

## Production guidelines

### Half-page mobile

#### Specifications

---

##### HTML5, 3rd Party Tag, Tag in Tag

**Dimensions** 300x600px  
(Behind this, graphics twice as large should be placed in dimensions of 600x1200px so that the advertisement is displayed sharply on retina displays.)

**Weight max.** max. 100KB

##### JPG, GIF, PNG

**Dimensions** 600x1200px

**Weight max.** max. 100KB

#### General ad guidelines

---

|                           |  |
|---------------------------|--|
| <b>Number of subjects</b> | Per campaign (flight/line item) A maximum of 3 subjects is permitted for physical delivery. If more than 3 subjects are to be integrated, delivery must be made via a third-party tag.   |
| <b>Animations</b>         | The length of the animation within an advertising banner is not limited. However, the recommended maximum length is 30 seconds.  |
| <b>Sound</b>              | Activation only through user interaction.  |
| <b>Flash</b>              | Flash files are not permitted.   |
| <b>SSL</b>                | All third party tags, tag-in tags and references in an HTML5 file must be delivered via SSL (https://).  |
| <b>HTML5</b>              | <ul style="list-style-type: none"> <li>– The maximum weight (according to specs) refers to all files together in unzipped state.</li> <li>– The target URL and trackings must be stored in the HTML5 banner.</li> <li>– The target URL must be opened in a new tab (target='_blank').</li> <li>– Ad media tests must be possible locally in the browser.</li> <li>– UTF-8 encoding– Special characters that are not displayed correctly in the browser with UTF-8 must be encoded manually (e.g. [&amp;auml; instead of ä).</li> <li>– References in the advertising material to external resources (JS libraries, videos, fonts) must all be delivered via SSL (https://).</li> </ul> |
| <b>Skip Button</b>        | To activate the "Skip button" for instream videos that contain a VAST redirect the "Skip Off-Set" parameter must be added by the customer in the VAST redirection. must be added by the customer.  |

## Notes on broadcasting

---

- A timely campaign start is only guaranteed if the delivery deadlines are met.
- The advertiser is responsible for the smooth functioning of the advertising media.
- A campaign can be withheld if it does not meet the specifications.
- Advertising media are tested on the most common devices, screen resolutions and browsers. Certain individual settings or configurations may cause deviations in the display of the advertising material.
- **Delivery times** 5 working days before the start of the campaign.
- **Data delivery** [aymo@apgsga.ch](mailto:aymo@apgsga.ch)

## Links

---

**General Guidelines Ad Manager**

**[Instructions ClickTags HTML Advertising Media Google](#)**

**[Instructions ClickTags HTML advertising material Xandr](#)**