

Production instructions

Mobile Rectangle

Specifications

HTML5, 3rd party tag, tag in

Dimensions 300x250px
(Behind this should be graphics twice as large in the dimensions 600x500px, so that the advertising is displayed sharply on Retina displays).

Weight max. 100KB

JPG, GIF, PNG

Dimensions 300x250px / Retina: 600x500px

Weight max. 100KB

General Ad Guidelines

Animations	The length of the animation within an advertising banner is not limited. However, the recommended maximum length is 30 seconds.
Sound	Activation only through user interaction.
Flash	Flash files are not permitted.
SSL	All third party tags, tag-in tags and references in an HTML5 file must be delivered via SSL (https://).
HTML5	– The maximum weight (according to specs) refers to all files together in unzipped state. – The target URL and trackings must be stored in the HTML5 banner. – The target URL must be opened in a new tab (target='_blank'). – Ad media tests must be possible locally in the browser. – UTF-8 encoding– Special characters that are not displayed correctly in the browser with UTF-8 must be encoded manually (e.g. [&]auml; instead of ä). – References in the advertising material to external resources (JS libraries, videos, fonts) must all be delivered via SSL (https://).
Skip Button	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.

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 can lead to deviations in the display of the advertising material.
- **Delivery times** 5 working days before the start of the campaign.
- **Data delivery** aymo@apgsqa.ch

Links

General guidelines Ad Manager

Instructions ClickTags HTML Advertising Media Google

Instructions ClickTags HTML advertising material Xandr