

HORIZONT

Technical Information digital

Booking deadline

In writing, up to three business days prior to run.

Booking times

Monday to Sunday.

Data delivery

Per e-mail up to three business days prior to run, 12:00 p.m.,
to: online@horizont.net. The client is responsible for contents, production and timely delivery of data.

Services

HORIZONT Online is IVW and AGOF certified and offers clients an extensive service pack of user data. Analyses of ad clicks and ad impressions are typically provided after each booked week.

Reservations

Non-binding, typically valid for a period of seven business days.

File formats

We accept popular formats: HTML5, .gif, .jpg, .png, .swf.

For mobile we only accept .gif-files.

HTML5 and swf.-formats are not available for banner runs in newsletters. Some e-mail clients will only show the first frame of the animated gif-file. Video- and audio files upon request.

Please request for all files the required specifications from: online@horizont.net.

The publisher will request a replacement for noticeably unsuitable or damaged data. For data errors not immediately noticeable but identified during processing the client is liable for any additional expenses.

Specifications for the splash screen on the iPad

Please provide your ads in two resolutions as PNG in both portrait and in landscape formats:

1024 x 768 or 768 x 1024 pixels for normal displays and

2048 x 1536 or 1536 x 2048 for optimal quality on retina displays.

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**Do you have other technical questions?
Our hotline at +49 69 7595 1876 can help!
E-mail: online@horizont.net**