SPECIFICATIONS

MULTI SCREEN

FLEX AD 4:1

united
internet
media

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1. Fact Sheet

Die Flex Ads are based on the IAB New Ad Portfolio. They are defined and displayed as an aspect ratio.

By using the Flex Ad 4:1 you always use the full, optimal area of the advertising space making it easy to convey your advertising message, thanks to the responsive design on all devices in the highest quality. Larger on the big screen and perfectly integrated into the page on the small screen!

If you have any questions, please contact:
E-Mail: ads@united-internet-media.de

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2. Data Sheet

Screen[1]	Ad type	Measurements	File size Initialload[2]	File size Subload[2]	File format
	Flex Ad 4:1	Dynamic depending on the viewport [5]	150 kB	300 kB	Image, Video[3], HTML[4]

[1]   Either the mobile or desktop view of our portals will be displayed on tablets depending on the user agent. The following criteria will determine the type of display: screen size, operating system, version, browser, browser version, portrait or landscape display, and its environment.

[2]   In small screen use, half of the specified values apply for Initialload and Subload. Please consider further information under article 8.5.

[3]   We refer to the United Internet Media Video Specifications here. For more information, please see: https://www.united-internet-media.de/en/downloadcenter/specifications/

[4]   We refer to the OVK guidelines for HTML5. For more information on these guidelines, please see: https://www.united-internet-media.de/en/downloadcenter/specifications/

[5]   Responsive format which adapts dynamically depending on the viewport. It adapts dynamically to the available content width and automatically scales the height according to the fixed aspect ratio.It adapts dynamically to the available content width and automatically scales its height according to the fixed aspect ratio.

3. General United Internet Media Requirements

The General Terms and Conditions https://www.united-internet-media.de/en/general-terms-and-conditions/ and General Advertising Guidelines https://www.united-internet-media.de/en/downloadcenter/general-guidelines/ are applicable here.
Any violations of the points listed above or applicable law will automatically lead to the advertisement being declined.

4. Submission Details

4.1. The Flex Ad is a responsive form of advertising that dynamically adapts to the entire available advertising space, while maintaining the same aspect ratio. Therefore, a fixed size is not necessary. Depending on the resolution, the Flex Ad may scale down to 300 x 75 pixels.
Recommended size ratio for creation 4:1, for example 968 x 242 pixels.

4.2. We recommend creating the ad material in a way which makes it able to react to possible size changes of the advertising space container, even after initial loading. As a result, the asynchronous loading of the page ensures a clean presentation of the advertising medium.

4.3. Please note that the expandable and sticky functions are not available for this product.

4.4. The ad or redirects must be submitted at least **three working days** before the start of the campaign.
If the files are not sent on time, United Internet Media cannot guarantee that the campaign will start as scheduled, or that the ads will be integrated without any errors.

4.5. All ads must correspond to our defined specifications. Elements that do not comply with these specifications will not be used, and United Internet Media will not correct or install them.

4.6. All ads are subjected to an internal check.

4.7. Ad identification:

- ▪ : The ad must be clearly identifiable as an advertisement. It may only copy or imitate content on the pages with advance approval from United Internet Media. If necessary, it must be labelled with the words "Advertisement" or "Ad".

- ▪ : To indicate to the user that this is an ad, and not editorial content:
-w- in one of the four corners, high-contrast type colour, sans serif typeface, min. 9 pt.
If this label is missing, United Internet Media reserves the right to incorporate it.

5. Display Details

5.1. The banners are adjusted 4:1 to the respective device and automatically scaled to the following format sizes:

- ■ Minimum: 300 x 75 Pixel
- ■ Maximum: 968 x 242 Pixel

5.2. Ads are always displayed in non-friendly iframes on portals operated by United Internet Media. Modifications may not be made to specific sites. United Internet Media does not specify any use of web development libraries.

5.3. Redirects with Rich Media templates that modify the page are not allowed as these may result in errors.

5.4. United Internet Media reserves the right to approve each individual motif. Advertisements that evoke extremely strong responses or impact the use of the site too dramatically may be rejected.

5.5. All ads have to be reviewed in advance to ensure that they comply with all guidelines and regulations governing the protection of minors. United Internet Media reserves the right to limit access/display time for the advertisement in line with any age restrictions, or reject the motif entirely.

5.6. United Internet Media reserves the right to determine and enforce frequency capping when it comes to the number of times an ad is displayed.

5.7. The customer is responsible for cross-device/cross-browser compatibility.

6. Ad Serving Serving / Tracking

6.1. It is possible to submit redirects. To avoid white or blank spaces from being displayed, it is necessary to store a fallback in the redirect.

6.2. External tracking pixels may be integrated to count clicks and impressions. These must be unattached from the corresponding destination URLs and also allow for clicks to be tracked by United Internet Media.

6.3. It is necessary to notify United Internet Media in advance and coordinate the intended use of view time/visibility measurements or other expanded tracking methods featuring scripts. United Internet Media reserves the right to reject this type of tracking.

6.4. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.

6.5. All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and must be able to respond to its signalling. Please note the "TCF 2.0 Notes" (https://www.united-internet-media.de/en/downloadcenter/specifications/).

7. Audio, Video (Physical or Redirect Submission)

We refer to the United Internet Media Video Specifications here. For more information, please click here: https://www.united-internet-media.de/en/downloadcenter/specifications/

8. Technical Requirements

8.1. Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3rd party redirects/sources.

8.2. The ads should not noticeably impact the CPU usage or site performance on an average device. United Internet Media reserves the right to reject ads that impact site functionality. Reasons for negatively impacting/disrupting site performance: excessive or incorrect use of JavaScript or other web animation functions.

8.3. If the ad contains transparent sections that overlap the page, any content below these layers must still be clickable. In this case, United Internet Media reserves the right to request a mandatory semi-transparent background, or reject the ad. United Internet Media also reserves the right to exclude individual browsers from the display.

8.4. It is necessary to define buttons for all clickable areas. The uniform standard to deliver the redirect to the marketer's click tracker is the "click tag". Please take note of our „OVK Guidelines"
(https://www.united-internet-media.de/en/downloadcenter/specifications/)

8.5. Initial- and subload
- Loading ads is primarily limited to the initial part.
- After completing the initial load, it has to be ensured that the advertiser's motive is depicted on the ad space.
- For complex creations where the allowed file weight (initial load) does not suffice, additional contents may be reloaded up to the specification limit (subload).
- The stated file weight also includes all resources that are accordingly transferred with the ad via internet (e.g. measurement scripts).
- The submission as 3rd Party Redirect requires the adherence of above-mentioned guidelines.
- Regarding this, please also consider the OVK specifications
(https://www.united-internet-media.de/en/downloadcenter/specifications/).

Any questions?

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Media Campaign Management

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