

SPECIFICATIONS

MOBILE

IN-TEXT VIDEO AD



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1. Fact Sheet

The Multi Screen In-Text Video Ad is characterized by its direct placing in an editorial environment. It combines the attention of a large video format with a pleasant user experience.


- The video player opens only when 50 % of the advertising space is in the user's field of view. The spot is fully played and closes off smoothly after completion.
- Initially starting without volume, the video's sound can be activated via mouse-over.
- Should the visibility of the ad fall below 50 % the video player stops automatically.
- The user has the option to completely close the video. This makes the In-Text Video Ad even more user-friendly!

If you have any questions, please contact:

E-Mail: ads@united-internet-media.de

Last update: 14.12.2022

2. Data Sheet

Screen ⁽¹⁾	Ad type	Measurements (pixels)	Video length / File size	File format
	In-Text Video Ad	640 x 360 to max 1.920 x 1.080 (16:9)	min 5 sec to max 30 sec ⁽³⁾⁽⁴⁾	Video ⁽²⁾
	Video Graphic	640 x 360 to max 1.920 x 1.080 (16:9)	40 kB	Image

⁽¹⁾ With tablets, either the mobile or desktop view of our portals is displayed according to the user agent. The following criteria determine the display: screen size, operating system, operating system version, browser, browser version, portrait or landscape display and environment. Please note that this format is only displayed in mobile view.

⁽²⁾ Responsive format, which can dynamically adapt depending on the viewport.

⁽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 recommend a video length of 15 seconds.

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 ad or redirects must be submitted at least **5 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.
- 4.2. The delivery must be physical. A delivery via 3rd party is not possible.
- 4.3. 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.
- 4.4. All ads are subjected to an internal check.

5. Display Details

- 5.1. 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.
- 5.2. Ad features (e.g. sticky, expanding, collapse, etc.) or permanent components of a specific type of ad (close button, interstitial, etc.) will be provided by United Internet Media and may not be implemented in the advertisement already. In addition, the ads may not interact with the page in any way.
- 5.3. 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.
- 5.4. 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.
- 5.5. United Internet Media reserves the right to determine and enforce frequency capping when it comes to the number of times an ad is displayed.

6. Ad Serving / Tracking

- 6.1. 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.
- 6.2. 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.

- 6.3.** Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.
- 6.4.** 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 (tracking pixels).

Any questions?

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