansion and collapse
must be played with a delay of 1,000 ms or there must be a callback to start the animation.

Before the ad is produced and delivered, please contact the AdManagement team at iq
digital to coordinate the ad and clarify any open questions.
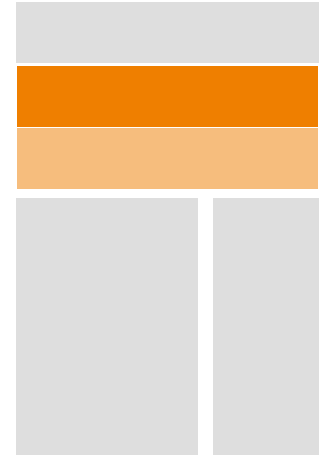
Wide rectangle

Format (px)	**W x H**	
	410 x 180	wiwo
	528 x 180	handelsblatt
	560 x 180	sueddeutsche
	620 x 250	golem, faz
	640 x 250	weka
	570 x 250	zeit (in central position of articels)

Positioning example:

Max. file size

Image:	60 kb (GIF/JPEG)
Flash:	60 kb (see "Flash" section)
HTML:	60 kb (see " HTML5" section)

Delivery:

Third party   Only possible as <iframe>!

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Fireplace

Formats (px):   **T: W x H + L,R: W(max.W) x H**

T: 792x90 + L,R: 120(200)x600   ariva
T: 960x90 + L,R: 140(160)x600   ingenieur
T: 970x90 + L,R: 120(140)x600   sueddeutsche, szMagazin, jetzt
T: 980x90 + L,R: 120(140)x600   handelsblatt, wiwo, golem, zeit, karriere
T: 1000x90 + L,R: 120x600   spektrum, weka, faz

Position:

Max. file size: Image: je (T, L, R)   40 kb (GIF/JPEG / PNG)
Flash: je (T, L, R)   40 kb (see "Flash" section)
HTML: je (T, L, R)   40 kb (see " HTML5" section)

Third party: Only possible as <iframe> per banner (T,L.R)!

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de
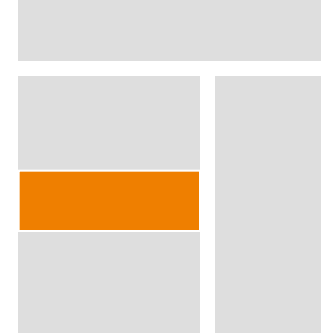
at least 5 working days before the insertion date.
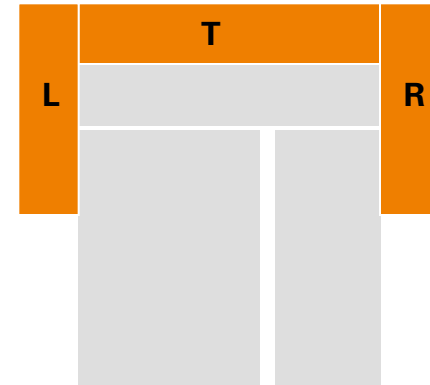
Note: The formats are optimised for the standard resolution: 1280x1024.

Background: Colour: HEX decimal value or graphic (GIF/JPEG/PNG) –
The background tiles are positioned to the right and towards the
bottom. Please note that the background colour must not be the same
as the colours of page elements (example: #eeeeee on Handelsblatt).

Skyline ad

Formats (px)

T: W x H(max.H) + L,R: W(max.W) x H

T: 760 x 200(250) + L,R: 120(200) x 600	ariva
T: 930 x 200(250) + L,R: 120(140) x 600	wiwo, karriere
T: 937 x 200(250) + L,R: 120(160) x 600	ingenieur
T: 940 x 200(250) + L,R: 120(140) x 600	sueddeutsche, szMagazin, jetzt, golem, handelsblatt
T: 960 x 200(250) + L,R: 120(200) x 600	faz
T: 970 x 200(250) + L,R: 120(200) x 600	weka

Position:

Max. file size

Image: T: 80 kb + each (L,R) 40 kb (GIF/JPEG / PNG)
Flash: T: 80 kb + each (L,R) 40 kb (see "Flash" section)
HTML: T: 80 kb + each (L,R) 40 kb (see " HTML5" section)

Third party   Only possible as <iframe> per banner (T,L,R)!

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Slide channel

Format (px)   **T: W x H + R: W x H to R: W(sidekick - expand) x H**

T: 800x90 + R: 120(200)600 to R: 1000 x 600 (sidekick - expand)

Max. file size   Image: T: 40 kb + R: 80 kb (GIF/JPEG / PNG)
Flash: T: 40 kb + R: 80 kb (see "Flash" section)
HTML: T: 40 kb + R: 80 kb (see " HTML5" section)

Third party   Possible by arrangement

Interaction   Sky section is initially loaded as a clipped cutout with the format 120(200) x 600.
Mouse click "Start" – expand to 1000 x 600.
Mouse click "Close" – collapse to initial format.

Function activation   Using AS2:
if implemented by iqd   Expand: getURL("javascript:iqdExpandSA()", "_parent");
Collapse: getURL("javascript:iqdCollapseSA()", "_parent");

Expand: fscommand ("iqdExpandSA");   // without IE9
Collapse: fscommand ("iqdCollapseSA");   // without IE9

Using AS3 (function activation via external interface or nav2url):
Expand: iqdExpandSC   // Opens the div
Collapse: iqdCollapseSC   // Closes the div

Please also see our flash specification (expandable ad).

For an optimum result, the animation switch within flash during expansion and collapse must be played with a delay of 1,000 ms. A callback to start the animation is optional.

Before the ad is produced and delivered, please contact the AdManagement team at iq digital to coordinate the ad and clarify any open questions.

Display ads: special ad formats
Position:
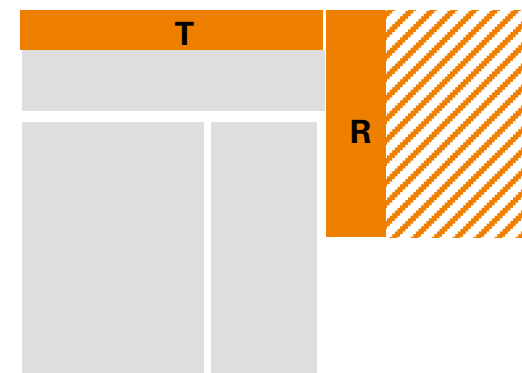
Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Intro message

Exclusive intro page

Format (px)	**W x H**
	800x600

Max. file size	Image:	80 kb (GIF/JPEG / PNG)
	Flash:	80 kb (see "Flash" section)
	HTML:	80 kb (see " HTML5" section)

Third party Only possible as <iframe>!

Special notes Max. duration 10 secs

Frame of intro page, ad labelling, counter and "Close"
button all provided by iq digital. Intro pages close automatically after
10 secs.

Position:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

High-impact ad

The ad that makes a big splash

Format (px)   **W x H**

940 x 620   handelsblatt
930 x 620   sueddeutsche, wiwo

Max. file size   Image: 80 kb (GIF/JPEG)
                         Flash: 80 kb (see "Flash" section)
                         HTML: 80 kb (see " HTML5" section)

Third party   Only possible as <iframe>!

Positioning example:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

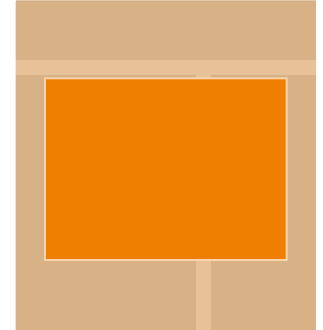at least 5 working days before the insertion date.

Supreme ad

The large-format ad with maximum impact

Format (px):   **T: W x H**

                          T: 270 x 460
                          M: 270 x 220
                          B: 270 x 220

                          (**Optional**: a large ad format of 300 x 1050 can also be delivered. In this case, iq digital no longer divides it into modules.)

Max. size: Flash*:   je (T, M, B)   40 kb (see "Flash" section)
                          Image: je (T, M, B)   40 kb (GIF/JPEG/PNG)
                          HTML: je (T, M, B)   40 kb (see " HTML5" section)

Third party: Only possible as <iframe> per module (T, M, B) or as integrated format
                          See "Optional" above.

*Please see the media data for the participating sites.

Realisation of supreme ad according to Association of German Newspaper Publishers (VDZ):
If you want to use the extended functionalities or modules based on the layout and dimension according to the VDZ and the Internet Advertising Bureau (IAB), please contact your Rich Media service provider or contact the person named below as first point of contact for realisation by ADTECH:

Mr. Christoph Henn (Senior Sales Manager): christoph.henn@adtech.com

You can find a detailed description of the modular characteristics of the supreme ad at**:**
http://www.iab.net/media/file/IAB_300x1050_style_guide_v2.pdf

Position: **Type A version:**
                       *
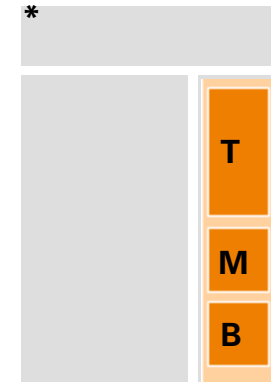
Light version: *
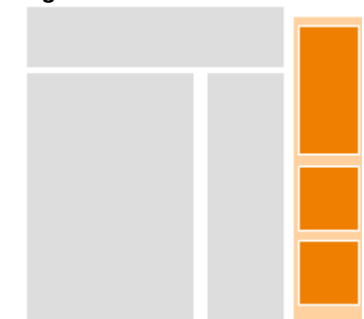
Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

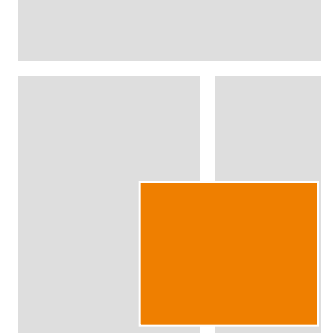at least 5 working days before the insertion date.

Expandable tower ad

The large-format ad with maximum impact

Format (px): **W x H to W(expand) x H**

300 x 850 to 850 x 850*

*The following format is also bookable as an alternative on handelsblatt.com + wiwo.de:
300(405) x 850 to 850 x 850*

Position:

Max. size:
Flash*:   60 kb (see "Flash" section)
Image: 60 kb (GIF/JPEG/PNG)
HTML: 60 kb (see " HTML5" section)

Interaction:
Mouse over (one-time) – initial activation of expansion.
Mouse out – ad collapses and a button ("Play again") appears.

 Further expansion only possible if user clicks on button.
 If the ad is expanded via user click, a button must then appear to close the banner.

Function activation:
Expandable control: With use of AS2:
`getURL("javascript:adExpand()", "_self");`   **//**Opening of the DIV
`getURL("javascript:adCollapse()", "_self");` **//**Closing of the DIV

With use of AS3 : (function activation via external interface or nav2url):

`adExpand`   **//**Opening of the DIV

`adCollapse`   **//**Closing of the DIV

More info in the section on flash specifications (expandable ad / layer)

Delivery:
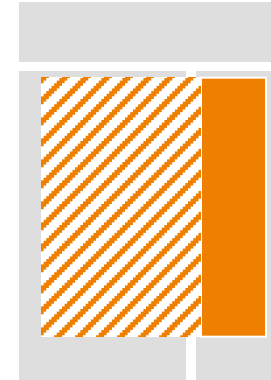
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Navigation ad

Format (px):   **W x H(expand to H) + W x H (Layer)**

940 x 100(200) + 940 x 415   handelsblatt
940 x 100(200) + 940 x 415   sueddeutsche, zeit, golem
960 x 100(200) + 960 x 415   faz
970 x 100(200) + 970 x 415   weka

Max. file size: Flash bar: max. 60 kb (see "Flash" section)*
Flash frame: max. 80 kb (see "Flash" section) *
*If no flash plug-in is present, only the fallback image file of the bar is played.

Third party: Only possible by arrangement

Interaction: Ad is initially loaded as a clipped excerpt with the format 930 x 100.
(example of HB)   Mouse over   "Start Preview Teaser" - expands to 930 x 200
Mouse click   "Preview Teaser" - frame appears. This is integrated below the teaser
in the content area.

Required: In the event that the expanding bar contains a transparent foundation, please
integrate a "Close" button as a fallback.
Flash frame needs a "Close" button, clearly positioned in the visible area
at bottom right.

Expandable control: AS2: getURL("javascript:iqdExpandNA()", "_self");   //Opening of the DIV
(mouse over/mouse out)   AS2: getURL("javascript:iqdCollapseNA()", "_self");   //Closing of the DIV

Bei Einsatz AS3 : (Aufruf Funktion über External Interface bzw. nav2url):
iqdExpandNA   //Öffnen des DIVs
iqdCollapseNA   //Schließen des DIVs

Flash layer control: AS2: getURL("javascript:iqdExpandFrameNA()", "_self");   // Opening of the layer
(via click)   AS2: getURL("javascript:iqdCollapseFrameNA()", "_self");   //Closing of the layer
AS3: iqdExpandFrameNA / iqdCollapseFrameNA   //Opening / Closing of the layer

Background: Colour: HEX decimal value or graphic (GIF/JPEG/PNG) – please note that the
background colour must not be the same as the colours of page elements.
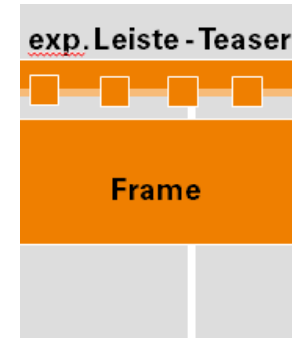
exp. Leiste-Teaser =

exp. bar teaser

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Sticky navigation ad – part 1

Formats (px):   **Frame: W x H + L,R: W(max.W) x H to max. expW x H**

Position:

Frame: 792x600 + L,R: 120(160)x600 to max. 320x600   ariva
Frame: 960x600 + L,R: 120(160)x600 to max. 320x600   wiwo, ingenieur
Frame: 970x600 + L,R: 120(160)x600 to max. 320x600   sueddeutsche
Frame: 980x600 + L,R: 120(160)x600 to max. 320x600   golem, zeit, handelsblatt
Frame: 1000x600 + L,R: 120(160)x600 to max. 320x600   weka, faz
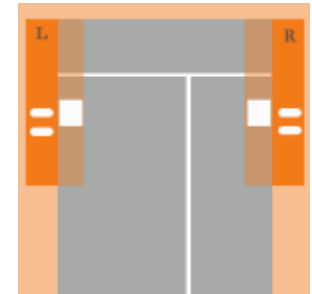
Max. file size: Image: each (L, R) max. 40 kb + frame max. 80 kb (GIF/JPEG / PNG)
Flash: each (L, R) max. 40 kb + frame max. 80 kb (see "Flash" section)
HTML: each (L, R) max. 40 kb + frame max. 80 kb (see " HTML5" section)

Third-party: Possible by arrangement only

Interaction: The skyscrapers are initially loaded as a clipped cutout with the format 120(160) x 600
with a spacing of 40px towards the top.
Mouseover* - sky expands to max. 320px width – preview teasers** become visible.
Mouseout* - sky collapses to original state.
Mouse click* - frame is faded in
*(on navigation elements within the initially visible sky area)
** (preview teasers should provide some idea of the frame content. The design is the
responsibility of the creative producer.)

Required: The expanding part of the sky must contain a transparent base; only the preview teasers
are visible following expansion. The frame is only visible via click and must be given a
clearly visible "Close" button.

Sticky functionality:
All elements of the ad format are implemented as sticky elements with permanent visibility,
provided that the screen resolution permits full visibility of all elements. Otherwise, the ad is
served in static scrollable mode to ensure that the functionality of the creation is not
restricted.
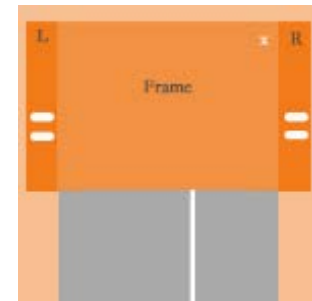
(Screenshots Download Link– sna.zip)

Delivery:

**Wherever possible, please
send the ads in ZIP file
format to:**

banner@iqdigital.de

At least 5 working days before
the insertion date.

Sticky navigation ad – part 2

Expandable control:

Please use the following functions for expanding/collapsing of the sky via external interface
or getURL call-up from JavaScript:

Mouseover	`iqdExpand_SkyLeft`	//Expansion of left skyscraper
Mouseout	`iqdCollapse_SkyLeft`	//Collapse of left skyscraper
Mouseover	`iqdExpand_SkyRight`	//Expansion of right skyscraper
Mouseout	`iqdCollapse_SkyRight`	//Collapse of right skyscraper

Flash layer control:

Please use the following functions for fade-in/fade-out of the frame via external interface
or getURL call-up from JavaScript:

(via click)	`iqdExpand_Frame`	//Fade-in of the frame
	`iqdCollapse_Frame`	//Fade-out of the frame

Background   Colour: HEX decimal value or graphic (GIF/JPEG/PNG) – the background tiles are positioned
to the right and at the bottom.

XXL rectangle

The ad in the picture gallery

Format (px)	**W x H**
	600 x 400

Max. file size	Image:	80 kb (GIF/JPEG)
	Flash:	80 kb (see "Flash" section)
	HTML:	80 kb (see " HTML5" section)

Third party   Only possible as <iframe>!

Positioning example:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Lead-off combination
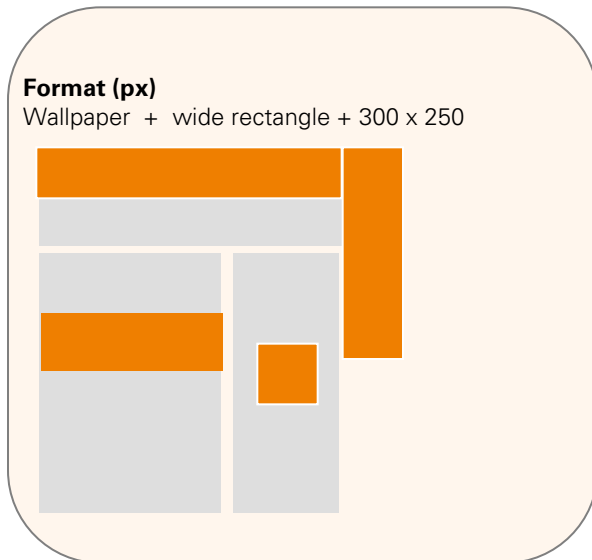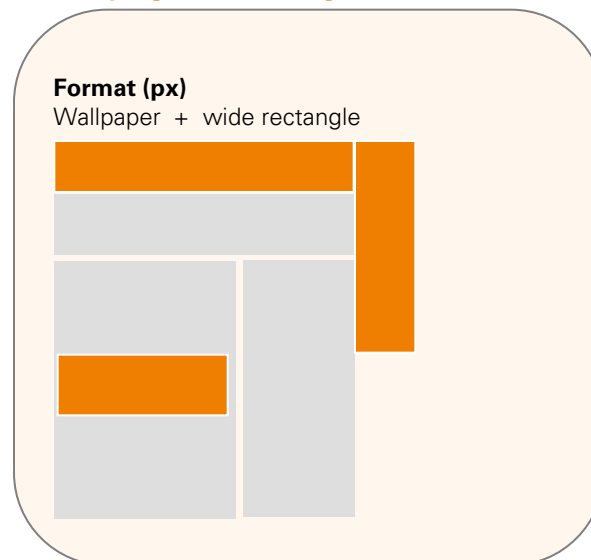
Format (px)
Wallpaper + 300 x 250   Billboard + 300 x 250

or

Information on ad formats:

Billboard	s. Billboard section
Fireplace	s. Fireplace section
Wide rectangle	s. wide rectangle section

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Homepage takeover

Format (px)
Wallpaper + wide rectangle + 300 x 250

Homepage branding

Format (px)
Wallpaper + wide rectangle

Homepage event

Format (px)

Billboard + background(image)　　　　　　　　　Fireplace + background(image)
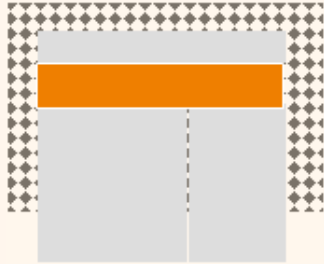
or

Homepage event XL

Format (px)

Billboard + background(image) + 300 x 250　　　Fireplace + background(image) + 300 x 250

or

Homepage event XXL

Format (px)

Billboard + background(image) + 300 x 250 +
wide rectangle

Fireplace + background(image) + 300 x 250 +
wide rectangle

or
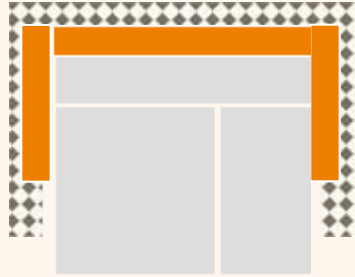
Information on ad formats:

Billboard　　　　　s. Billboard section
Wide rectangle　　s. wide rectangle section
Fireplace　　　　　s. Fireplace section

Delivery

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de
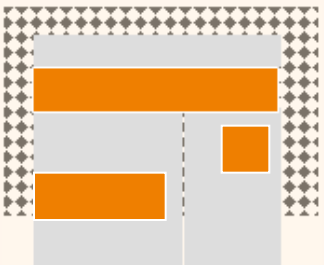
at least 5 working days before the insertion date.

Brand value ad

Format (px)
Fireplace + billboard + background(image)
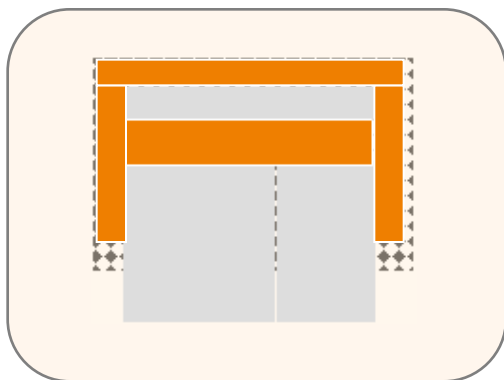
Information on ad formats:

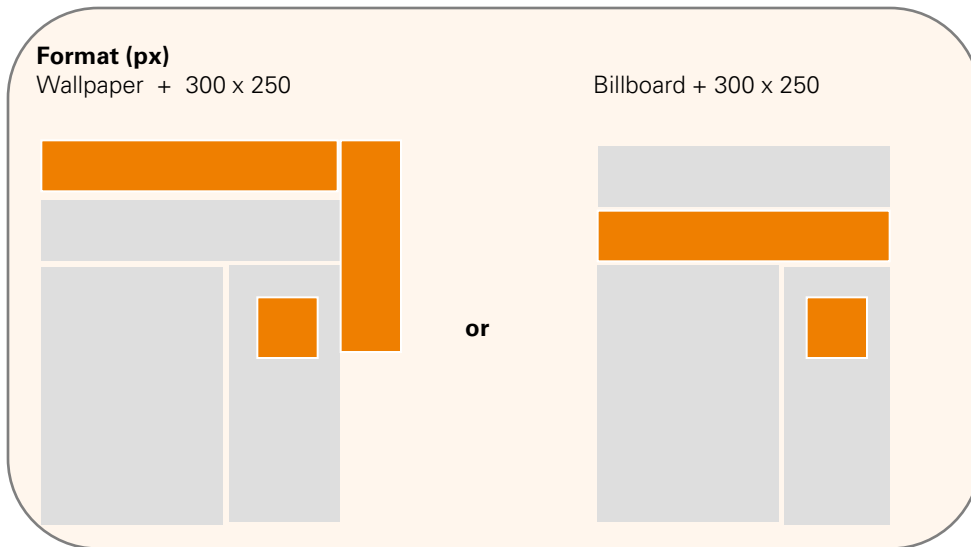|	
Billboard	s. Billboard section
Fireplace	s. Fireplace section

Delivery

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Navigation Teaser

The teaser in the main navigation

Format (px)　　　　**W x H(max. H)**

　　　　　　　　　　　300 x 150　　　handelsblatt, wiwo

Max. file size　　　Image:　　40 kb　(GIF/JPEG/PNG)

Third party　　　　Not possible

N.B.

Position:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 3 working days before the insertion date.

iq digital
Display ads
In-page ads – premium ad package

Sitebar ad

Optimum scaling

Format (px)	**W x H**

300 x 600 (initial recommend size)

we recommend for optimized scale to prepare the
animation over the visible flashstage (for example):
B: 2300px; H: 2600px; x: -1000px; y: -1000px

Please consider to prepare the click button with according size.

Max. file size

Flash: 80 kb (see "Flash" section)
Fallback: 60 kb (JPG/PNG/GIF

Every SWF-item: fonds and images must be able to scale in a bigger
size. No fuzziness should be appear by extending the ad. Please
realize the max. pixelsize in range of the allowed file size.

Interaction

Ad is loaded with native format and scales automatically
to the available area of the display.

Third-party-tags

IFrames are possible. Iq digtial ensures that width and height is
maximized in the available viewport. Also positioning is ensured by iq
digital. Presentation and scaling have to be ensured by agencey/rich media
vendor.

Special notes

Duration max. 30 seconds. Looping only within this
time frame . The number of loops is to be ensured by the creative
producer.

Position:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Double sitebar ad

Optimum scaling

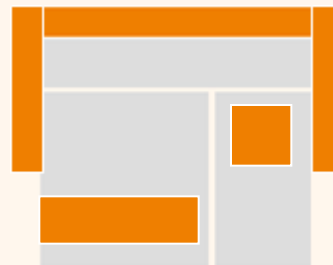| Format (px)	W x H
	Two elements 300 x 600px (initial recommend size), each. We recommend for optimized scale to prepare the animation over the visible flashstage (for example): B: 2300px; H: 2600px; x: -1000px; y: -1000px Please consider to prepare the click button with according size.
Max. file size	Flash: 80 kb (see "Flash" section) per element Fallback: 60 kb (JPG/PNG/GIF per element
	Every SWF-item: fonds and images must be able to scale in a bigger size. No fuzziness should be appear by extending the ad. Please realize the max. pixelsize in range of the allowed file size.
Interaction	Ad is loaded with native format and scales automatically to the available area of the display.
Third-party-tags	IFrames are possible. Iq digtial ensures that width and height is maximized in the available viewport. Also positioning is ensured by iqdigital. Presentation and scaling have to be ensured by agencey/rich media vendor.
Special notes	Duration max. 30 seconds. Looping only within this time frame . The number of loops is to be ensured by the creative producer.

Position:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

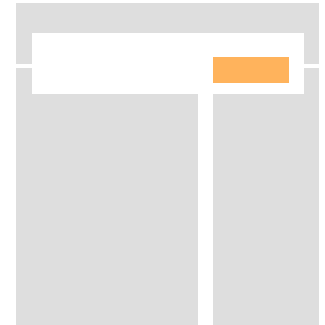at least 5 working days before the insertion date.

Dynamic Fireplace (part 1)

Format (px)   **T: W x H +   L,R: W x H**

Format
T: 792x90 + L,R: 300x600   ariva
T: 960x90 + L,R: 300x600   ingenieur
T: 970x90 + L,R: 300x600   sueddeutsche, szMagazin, jetzt
T: 980x90 + L,R: 300x600   handelsblatt, wiwo, golem, zeit, karriere
T: 1000x90 + L,R: 300x600   spektrum, weka, faz

There are three elements left sitebar, right sitebar and superbanner.
For an optimized scale we recommend to prepare the animation over the visible
flashstage e.g.: W: 2300px; H: 2600px; x: -1000px; y: -1000px.
Please consider to prepare the click button with according size.
The creation has to consider that the Superbanner statically sticks to its initial size and
does not adjust to the scaled Sitebar format. Therefore the Superbanner
content should be created independently from the Sitebar display.

Position:
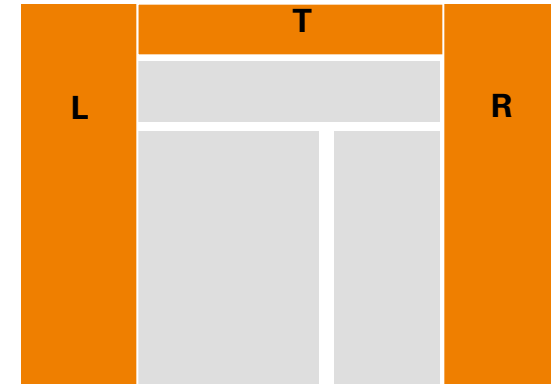
Max. file size
Image: je L:60 kb   T:40 kb   R:60 kb (GIF/JPEG/PNG)
Flash: je L:80 kb   T:40 kb   R:80 kb (s.Kap. Flash; Exp. Ad)

Every SWF-item in the right and the left Sitebar: fonds and images must be able to
scale in a bigger size. No fuzziness should appear by extending the ad. Please realize
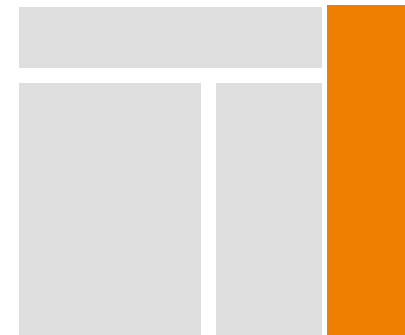the max. pixelsize in range of the allowed file size.

Third Party
IFrames are possible. Iq digtial ensures that width and height is maximized in the
available viewport. Also positioning is ensured by iqdigital. Presentation and scaling
have to be ensured by agencey/rich media vendor.

Background
Colour: HEX decimal value or graphic (GIF/JPEG/PNG) – the background tiles are
positioned to the right and towards the bottom. Please note that the background colour
must not be the same as the colours of page elements (example: #eeeeee on
Handelsblatt).

Dynamic Fireplace (part 2)

Interaction The right and the left Sitebar Ad are loaded with native format and scales automatically to the available area of the display.

Special notes Duration max. 30 seconds. Looping only within this time frame . The number of loops is to be ensured by the creative producer.

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Dynamic wallpaper (XL)

Format (px)   T: W(max W)xH + R: WxH

Format   T: 800x90 + R: 300x600 (Dynamic Wallpaper)

T: 800(max. 950*)x250 + R: 300x600 (Dynamic Wallpaper XL)*

The Sitebar (R) adjoins the Superbanner (Billboard) on the right!
For an optimized scale we recommend to prepare the animation over the visible flashstage e.g.:
W: 2300px; H: 2600px; x: -1000px; y: -1000px.
Please consider to prepare the click button with according size.
The creation has to consider that the Superbanner statically sticks to its initial size and does not adjust to the scaled Sitebar format. Therefore the Superbanner/ Billboard content should be created independently from the Sitebar display.

Max. file size   Image: each T:40 kb (max. 80 kb for XL version) R:60 kb (GIF/JPEG/PNG)
Flash:each T:40 kb (max. 80 kb for XL version) R:60 kb (s.Kap. Flash; Exp. Ad)
Every SWF-item in R: fonds and images must be able to scale in a bigger size. No fuzziness should appear by extending the ad. Please realize the max. pixelsize in range of the allowed file size.

Third Party   Not available at the moment!

Background   Colour: HEX decimal value or graphic (GIF/JPEG/PNG) – the background tiles are positioned to the right and towards the bottom. Please note that the background colour must not be the same as the colours of page elements (example: #eeeeee on Handelsblatt).

Interaction   The Sitebar Ad (R) is loaded with native format and scales automatically to the available area of the display.

Special Notes   Duration max. 30 seconds. Looping only within this
time frame . The number of loops is to be ensured by the creative
producer.

Delivery: Wherever possible, please send the ads in ZIP file format to: banner@iqdigital.de, at least 5 working days before the insertion date.

Position:
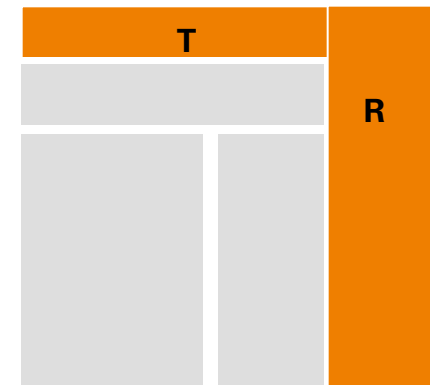
* Position for T in the XL

version

max. format 950px for:
zeit, handelsblatt, sueddeutsche, jetzt, szMagazin, wiwo, golem, karriere, weka, faz

otherwise max. formats for:
ingenieur 937px, ariva 760px, Rotation: 800px

Pushdown ad (part 1)

Universal ad package

Format (px)	**W x H**	**to (W x H) (expand)**
	728x90 to 728x300 (expanded)	

Position:

Max. file size

Image: 80 kb (GIF/JPEG/PNG)
Flash: 80 kb (see "Flash" section)

Third party

By arrangement only!

Special notes

See note on "Pushdown ad (part 2)" on the 2nd page

Delivery:
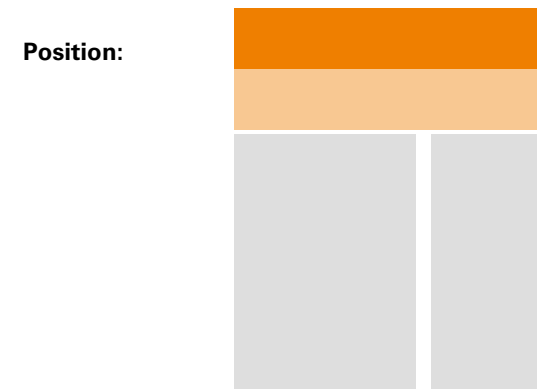
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Pushdown ad (part 2)

Universal ad package

Note on pushdown:

Position:

Interaction

Mouse over - first-time activation / expand.
Mouse out   - ad collapses and a button
("Play again") appears.

Further pushdowns only after click on button.
If the ad expands following user click, a "Close" button to close
the banner must then appear.

Function activation

Using AS2:
For expand: `getURL("javascript:iqdExpandPA()", "_self");`
For collapse: `getURL("javascript:iqdCollapsePA()", "_self");`

Using AS3 (function activation via external interface):
For expand: `iqdExpandPA();      // Opens the div`
For collapse: `iqdCollapsePA();    // Closes the div`

Please see also our flash specifications (expandable ad).

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

For an optimum result, the animation switch within flash during expansion and collapse must be played with a delay of 1,000 ms or there must be a callback to start the animation.

Before the ad is produced and delivered, please contact the AdManagement team at iq digital to coordinate the ad and clarify any open questions.

Halfpage ad

Format (px)	**W x H**
	300 x 600

Max. file size

Image:	50 kb (GIF/JPEG / PNG)
Flash:	50 kb (see "Flash" section)
HTML:	50 kb (see " HTML5" section)

Third party   Only possible as <iframe>!

Expanding banner   On request only!

Position:
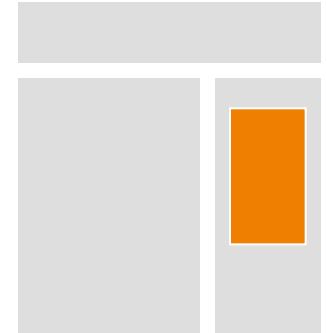
Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Wrapper ad

The ad with ample space for creative ideas

Format (px)	**W x H**
	770x250
Max. file size	Image: 80 kb (GIF/JPEG/PNG)
	Flash: 80 kb (see "Flash" section)
Third party	Only possible as <iframe>!

Special notes — Max. duration 15 secs**,** after which the wrapper ad opens automatically.

The layer properties (animation, open, close) are realised by iq digital – a "Close" button is already integrated in the layer.

* for sueddeutsche.de max. duration of 7 secs

Position:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Sidekick ad

Format (px)	**W x H to W (sidekick - expand) x H**
	120(200) x 600 to 1000 x 600 (sidekick - expand)
Max. file size	Image: 80 kb (GIF/JPEG/PNG)
	Flash: 80 kb (see "Flash" section)
Third party	Possible by arrangement
Interaction	Ad is initially loaded as a clipped cutout with the format 120(200) x 600.
	Mouse click "Start" – expand to 800(1000) x 600.
	Mouse click "Close" – collapse to initial format.
Function activation (if implemented by iqd)	Using AS2:
	Expand: getURL("javascript:iqdExpandSA()", "_parent");
	Collapse: getURL("javascript:iqdCollapseSA()", "_parent");

Using AS3 (function activation via external interface):
Expand: iqdExpandSA   // Opens the div
Collapse: iqdCollapseSA   // Closes the div

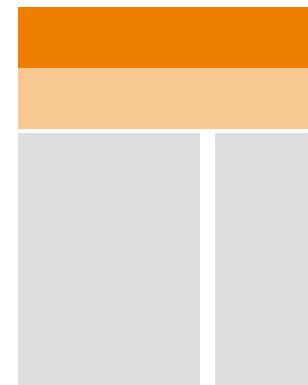Please see also our flash specification (expandable ad).

For an optimum result, the animation switch within flash during expansion and collapse must be played with a delay of 1,000 ms. A callback to start the animation is optional.

Before the ad is produced and delivered, please contact the AdManagement team at iq digital to coordinate the ad and clarify any open questions.

Billboard

Formats (px):*1 **W x H(max. H)**

760 x 200(250)   ariva
930 x 200(250)   wiwo, karriere
937 x 200(250)   ingenieur
940 x 200(250)   sueddeutsche, szMagazin, handelsblatt, jetzt,
                  zeit, golem
960 x 200(250)   faz
970 x 200(250)   weka

**Position for fixed booking + product specials (p.28 – 30)
(under content navigation)**

See formats (px)*1

Max. file size: Image: 80 kb (GIF/JPEG / PNG)
                       Flash: 80 kb (see "Flash" section)
                       HTML: 80 kb (see " HTML5" section)

Positioned in rotation (above content)*2

*2 Max format 950px for:
zeit, handelsblatt, sueddeutsche,
jetzt, szMagazin, wiwo, golem,
karriere, weka, faz
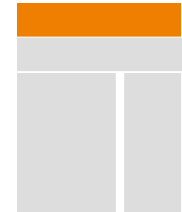
Third party: Only possible as <iframe>!

Otherwise see max. formats on left for:
ingenieur, ariva

Expanding banner: On request only!

Background: Colour: HEX decimal value or graphic (GIF/JPEG/PNG) –
The background tiles are positioned to the right and towards the
bottom. Please note that the background colour must not be the
same as the colours of page elements (example: #eeeeee on
Handelsblatt).

Delivery:

**Wherever possible, please send the ads
in ZIP file format to:**

banner@iqdigital.de

at least 5 working days before the insertion
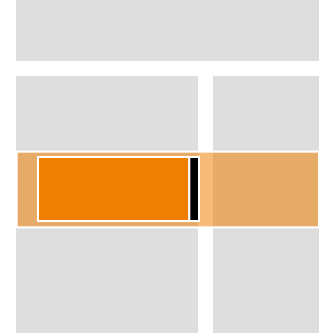date.

Content-Billboard

Formats (px):   **W x H(max. H)**

930 x 200(250)   wiwo
940 x 200(250)   zeit (only on homepage)

Max. file size   Image: 80 kb (GIF/JPEG / PNG)
Flash: 80 kb (s.Kap. Flash)
HTML: 80 kb (see " HTML5" section)

Third Party   Only possible as <iframe>!

Expanding Banner   not available

Hint: No backgroundcolor and backgroundimage possible

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

iq digital
Display Ads
In-Page Ads - Video Ad Package

General delivery conditions

Within the context of the video ad package (VAP), *iq digital* paves the way for the high-impact showcasing of your video advertising message.

All you need to know is that **you supply the spot and we handle the rest!**

iq digital handles hosting, integration and interaction of the video. For this purpose, please provide the necessary video and image files in physical form in line with the following specifications for your desired ad integration.

Special case - 3rd-party redirect:

If you want to showcase your video advertising message yourself via a Rich Media service provider, please note that the realisation must comply with the valid technical specifications of *iq digital* within the context of the VAP. This applies, for example, to the presence of a "Close" button, no automatic video commencement with sound, run times of the video etc. Realisation is to be provided by the service provider as a standalone solution (3rd-party redirect); this means integration on the advertising medium and the provision of the video file within a corresponding advertising format directly via the Rich Media server of the service provider.

Please also note that 3rd-party realisations outside the *iq digital* service level result in restricted reporting options on the part of the marketer.

In this case, evaluations within the framework of the standard video Rich Media data are to be directly requested from the commissioned agency service provider.

Banderole Spot Sticky

Video ad Package

Format (px)

W x H

Case: video format is **16:9**

325x250 – logo image (required)

445x250 – video (required)

(Image + video add up to a total size of 770x250 px)

Case: Video-Format ist **4:3**

470x250 – logo image (required)

300x250 – video (required)

(Image + video add up to a total size of 770x250 px)

Please supply an additional **fallback image** in the format 770x250px in both cases.

Max. file size

Image: max. 40 kb (JPG)
Video: max. 5 MB (FLV-Datei, Codec: VP6)

Video duration:

max. 30 seconds

Mode of function

The wrapper is "sticky" and is always visible at the bottom of the screen during scrolling. "Close" button and sticky function are provided by iq digital.
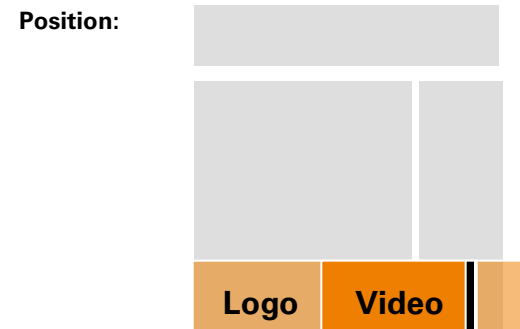
Position:

Logo   **Video**

Delivery

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Floor ad

Video ad package

Format (px)	**W x H**
	1200x200 – JPG image → expands to 1200x400 upon mouse over
	480x270 – video (16x9) → appears upon mouse over, starts without sound (sound starts only via click on sound-button)
Delivery	**Only possible as redirect! iq does not handle hosting of the ad format.**
Video duration:	max. 30 seconds
Mode of function	The floor ad is "sticky" and is always visible at the bottom of the screen during scrolling. The floor ad expands upon mouse over from a height of 200 px to 400 px and shows a video clip. A close button to disable displaying the ad is obligatory. All functionalities and buttons are pre-specified.
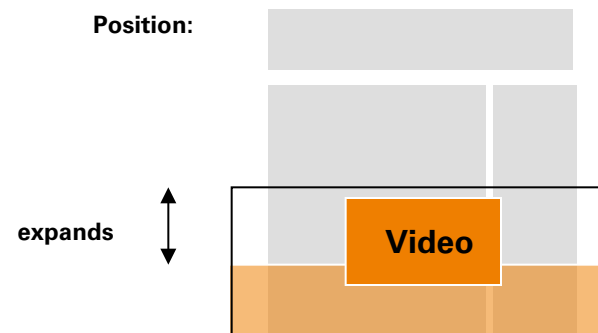
Position:

expands

Video

Delivery

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Halfpage spot, expanding

Video ad package

Position:

Format (px)	**W x H**

300x600 collapsed

- 300x150px logo at top + 300x282px additional ad space at bottom – JPG image (max. 40kb) – optional

→ Download template

800x600 expanded

- 800x150 expanded logo space – JPG image (max. 40kb)
→ Download template

- 800x450 – video (16x9)

(Image + video add up to a total size of 800x600 px)

Max. file size	Images: see above Video: max. 5 MB (FLV-Datei, Codec: VP6)
Video duration:	max. 30 seconds
Mode of functioning	The expanding halfpage spot expands from a halfpage ad of 300px width to 800px width and shows a video spot with an optional banner. All functionalities and buttons are pre-specified.

Delivery

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

iq digital
Display ads
In-page ad video ads

Video wallpaper

Video ad package

Format (px)	**W x H**
	1062x600 – video (required) – format is 16:9
	1062x600 – fallback-image (required)
Max. file size	Video: max. 5 MB (FLV-Datei, Codec: VP6)
	Fallback image: max. 80 kb (JPG)
Video duration:	max. 30 seconds
Important note	Ideally, the fallback-image contains a recognisable advertising message that remains visible as a reminder in the outer areas of the fireplace. The size of the outer areas depends on the concrete site. On a network-rotation, please use the smallest possible sizes, which are 90px for the leaderborad-height and 160px for the skyscraper-width. We recommend using the whole space of 1062x600px as well. The fallback-image is also necessary for users without flash-plugin.
Loop / Repeat	Maximum of one loop, no automatic repeat, new start of the video possible via "Replay" button
Mode of functioning	The video starts as wallpaper, without sound. Upon mouse over, the video is displayed over the full area once. After this full area is only displayed via click*. The video collapses back to wallpaper upon mouse out. Sound starts only by clicking on Sound- Replay- or Play-Button (if video is already finished). All functionalities, including hosting, are handed by iq digital.

Position:

Delivery

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

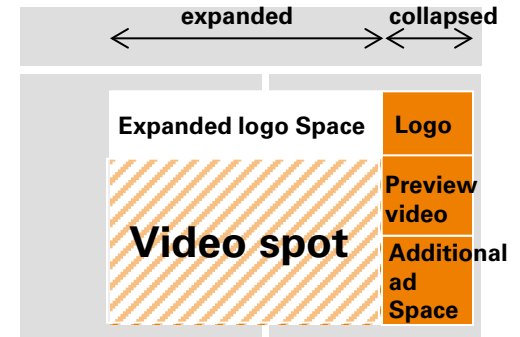at least 5 working days before the insertion date.

• Valid for the hompage. On all over pages the interaction is triggered via mouseover.

Video fireplace

Video ad package

Format (px)	**W x H**	
	2 video files:	1280x720 – 16:9 format (required)
	1 fallback image:	1280x720 – (required)

Max. file size	MP4 video file:	max. 5 mb
	OGV video file:	max. 5 mb
	JPG image:	max. 80 kb

Position:

Loop / Repeat	Maximum of one loop, no automatic repeat, new start of the video possible via "Replay" button
Video duration	max. 30 seconds
Note	Ideally, the fallback-image contains a recognisable advertising message that remains visible as a reminder in the outer areas of the fireplace.

Mode of functioning The video frames the page like a fireplace and starts automatically without sound. The user can interact to move the entire content of the website downwards, and the video is then shown over the full area. When the video is closed, the page content moves back up to its original position. By pressing the "Replay" button, the user can play the video again with sound and the page content automatically moves downwards again, revealing the full video. A background colour can optionally be specified as hex value. All functionalities and buttons are pre-specified.

iq digital handles hosting of the video.

Delivery

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Expandable video ad

The classic medium rectangle with a video stream

The expandable video ad is shown as a medium rectangle (300x250 px) and can be dragged to any desired size with depressed mouse button. This ad combines the classic rectangle with a video stream of unlimited duration. The user can move to the landing page of the client by clicking on the video.

Position:

Specifications

Video resolution	As large an area as possible – at least 640 pixels wide, ideally 1024 x 853 pixels. Videos in the format 16:9 Format will have the standard black bars above and below the video.
Max. file size	max. 10 MB; bigger files on request
Duration	As desired
Format	.mov, .flv, .avi or .mpg
Video bit rate	500 – 1,000 kbps
Audio bit rate	48 kbps or more
Frame rate	mind. 25 fps
Delivery	Physical ads – no 3rd party tags

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Delivery deadline for this format:

5 working days before the insertion date.

Content video ad

Format (px):	**W x H**	
	Video:	640 x 360 – video (16:9)
	Fallback image:	640 x 360

Max. file size:	Video:	max. 5 MB (FLV file, Codec: VP6)
	Fallback image:	max. 40 kb (only JPG possible)

Video duration: max. 30 seconds

Important note: The fallback image also serves to ensure pre-load in the video player. For a smooth transition at the start of the video, we recommend that this corresponds to the 1st frame of the video.

The fallback image is also served in cases where the user has not installed a corresponding flash plug-in.

Mode of functioning: In the environment of the article, the video scales to the maximum article column width and begins without sound, if approx. 30% of the video has been scrolled into the area visible to the user. The scrolling function is the initial start activation for possible playback. Within the first pass, visibility based on approx. 30% also controls pausing and resumption of the video.

The sound is controlled by mouseover on the video and mouseout. After the video has played once, the user can restart the video via a "Replay" button. Play/Pause control based on visibility is inactive from this point. The player is totally hidden via "Close" button.

It is to be noted that, depending on environment and due to the scaling of the video to the content column width of the article, player formats other than the original video format may be served. This is generally due to scaling to smaller player formats >= 410x231.

All functionalities, including hosting, are handled by iq digital.

Display ads: In page video ads

Position:
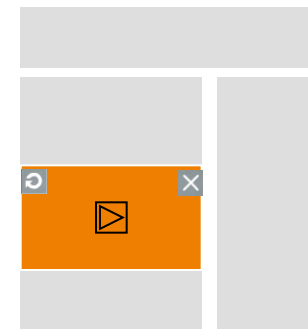
Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

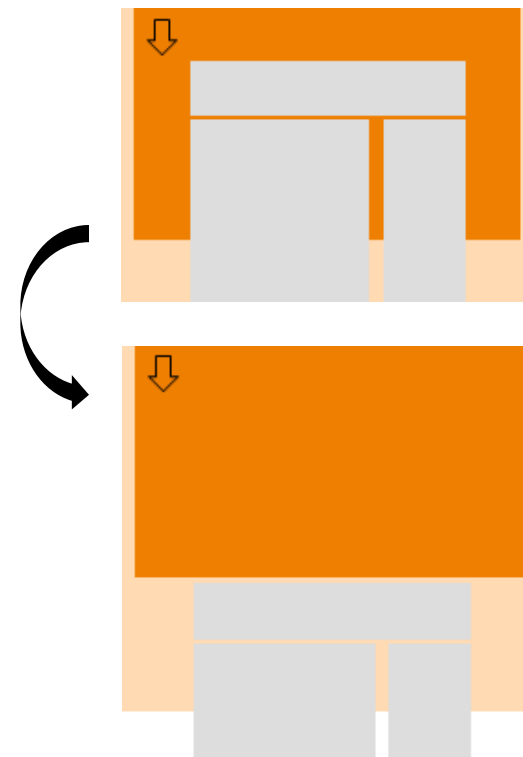at least 5 working days before the insertion date.

Please see the delivery conditions for the video ad package.

iq digital

Video pushdown billboard

Format (px):

W x H

Video: 888 x 500 – video (16:9)

Fallback image: 888 x 500

Position:

Max. file size:

Video: max. 5 MB (FLV file, Codec: VP6)

Fallback image: max. 80 kb (only JPG possible)

Video duration: max. 30 seconds

Important note: The fallback image also serves to ensure pre-load in the video player and remains in place as a fixed message in the last frame after the video has played. Please ensure optimisation of your advertising message to the collapsed size of 888x250px so that it is also fully visible in unopened state.

The fallback image is also served in cases where the user has not installed a corresponding flash plug-in to play the video

Mode of functioning: The video starts as a billboard with the upper cutout [A] of 888 x 250px, without sound. Upon mouseover, the video is displayed over the full area [B] 888 x 500px after pushdown of the page. On mouseout, the video collapses to the original cutout. After this, further pushdowns are only possible by clicking on the button (open and close). The sound only starts when the user clicks on the sound or replay button or activates the play button (if the video has already played once).

All functionalities, including hosting, integration and interaction are handled by iq digital..

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

At least 5 working days before the insertion date.

Please note the delivery conditions for video ad packages.

iq digital
Display ads
html5 ads

[HTML5] Billboard zoom ad

Format (px):   **[A]:W x H   +   [B]:W x H   +   [C]:W x H**

Zoom variant: [A]: 960x250 + [B]: 960x**300** + [C]: 960x250   golem
Fallback variant: [A]: 960x250

Position:

Max. file size: Image: per (A,B,C) 40 kb (GIF/JPEG / PNG)

Function activation: Mouse over: Initial billboard (1)[A] teases a short "zoom" effect.

Click on [A]:   Billboard zoom is executed. Billboard remains in the foreground and the page recedes into the background. At the same time, the other billboard components [C] + [B] are visibly expanded upwards and downwards. A "Close" button is automatically generated (2). Each further click on the "zoomed" ad links to the landing page.

Click on
"Close" button: Returns billboard zoom to initial format (1).

N.B.:   When designing the motifs, it should be taken into account that visible area within the components is slightly different from the actual format:

[B]: 960x280 (20px at the bottom are covered by [A])
[C]: 960x220 (30px at the top are covered by [A])

Compatibility   The used functionalities are currently not supported by all browsers. Where necessary, the fallback file is shown as a billboard without zoom (see illustration (1)).

Delivery:
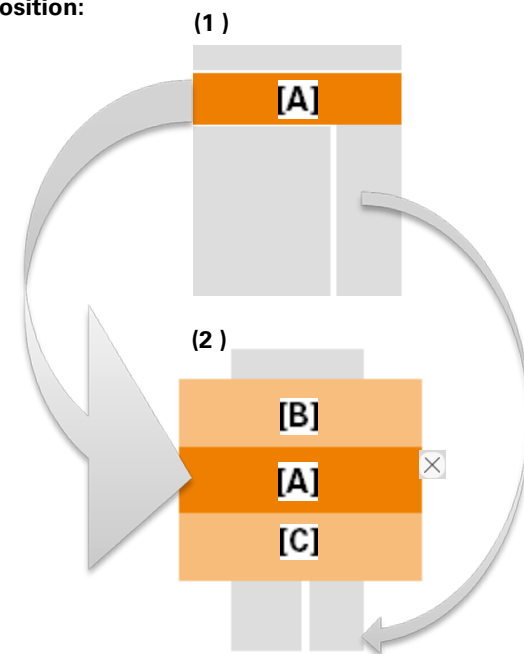
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 14 working days before the insertion date.

[HTML5] Siteflip ad

Formats (px):   **T: W x H + L,R: W x H**
                       B: W x H

                       T: 980 x 140 + L,R: 120(140) x 600   golem
                       B: 980x 850

Position:

Max. file size: Image: per (T, L, R)   40 kb (GIF/JPEG / PNG)

Function activation: Mouse over: Initial banner [T, L, R] teases a short "flip" effect.

Click on [T, L, R]:   Content flip is executed. Content rotates with a 180 degree flip onto the other side and displays the backside ad. A click on the backside ad forwards the user to the landing page. The [B]"Close" button is automatically generated.

Further Click on [T, L, R or B-CloseButton]:   Renewed content flip to editorial content.

N.B.:   When designing the ad, it should be taken into account that visible area of the backside ad is slightly different from the actual format. Texts and motifs that are relevant for advertising purposes should be positioned within the following format.

[B]: 980x700 (the bottom 150px should not contain any relevant content).

Delivery:

Compatibility   The used functionalities are currently not supported by all browsers. Where necessary, the fallback file is shown without content flip.
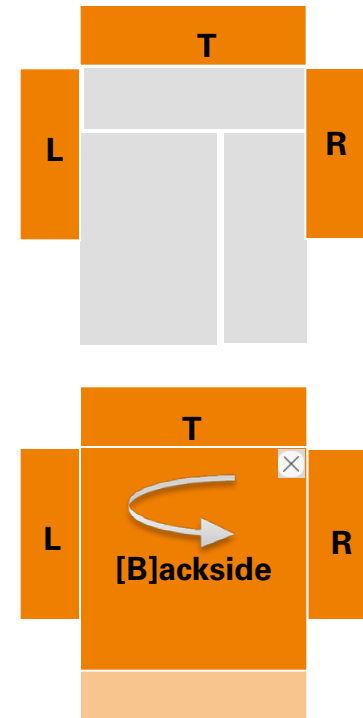
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 14 working days before the insertion date.

iq digital

Display ads

In-stream video ads

Pre-roll

In-stream video ads / VAST-compatible

Aspect ratio	Ideally 16:9
Formats	e.g. 1024x576px or 800x450px
Spot duration	max. 30 seconds for pre-rolls, max. 35 seconds for post-rolls
Max. file size	3 - 4 MB
Delivery:	.FLV file or VAST-redirect
Coding of flv file	Codec: VP6 Bit rate: 750 kbps – 1 Mbps Frame rate: 25 fps
N.B.	If you are unable to handle conversion adequately, please send us your video file in high quality (up to 1 GB) via your Web server (e.g. via FTP), and iq digital will handle the compression process for you.
VAST redirect	If you supply a VAST redirect, please use our flv file specifications for the video on your server. Please make sure, you are also delivering an mp4-file in your XML for non-flash devices like iPad. VAST1-Redirects are not supported!
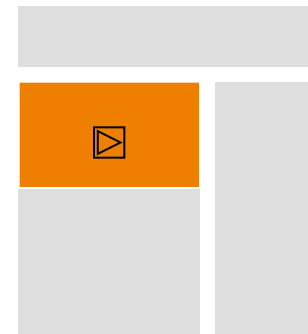
Position:

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ad formats (OWK/IAB) at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

iq digital

Tablet-optimised web-banners
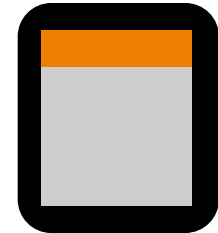
Mobile Billboard:

Format (px):	768 x 220	

Positioning-
example:

Bookable:	**Wiwo Webapp, HB Webapp**
Max. file size	Image: max. 60 kb (GIF/JPEG/PNG) HTML: max. 60 kb (see p.4)
Third Party	Only possible as <iframe>!
Labelling	Visible labelling as ad –w- in one corner; high-contrast font colour, at least 9pt

If not labelled as an ad, iq digital reserves the right to label the ad itself.

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

iq digital

Tablet apps

Preload Ad / Fullscreen - interstitial

The interstitial closes automatically after 5 seconds.

Format:　　　　　768 x 1024 px　　Portrait mode　　　Handelsblatt Live App
　　　　　　　　　　　1024 x 768 px　　Landscape mode　　Handelsblatt Live App

Max. file size:　　Image: max. 80 kb (GIF/JPEG/PNG)

Opening page

Labelling:　　　　Visible labelling as ad **-w-** in one corner; high-contrast font colour, at least 9pt

　　　　　　　　　　If not labelled as an ad, iq digital reserves the right to label the ad itself.
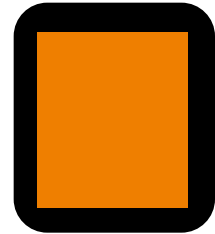
Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Rectangle in the Contents

Format: 180x150 px   Handelsblatt Live App

Max. file size: Image: max. 20 kb (GIF/JPEG/PNG)
HTML: max. 20 kb (see "HTML5" section)

Rectangle
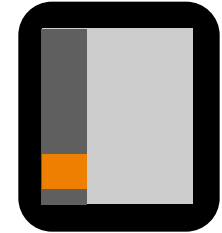
Html5 specifications: A ready HTML script or a redirect as html-URL
is to be delivered. iq digital does not handle hosting
of the html files.

Labelling: Visible labelling as ad **-w-** in one corner; high-contrast font colour,
at least 9pt

If not labelled as an ad, iq digital reserves the right to label the ad
itself.

Delivery:

**Wherever possible, please send the ads
in ZIP file format to:**

banner@iqdigital.de

at least 5 working days before the insertion
date.

Quality App Package (QAP)

Following tablet apps are included in QAP. Please consider the various structure inside each app regarding to integrated elements, which could effect the visibility of an advertisement (e.g. status bar).

Application without status bar:
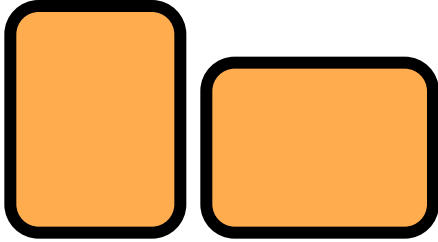
[visible ad area] = [display area]

- ZEIT App
- FAZ / FAS App

Application with status bar:
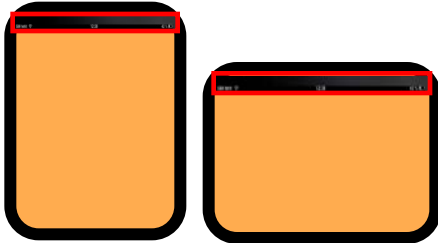
[visible ad area] = [display area - status bar (std:20px || hd:40px)]

- Handelsblatt LIVE App
- Wirtschaft Woche App
- SZ Digital App

Inside of the QAP adoptions of formats and viewports will be taken by optimizing ads for **iPad tablets***. To enable consistent formats for all QAP applications, it is important to understand the difference of providing ad material to iq digital:

1. Static Fullscreen Ad (image) with full faced clickthrough (**just provide physical image-files and url**).
2. RichMedia Fullscreen Ad (html) for dynamic, interactive conversions (html5), video- und multilink (**provide a self contained solution**).

*By displaying "Static Fullscreen (Image) Ads" on other tablets than iPad tablet (e.g. android), the ads will be shown in a scaled version with bars to balancing the various ratio in this devices. If you develope "RichMedia Fullscreen HTML) Ads" you have to provide a self contained solution to handle features and visibility in any devices.

Static Fullscreen Ad – (image)

App proposal	Format Portrait (iPad optimized)	Format Landscape (iPad optimized)	Motif limitation	Max. size	Image-as	Position
	Ad format to be delivered High-resolution / Retina	Ad format to be delivered Hight-resolution / Retina	ATTENTION !	(maximum for all files together)	Files to be delivered	(Port.) (Land.)
HB Live App	HD: 1536x2048	HD: 2048x1536		2 MB	jpg/png/gif	
FAZ App	„ "	„ "	**Convention** (all app proposals): Do not position relevant information in the bottom cutout areas. 20px / 40px (HD) may be cut off from the bottom edge in the app	„ "	„ "	
FAS App	„ "	„ "		„ "	„ "	
SZ Digital App	„ "	„ "	**Reasons:** In the app proposals of the Quality App Package, there may be visibilities within an app that deviate from the ad format to be delivered. See status bar on previous page. These elements result in a reduction of the max. ad space.	„ "	„ "	
WIWO App	„ "	not possible	Please note the above convention to ensure that processing and delivery of a uniform ad format is possible for all app proposals	„ "	„ "	✗
ZEIT App	„ "	„ "		„ "	„ "	

- The integration of third-party counting pixels is generally not possible
- Clickthrough to custom landingpage will occur with a full faced „tab" on the advertisement within the app view.
- If not possible, it is allowable to provide us standard formats instead of high definition dimensions:
  Portrait-Standard: 768x1024 / **Landscape-Standard**: 1024x768.
- Visible labelling as ad **-w-** in one corner; high-contrast font colour, at least 9pt

Delivery: Wherever possible, please send the ads in ZIP file format to:

**banner@iqdigital.de**

at least 10 days before the insertion date.

Static Fullscreen Ad – (image)

Portrait (please provide ads as hd-format: 1536 x 2048)

gesamte Fläche (1536 px)
relevante Fläche (1536 px)
gesamte Fläche (2048 px)
relevante Fläche (2008 px)
hier bitte keine wichtigen Informationen   40 px

Landscape: (please provide ads as hd-format: 2048 x 1536)
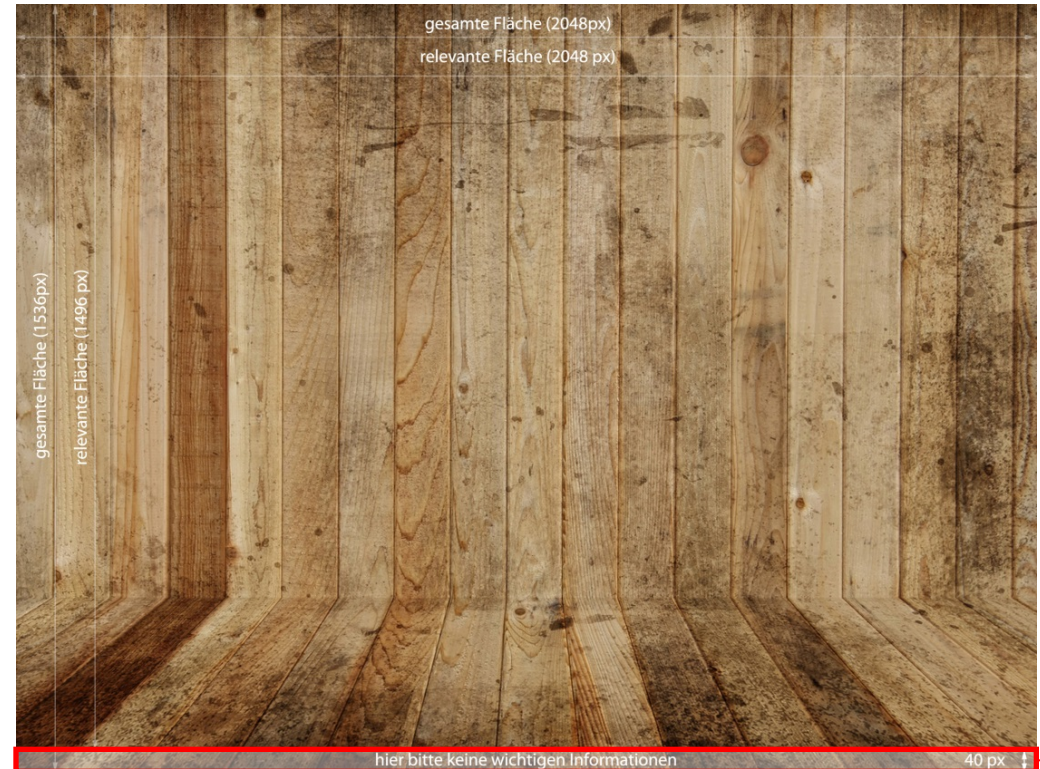
gesamte Fläche (2048px)
relevante Fläche (2048 px)
gesamte Fläche (1536px)
relevante Fläche (1496 px)
hier bitte keine wichtigen Informationen   40 px

Do not position relevant information in the bottom cutout areas. 20px / 40px (HD) may be cut off from the bottom edge in the app.

Delivery: Wherever possible, please send the ads in ZIP file format to: banner@iqdigital.de

at least 10 days before the insertion date.

iq digital

Including more complexity ad formats requires an individual implementation in the respective QAP-apps. It is up to the responsibility of the creator to ensure functionality and consideration of requirements to the included apps by providing an "self-contained"-HTML solution.

Please pay attention to the following pages, if your creative includes more features, just than static images like:

- multilink- or more „tab-sensitive" areas to direct the user to landingpages or interact with the creative.
- including video / streaming.
- html5 features for dynamic / interactive element-control.
- access to features of the device .
- other differing Requirements which increase the basic implementation of a „Full Screen Static (Image) Ad" with full face clickthrough.

In this case please note the increased delivery time at least 15 days before the insertion date.

In case of the individual needs within each app of the QAP, it isn't possible to provide just one data-pakage. You have to provide separated zip-files for the particular requirements of each app.

RichMedia Fullscreen Ads (Requirements)　　　Quality App Package (QAP)

	FAZ / FAS App	Wiwo App	Handelsblatt Live App	ZEIT App	SZ Digital App
Limited visibility caused by status bar:	No limitation	Std: -20px / HD: -40px	No limitation	No limitation	Std: -20px / HD: -40px
Display-mode	Portrait / Landscape	Portrait	Portrait / Landscape	Portrait / Landscape	Portrait / Landscape
Max. size for all files together			2 MB		2 MB
Features must be ensured for*:			iPad		iPad, Android, Win8, Smartphone (Android, iOs)
Name html:			**index.html**		**index.html**
Miscellaneous	- Internal links cannot be realised via the anchor element but must, for example, be controlled via a "div" element and an on-click event handler. - Links to the App Store are possible.			- To prevent rendering errors in devices with lower resources, please add this to your CSS code: - html{ -webkit-transform: translate3d(0,0,0); } - Internal links cannot be realised via the anchor element but must, for example, be controlled via a "div" element and an on-click event handler.	- Please note the specifications of SZ Digital for HTML ads on the following pages - Videos can only be streamed, hosting by SZ is not possible
Limitation in interaction for all included apps	No integration of third-party counting pixels , no autoplay for audiod/video, no full-area swipe actions, video can only be streamed (see further informations before). Labelling:Visible labelling as ad **-w-** in one corner; high-contrast font colour, at least 9pt **DELIVERY**: min 15 days at least for insertion date.				
PAY ATTENTION	In reason of the particular requirements within the apps of the QAP - you have to provide separate zip-files for each app to: banner@iqdigital.de				

*In order to continous developing apps could appear for other operating systems in the future.

All HTML ads for SZ Digital must be based on one of these templates:

http://sz-media.sueddeutsche.de/de/online/sz-digital.html

This URL contains the following templates:

- "Empty" template for liquid ads
- "Resize" template for the automatic scaling and centring of ads tailored to iPad size
- "Video" shows how videos have to be integrated so that they also work in the Android app.

Ads must comply with the following proprietary SZ Digital concepts:

- File preloader: the files to be loaded must not be loaded in the head section. Instead, there is a preloader which handles loading of the files. The preloader is already integrated in the templates.
- Callbacks: the life cycle of an ad is predetermined by the three callbacks setupAd(), startAd() and stopAd(). The ad must implement these callbacks and respond accordingly.

    - setupAd()   All files have been found by the preloader and the DOM has been completely loaded
    - startAd()   The user has swiped on the ad page. Videos can now be started, for example
    - stopAd()   The user has swiped out of the ad. Videos can now be stopped, for example

- As the ad is served on devices with widely differing display sizes, it should act like a responsive/liquid website or, for example, handle the problematic devices separately via user agent (display a fallback image or similar).
- The ad should be able to react to the change between portrait and landscape mode – via CSS media queries, for example.
- Under iOS and Windows, videos can be integrated via the <video> tag. This is not possible with any degree of reliability in the case of Android. The native fullscreen player should therefore be called up via Javascript. Videos cannot be locally integrated on Android but have to be streamed.

    - SZVideo.openVideoPlayer(URL);

Rich media fullscreen ads (SZ Digital 1/2) Quality App Package (QAP)

The following problems and properties are known:

OS	Problem	Solution
Android	CSS modifications in the event handler onResize are only executed with the next event	Separate from the event handler via setTimeout(..., 10)
Android + Windows	Recognition of horizontal swipe gestures interferes with app navigation	Use "click events" instead
Android	Locally stored audio files do not play	Stream from the Internet
Android	HTML5 video tags do not function reliably	The app replaces the tags and inserts a "Play" button, which starts all videos in a fullscreen player

- The obligatory HTML file must be self-contained and include and properly integrate all required content (CSS, JAVASCRIPT, (FRAMEWORKS), IMAGE FILES …). Please refer to the minimum possible number of external objects.

- The ad must adapt responsively to the resolution of the user within the context of the aspect ratio and react automatically to a change in orientation (portrait/landscape view). General it isn't possible to block the orientation of the device from the app.

- When integrating the motifs, care must be taken to ensure that individual app settings (e.g. status bar at top or no status bar) do not result in a scrollbar or empty areas in the viewport of the device.

- External links lead to an in-app browser (UI Webview) or a "modal" view of the app. The owner of the target page is responsible for correct portrayal.

- Video can only be streamed. Please don't integrate videos directly in the advertisment, hosting isn't possible.

- The HTML page must not contain any large or full-area swipe actions (swiping between horizontal and vertical); only click actions and recognisable small, closed swipe boxes integrated in the ad are permitted. Functionality must be allready ensured by providing the creative.

-The portrayal of the ads should be based on UI Webview, which means no Flash content is allowed.

- Please ensure the warranty of features within your creative when displaying on various operating systems for: iPad-, Android-, Win8- systems. If it is necessary to exclude individual OS, please declare it at once, to consider longer handling time. Excluding OS may can cause providing a fallback for displaying instead.

- The ads are technically validated; any necessary changes must be made by the creator. Please test all functionalities in advance on a mobile Safari browser.

- If your ad contains more than one click button for an external link or internal user interaction, it is the responsibility of the creator to connect click processing to a corresponding element.

Fullscreen ad incl. quality app package (FAQ for dynamic ads)

- Is it possible to use the document-ready event? When is the ad loaded?
    - The ads are loaded in advance, which means that it is not possible to use the event to start an animation, for example.
- Is it possible to use redirects?
    - No. The ads are hard-coded in each edition of the apps and directly loaded locally.
- Is motif rotation possible within a static ad?
    - No. As the ads are hard-coded, this is not possible with static ads. You can, however, create an HTML ad that offers this functionality.
- Are there testing options?
    - The FAZ app offers this option. Please contact us for details (operations@iqdigital.de).

iq digital

Mobile banners

Mobile portals

Mobile specifications for HTML5 and 3rd-party ads

- **General notes:**

  - If desired, counting pixels and click commands must be integrated in the html code. The clicks can therefore not be counted by the marketer.

  - To ensure that the target page opens not in the same window but in a new window following a click on the ad, the following code must be integrated in the head of the html code:

    <base target="_blank" />

  - If the ad is to externally post-load further components, the total data volume of the ad including these external components may not exceed the admissible size for the ad format. iq digital must be informed regarding which components are to be post-loaded and how big they are.

- **HTML5 ads:**
  - Please deliver a zip file with all components of the ad.
  - There must be an index.html on top zip archive level from which all other components (e.g. CSS, JS, image files) are relatively referenced.
  - iq digital handles hosting of the ad.

- **3rd-party ads:**
  - Please deliver:

    a ready HTML URL

    or

    an agency script.

Mobile banner standard (6:1)

Delivery: **320 x 53 px**

File format: jpg, png, gif, html5 (static or animated) – max. 20 KB

Html5 specifications: Delivery of an HTML5 ad is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect: Delivery of a 3rd-party redirect is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

Labelling: Position ad labelling **-w-** visibly in one corner;
high-contrast font colour, at least 9pt

If not labelled as an ad, iq digital reserves the right to label
the ad itself.

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

Mobile banner medium (4:1)

Delivery: **320 x 80 px**

File format: jpg, png, gif, html5 (static or animated) – max. 20 KB

html5 specifications: Delivery of an HTML5 ad is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect: Delivery of a 3rd-party redirect is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

Labelling: Position ad labelling **-w-** visibly in one corner;
high-contrast font colour, at least 9pt

If not labelled as an ad, iq digital reserves the right to label
the ad itself.

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

Mobile banner large (2:1) / (3:1)

Delivery: **2:1, equivalent to 320 x 160 px**
3:1 ,equivalent to 320 x 106 px

File format: jpg, png, gif, html5 (static or animated) – max. 30 KB

html5 specifications: Delivery of an HTML5 ad is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect: Delivery of a 3rd-party redirect is possible
(see Mobile specifications for HTML5 and 3rd-party ads)

Labelling: Position ad labelling **-w-** visibly in one corner;
high-contrast font colour, at least 9pt

If not labelled as an ad, iq digital reserves the right to label
the ad itself.

Delivery:

**Wherever possible, please send the ads
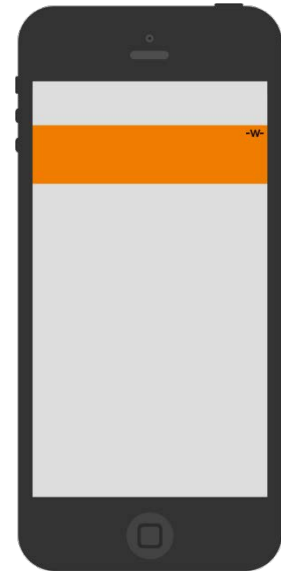in ZIP file format to:**

banner@iqdigital.de

Please deliver standard ad formats at least
3 working days before the insertion date.

All other ad formats 5 working days before
the insertion date, please.

Mobile high-impact ad (1:1)

Delivery: **320 x 320 px**

Note: There is also the option of delivering the market-standard
                          300x250px medium rectangle as an ad.
                          In this event, however, please note the file size limits!

File format: jpg, png, gif, html5 (static or animated) – max. 40 KB

html5 specifications: Delivery of an HTML5 ad is possible
                          (see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect: Delivery of a 3rd-party redirect is possible
                          (see Mobile specifications for HTML5 and 3rd-party ads)

Labelling: Position ad labelling **-w-** visibly in one corner;
                          high-contrast font colour, at least 9pt

                          If not labelled as an ad, iq digital reserves the right to label
                          the ad itself.

Delivery:

Wherever possible, please send the ads in ZIP file format to:
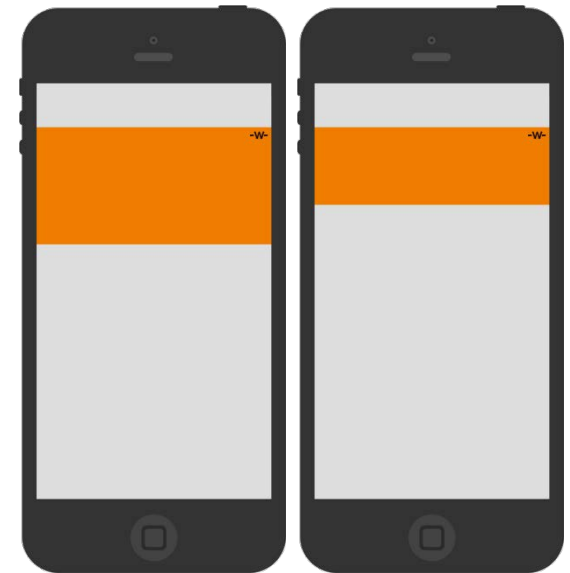
banner@iqdigital.de

Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

Mobile premium rectangle

Delivery:	**320 x 416 px**
File format:	jpg, png, gif, html5 (static or animated) – max. 40 KB
html5 specifications:	Delivery of an HTML5 ad is possible (see Mobile specifications for HTML5 and 3rd-party ads)
3rd-party redirect:	Delivery of a 3rd-party redirect is possible (see Mobile specifications for HTML5 and 3rd-party ads)
Labelling:	Position ad labelling **-w-** visibly in one corner; high-contrast font colour, at least 9pt
	If not labelled as an ad, iq digital reserves the right to label the ad itself.

Delivery:

Wherever possible, please send the ads in ZIP file format to:
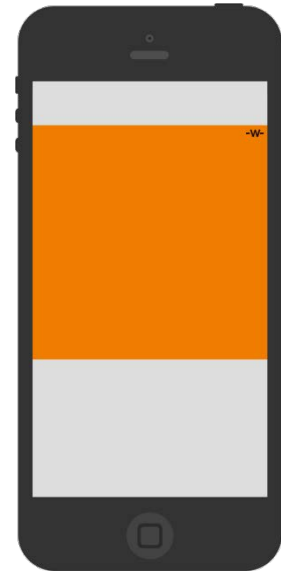
banner@iqdigital.de

Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

Mobile halfpage ad

Delivery:	**300 x 600 px**
File format:	jpg, png, gif, html5 (static or animated) – max. 50 KB
html5 specifications:	Delivery of an HTML5 ad is possible (see Mobile specifications for HTML5 and 3rd-party ads)
3rd-party redirect:	Delivery of a 3rd-party redirect is possible (see Mobile specifications for HTML5 and 3rd-party ads)
Labelling:	Position ad labelling **-w-** visibly in one corner; high-contrast font colour, at least 9pt
	If not labelled as an ad, iq digital reserves the right to label the ad itself.

-w-

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

Mobile brand value ad

The mobile brand value ad is positioned around the 1st article teaser on the homepage. Part 1 is directly above the article teaser and part 2 directly below the article teaser.

Delivery:	**Part 1**: mobile banner, standard **(6:1 = 320 x 53 px)** or mobile banner, medium **(4:1 = 320 x 80 px)**
	Part 2: mobile banner, large **(3:1 = 320 x 106 px or 2:1 = 320 x 160 px)**
File format:	jpg, png, gif, html5 (static or animated)
	Part 1: max. 20 KB
	Part 2: max. 30 KB
html5 specifications:	Delivery of an HTML5 ad is possible (see Mobile specifications for HTML5 and 3rd-party ads)
3rd-party redirect:	Delivery of a 3rd-party redirect is possible (see Mobile specifications for HTML5 and 3rd-party ads)
Labelling:	Position ad labelling **-w-** visibly in one corner; high-contrast font colour, at least 9pt
	If not labelled as an ad, iq digital reserves the right to label the ad itself.

Brand Value Teil 1
(6:1 oder 4:1)

Artikel-Teaser

Brand Value Teil 2
(3:1 oder 2:1)

Delivery:

Wherever possible, please send the ads in ZIP file format to:
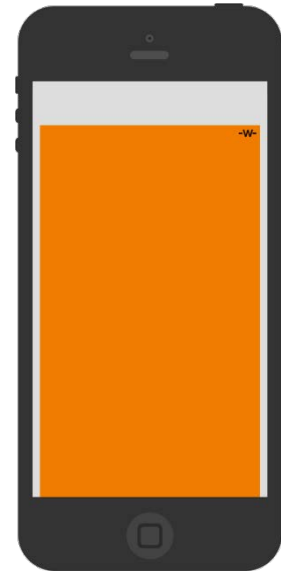
banner@iqdigital.de

Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

Mobile fullpage ad smartphone

Delivery: **640x1136 px**

Bookable: **Wiwo iPhone app, HB Live iPhone app, FAZ
epaper iPhone app**

File format: jpg, png, gif – max. 40 KB

Important note: The ad is optimised for iPhone 5 display size; on iPhones with
different aspect ratios, there are white margins on the left and
right-hand side.

In the Wiwo iPhone app, the lower 40px are cut off due to the
displayed status bar.

Labelling: Position ad labelling **-w-** visibly in one corner;
high-contrast font colour, at least 9pt

If not labelled as an ad, iq digital reserves the right to label
the ad itself.

3rd-party redirect: Delivery of a 3rd-party redirect is **not** possible

Visible area of the ad:

In your motifs, please take account of the fact that 40px may be cut
off at the bottom of the ad depending on app service. You should
therefore ensure that no ad-related information or interaction features
are positioned in these areas.

Delivery:

**Wherever possible, please send the ads
in ZIP file format to:**

banner@iqdigital.de

Please deliver standard ad formats at least
3 working days before the insertion date.

All other ad formats 5 working days before
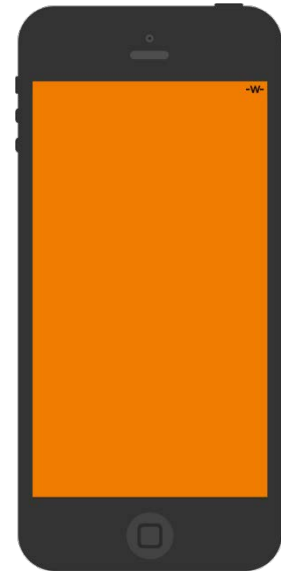the insertion date, please.

Mobile expandable ad with reminder

The mobile expandable ad with reminder is a layer ad that covers the page from the top for 5 seconds. The height can be self-defined between 100-240 px. Underneath, content remains visible for the duration of the animation. The ad then moves back upwards and remains in place in a reminder ad with a height of 80px.

Delivery: **320 x 100 - 240 px (incl. banner area, as one file)**

Important note: The height of the banner can be freely selected between 100px and 240px. An 80px-high reminder ad must be included which remains in place in the upper margin after the animation has finished. It is not necessary to integrate a "Close" button (supplied by iq digital).

Depending on the technical platform and/or the browser used, the expandable function is either automatic or click-based.

File format: jpg, png, gif (static) – max. 30 KB

Compatible user devices: Only IOS and Android-capable user devices

Labelling: Note labelling as **-w-**; positioning only possible at top left, bottom left or bottom right; high-contrast font colour at least 9pt

If not labelled as an ad, iq digital reserves the right to label the ad itself.

3rd-party redirect: Delivery of a 3rd-party redirect is **not** possible

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

Mobile pushdown ad with reminder

The mobile pushdown ad with reminder pushes the content downwards for 5 seconds. The height can be self-defined between 100-240 px. Underneath, content remains visible for the duration of the animation. The ad then moves back upwards and remains in place in a reminder ad with a height of 80px.

Delivery:	**320 x 100 - 240 px (incl. banner area, as one file)**
Important note:	The height of the banner can be freely selected between 100px and 240px. An 80px-high reminder ad must be included which remains in place in the upper margin after the animation has finished. It is not necessary to integrate a "Close" button (supplied by iq digital). Depending on the technical platform and/or the browser used, the pushdown function is either automatic or click-based.
File format:	jpg, png, gif (static) – max. 30 KB
Compatible user devices:	Only IOS and Android-capable user devices
Labelling: left	Mote labelling as **-w-**; positioning only possible at top left, bottom or bottom right; high-contrast font colour at least 9pt If not labelled as an ad, iq digital reserves the right to label the ad itself.
3rd-party redirect:	Delivery of a 3rd-party redirect is **not** possible

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

Mobile fullscreen interstitial ad

The mobile fullscreen interstitial ad is comparable to a classic layer; it is automatically displayed for max. 5 seconds and covers the content. Behind the ad is a mask that fades out the content depending on display size.

The ad format is optimised for the iPhone5 and corresponds to the display size after subtraction of the status, address and tool bar.

For the optional reminder, please read the specs for the mobile banner, standard (page 76) or the mobile banner, medium (page 77).

Delivery:	**640 x 920 px**
Important notes:	It is not necessary to integrate a "Close" button (supplied by iq digital).
	There is also the option of delivering smaller formats like the market-standard 300x328 px interstitial as an ad.
	If the ad is larger than the display, it is down-scaled accordingly for optimum display. If the display is larger than the ad, the ad is centred on the display.
Animation effect:	Gentle fade-in
File format:	jpg, png, gif (static), html5 (static or animated) – max. 40 KB
html5 specifications:	Delivery of an HTML5 ad is possible (see Mobile specifications for HTML5 and 3rd-party ads)
3rd-party redirect:	Delivery of a 3rd-party redirect is possible (see Mobile specifications for HTML5 and 3rd-party ads)
Labelling:	Position ad labelling **-w-** visibly in one corner; high-contrast font colour, at least 9pt
	If not labelled as an ad, iq digital reserves the right to label the ad itself.
Compatible user devices:	Only IOS and Android-capable user devices

Beispiel für ein
Mobile Fullscreen Interstitial
in einer Mobile Enabled Website

Beispiel für ein
Mobile Fullscreen Interstitial
in einer nativen App

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

Mobile banner ad plus

A click on a banner opens an HTML layer allowing interaction with the user.

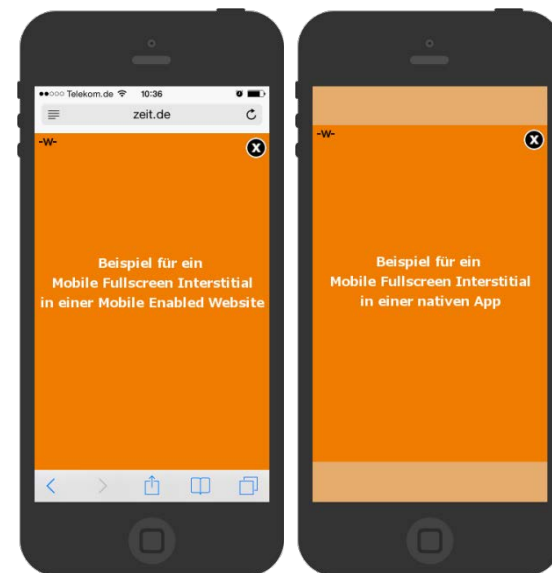|	
Delivery:	Banner: **320 x 53 px** (6:1) or **320 x 80 px** (4:1) HTML5 layer: **320 x 417 px**, delivery **as 3rd-party HTML URL**
Important notes:	The layer is only available in portrait mode. A landscape version is not supported. It is not necessary to integrate a "Close" button (supplied by iq digital). The notes "Mobile specifications for HTML5 and 3rd-party ads" apply for the HTML5 layer.
File format:	Banner: jpg, png, gif, html5 – max. 20 KB HTML5 layer: 3rd Party HTML URL – max. 200 KB
Compatible user devices:	Only IOS and Android-capable user devices
html5 specifications:	Delivery of an HTML5 ad for the banner is possible (see Mobile specifications for HTML5 and 3rd-party ads)
3rd-party redirect:	Delivery of a 3rd-party redirect for the banner is possible (see Mobile specifications for HTML5 and 3rd-party ads)
Labelling:	Position ad labelling **-w-** visibly in one corner; ; high-contrast font colour, at least 9pt If not labelled as an ad, iq digital reserves the right to label the ad itself.

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

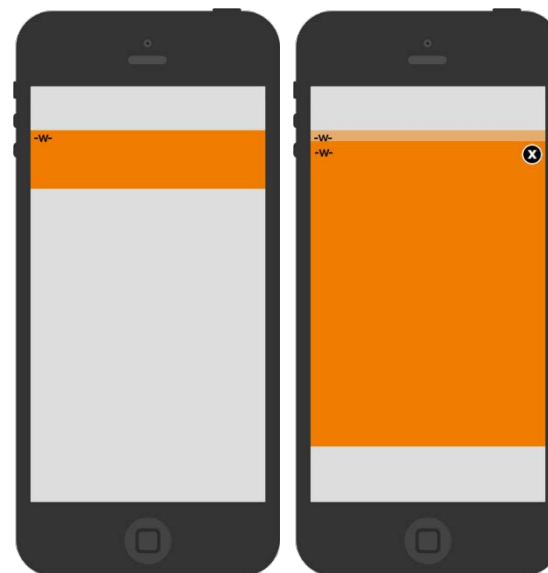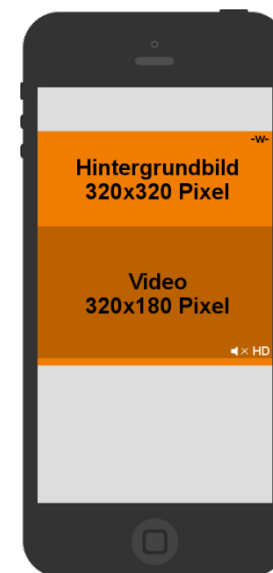Please deliver standard ad formats at least 3 working days before the insertion date.

All other ad formats 5 working days before the insertion date, please.

iq digital

Mobile content video ad

The video is integrated in the classic mobile high-impact ad. The video starts as soon as the user scrolls it into the visible area. You simply supply an image and your spot as an mp4 file. iq digital then uses these elements to produce your ad.

Delivery:	Banner:	**320 x 320 px, max. 40 KB** **Format: jpg, gif, png or HTML5**
	Video:	**320 x 180px, h.264, 30fps, 16:9 format,** **max. 1.5 MB, max. 20 seconds** **Format: mp4**

Important notes: The background image links to the client page. The distance of the video from the bottom edge of the high-impact ad is freely definable from 0 – 140px (default: 10px).

Compatible user devices: Only IOS and modern Android-capable devices (version 4.+)

html5 specifications: Delivery of an HTML5 ad for the banner is possible (see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect: Delivery of a 3rd-party redirect is **not** possible

Labelling: Position ad labelling **-w-** visibly in one corner; high-contrast font colour, at least 9pt

If not labelled as an ad, iq digital reserves the right to label the ad itself.

Delivery:

Wherever possible, please send the ads in ZIP file format to:
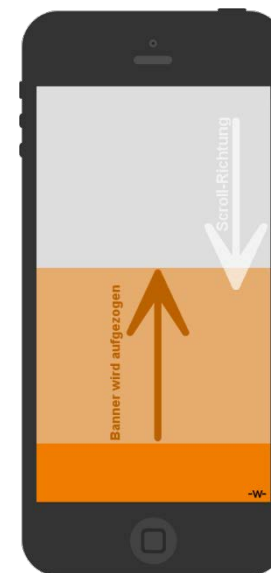
banner@iqdigital.de

Please deliver ads at least 7 working days before the insertion date.

Mobile pull-up banner (1/2)

The mobile pull-up banner is expanded from its initial size to its full size as soon as the users scrolls it into the visible area.

Delivery:	**320 x 320 px**
File format:	jpg, png, gif, html5 (static or animated) – max. 40 KB
Functionality:	Mobile ads are implemented with an initial cutout (320x80px - "from the bottom"). User scrolling is transferred to the pull-up ad up to a max. height of 320x320px (after the ad has been scrolled to the visible area). Expansion is exactly 1x to full height – once this has been reached, the ad remains in the max. format.
Important notes:	Delivery: only 1 ad The pull-up animation is handled by iq digital. Depending on device and platform (iOS/Android) preconditions, the animation is executed in different ways. e.g. pull-pp "after" scroll (iOS) / "until" scroll (Android).
html5 specifications:	Delivery of an HTML5 ad is possible (see Mobile specifications for HTML5 and 3rd-party ads) A message for a starting animation can be automatically transmitted to the ad (see the corresponding notes in Mobile pull-up banner (2/2))
3rd-party redirect:	Delivery of a 3rd-party redirect is **not** possible
Labelling:	Position ad labelling **-w-** visibly in one corner; high-contrast font colour, at least 9pt If not labelled as an ad, iq digital reserves the right to label the ad itself.

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver ads at least 7 working days before the insertion date.

Automatic notification for a starting animation (only for HTML5 ads):

iq digital can automatically send a message to the ad as soon as the ad has been expanded to 50% of its height.

For the ad to be able to react to the message, it must receive and process it. To ensure this, all you have to do is integrate the following two points in your ad:

1. This code must be inserted in your ad:

```
<script type="text/javascript">
var iqdNS={};iqdNS.addEvent=function(d,c,b){if(typeof
d.addEventListener!=="undefined"){d.addEventListener(c,b,false)}else{if(typeof
d.attachEvent!=="undefined"){d.attachEvent("on"+c,b)}else{if(typeof d["on"+c]!=="undefined"){var
a=d["on"+c];d["on"+c]=function(f){a(f);b(f)}}}};iqdNS.postOrigin=(function(){var
a=window.location.href.toLowerCase();return
a.split("iqdurl=")[1]})();iqdNS.initAnimation=function(b){var
a;if(b.origin===iqdNS.postOrigin){a=JSON.parse(b.data);if(a.info==="startAnimation"){iqdNS.animationCall
back()}}};

iqdNS.animationCallback = function() {
//Please insert the function call to start animation here
};
iqdNS.addEvent(window,'message',iqdNS.initAnimation);
</script>
```

2. Replace the **blue-highlighted** comment with your function call that starts the animation in the ad. This function call must initially pool and call up all the functions needed for animation.

Mobile movie ad

The video is integrated in the classic mobile high-impact ad. The video loads as soon as the user clicks on the video. You simply supply an image, a preview image of your spot and your spot as an mp4 file. iq digital then uses these elements to produce your ad.

Delivery: Banner: **320 x 320 px, max. 40 KB**
                              Format: jpg, gif, png or HTML5
                 Video: **320 x 180px, h.264, 30fps, 16:9 format,**
                              max. 1.5 MB, max. 30 seconds
                              Format: mp4
                 ideopreview: **320 x 180 px, max. 20 KB**
                              Format: jpg, gif, png

Important notes: The background image links to the client page. The distance of the video from the bottom edge of the high-impact ad is freely definable from 0 – 140px (default: 10px).

Compatible user devices: Only IOS and modern Android-capable devices (version 4.+)

html5 specifications: Delivery of an HTML5 ad for the banner is possible (see Mobile specifications for HTML5 and 3rd-party ads)

3rd-party redirect: Delivery of a 3rd-party redirect is **not** possible

Labelling: Position ad labelling **-w-** visibly in one corner; high-contrast font colour, at least 9pt

                             If not labelled as an ad, iq digital reserves the right to label the ad itself.

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

Please deliver ads at least 7 working days before the insertion date.

iq digital

Special specifications

Important information

screen grabbing ads

Please note for following ads in use with screen grabbing technology, neither hosting nor any consulting service for technical conversions is provided by iq digital.

Creation must take place on own responsibility by enquiring creative agency or assigned rich media service provider. Integration only possible as third party.

Displaying these screen grabbing ads on selective sites within iq digital portfolio is only possible, if following specifications will be conciedered.

Please ensure that your creative agency or contracted media service provider will keep the conditions.

Content switch 3D cube

Format (px)

T: W x H + R: W(max. W) x H   + interstitial

T: 800 x 90 + R: 120(200) x 600 + interstitial

Creation by creative agency or Rich Media service provider.
Integration only possible as third party.

Positioning example:

Interaction

Only when the wallpaper is clicked, the website deforms via click to a full-screen 3D cube. LIVE interaction with the cube via mouse over.

Within the cube, 5 areas are reserved for client information complete with click forwarding. The 6th area leads back to the editorial website via motif and click.

If no interaction takes place with the cube after deformation, the action must close automatically after max. 10 secs and return to the initial playout.

During the action, a "Close" and a "Back" button must be permanently and clearly visible. The user must be able to end the action at any time.

Please ensure that there are no residues that impact the regular user experience with the page.

Delivery:

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Please read the additional information to screen grabbing ads!

Screen grabbing ad

Format (px)   **T: W x H + R: W(max. W) x H   + interstitial**

T: 800 x 90 + R: 120(200) x 600 + interstitial

Creation by creative agency or Rich Media service provider.
Integration only possible as third party.

Positioning example:

Interaction   Only when the wallpaper is clicked, the website deforms via click to a full-screen interstitial. The website is morphed in the footer area as a reminder.

During the action, a "Close" and a "Back" button must be permanently and clearly visible. The user must be able to end the action at any time.

Please ensure that there are no residues that impact the regular user experience with the page.

Delivery:

Please read the additional information to screen grabbing ads!

Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

at least 5 working days before the insertion date.

Fluid ad / Cinema ad

Format (px)	W x H

100% viewport width x 250px **Fluid Ad**

100% viewport width x 380px **Cinema Ad**

Third-party   iFrame

Max. file size   (agency content) - iFrame: 80 kb (GIF/JPEG/PNG)

Special note   iq digital provides the advertising space: width: 100% of the browser viewport x height: 250px. We expect the delivery of a redirect in the form of an iFrame which integrates the ad presentation as a independent project and incorporates and encapsulates all the necessary resources. In this process, the preceding ad space is transferred to the size of the iFrame.

The creative agency is responsible for correct realisation and functionality of the ad content. Instructions for the insertion of the iq ad server click command in the iFrame URL are required so that iq digital can also count the clicks via its own ad server. Depending on whether a RichMedia server Is used on the pages of the agency, the service provider can provide the corresponding information.

The ad is served on "stationary" websites. At the current point in time, these are not fluid or optimised sites; i.e. the publisher site is scaled to the virtual device resolution when serving. There is no adaptation to the actual physical device resolution.

With regard to HTML5 realisation, please see the separate information for HTML5 in the general section of the Technical Specifications.

Delivery:
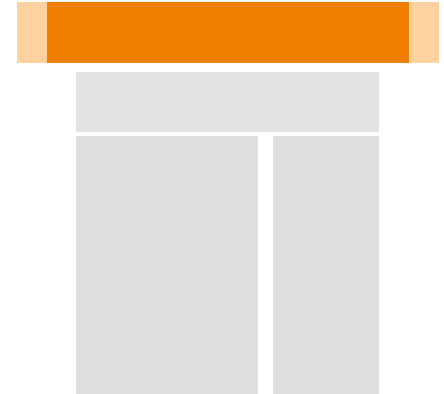
Wherever possible, please send the ads in ZIP file format to:

banner@iqdigital.de

At least 10 working days before the insertion date.

Global Edition Ad

Format
(Tablet/Web – package1)
1536 x 2048 px portrait-mode (P)
2048 x 1536 px landscape-mode (L)

(Smartphones – package2)
640 x 1136 px portrait-mode (P)
1136 x 640 px landscape-mode (L)

Please send all 4 creative formats (package 1 + 2) - insofar ,that no high-resolution-
formats are available, standard formats are also acceptable:
Portrait-Std: 768 x1024 / Landscape-Std: 1024 x 768 (Tablet/Web)
Portrait-Std: 320 x 568 / Landscape-Std: 568 x 320 (Smartphones)

Max. file size
creative-package 1 max. 2 MB as image-files (JPEG / PNG)   .
creative-package 2 max. 120 KB as image-files (JPEG / PNG).

Third party:
Is not possible!

Special Notes
It is to be noted, that depending on environment and due to the scaling of the
creative to the viewport of the device and the overlay wrapper, creative
formats other than the original creative format may be served. In addition the ad
reacts automatically to a change in orientation (portrait/landscape).

Labelling:
Visible labelling as ad -w- in one corner; high-contrast font colour, at least 9p
If not labelled as an ad, iq digital reserves the right to label the ad itself.

Compatibility
Where necessary, iq digital reserve his right to exclude problematic
environment from displaying the ad, due to unrequested influences.

special ad formats

Placement:
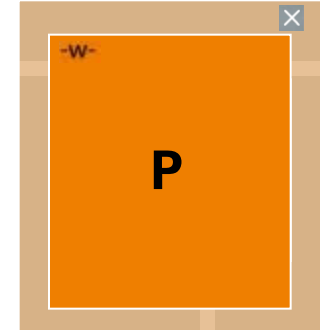
Delivery:
**Wherever possible, please send the ads
in ZIP file format to:**
banner@iqdigital.de

at least 5 working days before the insertion
date.

Special specifications

Please contact us for the special specifications for the following ad formats:

- LinkedIn polls
- Linkedin mail
- Newsletters
- Advertorials

Address: pm@iqdigital.de

iq digital

Direct response

Direct response ads

Please always supply the following texts for your ad as well as a link and a picture motif in the format 356x200px:

Text

Headline	– max. 24 characters
Teaser text	– max. 95 characters (incl. spaces)
Word length	– max. 18 characters per word

Please note that the maximum number of characters per word is 18. Words longer than this must be separated with a hyphen plus space.

Motif

You can provide us with a motif for your ad in JPG format, GIF or PNG. File size per single image max. 50kb. You can deliver either an image with the size 356x200px (all other formats are automatically generated from this) or in one of the 5 pixel sizes: 356x200, 72x60, 90x75, 138x115, 180x60. If you do not want to use your own motif, a motif that suits your ad can be chosen from a database comprising around 2,500 images. The database includes images from fields like finance, automobiles, tourism, telecommunication, health etc.
Please note that it is not possible to integrate any tracking (counting) pixels in this ad format.

Delivery deadlines   For text and images: 3 workdays prior to publication of the ad

Delivery address   For text and images**: banner@iqdigital.de**

iq digital

Flash / Streaming specifications

Flash specifications (general part 1)

Click variables: Our ad server can only correctly count the clicks on an ad if a click-sensitive surface with click function and click variable is used. The click variable automatically replaced with the URL of the landing page by our ad server is called "clickTag".   If positioned in the first image on the main timeline, a correct click function could, for example, look like this:

```
_level0.myButton.onRelease = function(){getURL(clickTag, "_blank");}     //AS2
```

…or directly on a button:
```
on(release) {getURL(clickTag, "_blank");}          //AS2
```

Fallback graphics: An additional graphic file must be supplied to ensure that users who have not installed a flash plug-in can also see your advertising. We support the graphic formats GIF, animated GIF, JPG and PNG (8 or 24Bit).

**Flash and
action script version:** We generally recommend the use of Actionscript 2 (export up to flash version 8). If higher flash versions are desired, the following must be taken into account when using Actionscript 3: the use of the function **navigateToURL** in AS3 can activate the pop-up blocker of Internet Explorer.

IE9 occasionally blocks clicks on AS3 banners if they use a wmode=opaque. The wmode must be set to "window" to prevent this.

Implementation example for a clickTag (AS3):

```
myButton.addEventListener(MouseEvent.MOUSE_UP, onClick);
function onClick(e:MouseEvent):void {
        var click_url:String = root.loaderInfo.parameters.clickTag;
        if(click_url) {
          navigateToURL(new URLRequest(click_url), '_blank');
        }
}
```
Sound: Sound may only be played in response to user action. In this case, please use a self-explanatory button labelled "Sound on" or a stylised loudspeaker symbol.

Flash embedding: wmode=opaque for banner, rectangle and skysraper (this prevents these ads from covering flash layers).

Flash Spezifikationen (Allgemein Teil 2)

Animation   Generally no permanent animation allowed. Duration max. 20-30 seconds. Looping only permitted within this time frame.

Frame rate   18 fps (frames per second)

CPU   CPU-capacity for an standard pc (Intel Pentium IV, GHz, MSIE 6 oder FF2 mit Flash PlugIn 8) should not excess 20% in average .

Flash specifications (layer / interstiatial)

- The flash layer must have a clearly visible "Close" button and be clearly identified as advertising.

- The flash layer must be automatically closed after a maximum of 10 seconds.

- Sound is permitted provided that it begins after an active user action (click).

- Once the animation is finished, the flash film must call up the command ("adlayerhider") to ensure closing of the layer.

    Control AS2;
    … getURL("javascript:adlayerhider()","_self"); …

    Control AS3:

    ```
    … if (ExternalInterface.available) {
            ExternalInterface.call("adlayerhider");
    }else {
            navigateToURL(new URLRequest("javascript:adlayerhider()"),"_self");
    } …
    ```

- only visible elements may be clickable.

- Positioning of the flash layer depends on the site. Search windows and other advertising spaces must not be covered.

- All the elements used must have clearly defined IDs: for the flash object id=adlayerobject, for a Div: id=adlayerdiv.

Flash specifications (expandable ad part 1)

Expandable ad

An expandable ad is a large-format ad that – depending on its design – has the same initial size as a fullsize banner, a superbanner or a skyscraper. When the ad is delivered, it is only partly visible and therefore looks like a normal standard format.

The expanding effect (superbanner: downwards, skyscraper: to the left) must only be activated by a user action (mouse over); in other words, mouse over expands the ad, while mouse out collapses it.

When the mouse cursor moves away, the expandable ad must close automatically and should, where necessary, also feature an easily visible "Close" button.

The expandable ad can be used from Internet Explorer 8 and Netscape 6.x as well as with Mozilla. In all other browsers, a suitable alternative (non-expanding) graphic is displayed (and always also has to be supplied).

iq digital reserves the right to review expandable ads and where necessary to reject the ads or to suggest modifications if the ad format would excessively impact use of the site.

Implementation of sound features is basically possible but is not recommended (see section "Sound").

Delivery as a standalone flash-file (not two files); the fallback-image needs to be in the non-expandable size

It must be possible to "click through" transparent areas.

Flash Spezifikationen (expandable Ad – part 2)

Clipping: To avoid that transparent parts of the SWF-File cover parts of the content, a clipping of the DIV is required. Please use the following controls:

<u>Control AS2:</u>

```
//open the DIV
mouser.onRollOver = function(){
    getURL("javascript:adExpand()","_self");
    startAni();
}
//close the DIV
mouser.onRollOut = function(){
    getURL("javascript:adCollapse()","_self");
    startAni();
}
```

> Expl.: Expandable Ad (getURL)

<u>Bei Einsatz AS3 :</u>

```
//open the DIV
  function handleRollOver(mouseEvent:MouseEvent):void {
  if (ExternalInterface.available) {
        ExternalInterface.call("adExpand");
      }else {
      navigateToURL(new URLRequest("javascript:adExpand()"),"_self");
      }
      startAni();
  }
//close the DIV
  function handleRollOut(mouseEvent:MouseEvent):void {
  if (ExternalInterface.available) {
        ExternalInterface.call("adCollapse");
      }else {
      navigateToURL(new URLRequest("javascript:adCollapse()"),"_self");
      }
      stopAni();
  }
```

> Expl: Expandable Ad (ext.Inferface | nav2url)

Streaming ads – general specifications

- A spot may not exceed the max. length of between 15 and 30 seconds depending on the product..

- Buttons for "Stop", "Pause", "Play" and "Sound On/Off" must be integrated in the ad – sound may only start in response to user interaction

- If video content is streamed into the flash banner, iq digital cannot perform any video hosting.

- There is no size restriction on the stream for bandwidth users but the file size should not be excessive. We generally recommend bandwidth targeting. The bit rate should be between 800 and 1,500 kbit/s..

- CPU usage of the ad should not exceed 20% on a standard PC (Intel Pentium IV, GHz, MSIE 6 or FF2 with Flash PlugIn 8).
  iq dIgital reserves the right to reject particularly CPU-intensive ads.
  Please use the following suggestions from Adobe as your guideline:
  http://help.adobe.com/de_DE/as3/mobile/WS4bebcd66a74275c36cfb8137124318eebc6-8000.html

iq digital

Annexes

Screenshots Special Ads
with full background-image

Kunde	Download-Link
Golem (from July, 27/07/15 please contact banner@iqdigital.de, we have new specifications)	.zip-Datei
Handelsblatt	.zip-Datei
Karriere	.zip-Datei
Spektrum	.zip-Datei
Sueddeutsche	.zip-Datei
szMagazin	.zip-Datei
Jetzt	.zip-Datei
Ingenieur	.zip-Datei
Wissenschaft-Online	.zip-Datei
Wirtschaftswoche	.zip-Datei
ZEIT	.zip-Datei
Weka	.zip-Datei
FAZ	.zip-Datei
ARIVA	.zip-Datei

important note:

The encloses Ads are optimized for pixel-size:1280x1024. Bigger sizes are possible, if the file limit won't be encreased by max. 60 kb.

Please note, that bigger background-images can't be displayed completly in devices with less pixel.

iq digital tries to provide latest screenshots, but a final check for motive riconciliation is required by the creative agency. Please ask for actuality of the screens, when you plan to prepare motives for a future action.

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