


HORIZONT

INFORMATION FOR ADVERTISING ONLINE WITH HORIZONT DIGITAL

TECHNICAL SPECIFICATIONS



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GENERAL INFORMATION



DELIVERY OF ADVERTISING CONTENT

> **Booking deadline:** in writing up to three workdays before campaign begins

> **Booking duration:** Monday to Sunday

> **Delivery of advertising content:** by Wednesday (12:00 noon) of the previous week at the latest to: online@horizont.net

▪ Customer name

▪ Campaign name

▪ Booking duration



IN ADDITION, THE
E-MAIL MUST ALSO
INCLUDE THE
FOLLOWING
INFORMATION

▪ Booked product or page

▪ Target URL

▪ Contact for queries

▪ Advertising content



Failure to observe the technical specifications and / or the delivery conditions may cause the **campaign launch to be delayed.**

Claims to compensation by the advertising customer are void in this case.

DELIVERY OF ADVERTISING CONTENT



DATA DELIVERY

Via e-mail no later than three days before campaign is run, by 12:00 noon, to online@horizont.net.

The customer is responsible for the content, production and timely delivery of the data.



SERVICES

HORIZONT Online is IVW- and AGOF-tested and offers its customers a comprehensive service package of user data. You receive an assessment of ad clicks and ad impressions after each campaign booked.



BOOKINGS

Non-binding, generally applies for a period of 7 workdays.



SPECIFICATIONS FOR SPLASH SCREENS ON TABLETS

Please submit your ads in two resolutions as a .png file both in portrait and landscape format.
Standard displays: 1024 x 768 or 768 x 1024px or for optimal presentation on Retina displays: 2048 x 1536 or 1536 x 2048px



SPECIAL FEATURES

The website is fully **responsive** – this is enabled by CSS3 media queries and JavaScript. It is also possible to make advertising scalable by using a flexible layout. This must be observed during creation of the advertisements and their technical implementation.

Please make sure that **it is possible to scale the advertisement** to various sizes and that it automatically adapts to the scaling value of the contents. In some placements your advertisement is played on the website as well as on mobile devices.

Delivery of ads in iFrames: We supply all advertisements as Friendly iFrames. This prevents conflicts between the web pages and advertisement programming. However, this must nevertheless be accounted for when implementing expandable ad formats.

The advertisements we display in iFrames should be responsive. This means the contents should adapt to the iFrame when we scale it for smaller screen sizes.

HTTPS delivery: The web pages and offers on HORIZONT Online can only be accessed via HTTPS. HTTPS is the new standard and must therefore be fully supported by all forms of advertising, web beacons and third-party tags. Starting in 2018 we phased out delivery of HTTP because recent browsers display a security warning if we supply advertisements using the HTTP protocol.

Videos can be supplied as a URL redirect, HTML5, a physical file, or as a VAST redirect.

INFORMATION ON TRACKING AND TCF

 In order to achieve the best possible impact for your advertising campaign and due to the restrictions in force based on current applicable law regarding user consent, please do not [use too many web beacons](#).



WE RECOMMEND A MAXIMUM OF 5 WEB BEACONS

2 web beacons for tracking impressions
(media agency and technical service provider)

1 click command

1 viewability measurement (e. g., meetrics)

1 market research pixel (e. g., GfK)



INFORMATION ON TRACKING AND TCF

The following points must be observed as soon as
a tracking / pixel / tag is used in a campaign
that processes personal data

All [URL-based components](#) of an ad (such as a redirect or pixel trackers) must contain the IAB macro `gdpr_consent = $ {GDPR_CONSENT_XXX}` for processing the TC string. In this example “XXX” represents the numeric vendor ID in accordance with the IAB TCF Global Vendor List (GVL).

AN EXAMPLE FOLLOWS
ON THE NEXT PAGE.

INFORMATION ON TRACKING AND TCF

DETECT AND LOCATE GDPR-MARKO

So that we can detect and locate this GDPR macro in the future, we require the following information at least 5 workdays before the campaign begins:

How and where this GDPR macro is delivered in the URL redirect, in scripts, iFrames and / or other tracking elements. In addition, all advertising tags / tracking elements that we use must contain these GDPR macros.

In addition, please provide the names of the technical service providers which will be used. An IT service provider / vendor may only be used if it has already been implemented on the consent management platform and of course only if user consent has been granted.



EXAMPLE

```
<script>document.write ('<scr' + ,ipt
type="text/javascript" language="JavaScript,,
src="https://ad.yieldlab.net/d/11132400/11132397?ts=
%timestamp%&pubref='+encodeURIComponent(window
.top.location.href)+'&consent=${GDPR_CONSENT_70}">
</scr' + 'ipt> ');</script>
```




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THIRD-PARTY TAGS & TRACKING



THIRD-PARTY TAGS & TRACKING

The possible provision of third-party tags as script, a URL redirect or iFrame tags and the maximum permissible file sizes and data types must comply with our technical specifications. The option of transferring a click command to the URL redirect must be possible and documented so that HORIZONT is able to measure clicks, as otherwise these cannot be indicated in a report.



In addition, 99 % accessibility of the third-party ad server must be ensured.

Third-party advertisements must not leave the container in which they are loaded. This means they must not be attached to the <body> or other HTML elements of the web page.

All contents originating from the server of a partner (e. g., resources from HTML5 ads, third-party tags, web beacons) **must function in an HTTPS** context.

HTTPS has been compulsory since 2018.

XSS is prohibited.

Web beacons must always include the following inline styles in order to rule out layout errors:



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HTML5 DISPLAY BANNERS



HTML5 BANNERS

SCALABILITY AND FILE SIZE



SCALABILITY

The advertisement must not have a static width and height. You must ensure that the advertisement is scalable.

Please make sure that it is possible [to scale the advertisement to various sizes](#) and that it automatically adapts to the scaling value of the contents. In some placements, your advertisement is played on the website as well as on mobile devices.



FILE SIZE

Like websites, HTML5 advertisements are comprised of several elements which cannot be combined and compressed in one file as is done in Flash. These are: HTML files, CSS, libraries (JavaScript, JQuery, etc.), images and videos.

So that there is no unnecessary delay in loading the web page and advertisement [the following must be observed when creating it](#):

- The individual elements of the HTML5 advertisement should be kept as small as possible in terms of the number of elements and file size in order to minimize server processes / server requests.
- The compiling methods of the code and code optimization must be applied in one file. This can be achieved through compression and optimizing methods, by limiting the use of animations and inclusion of external elements such as fonts and libraries as well as by keeping file sizes to a minimum.
- Subfolder structures are to be avoided.
- Maximum size: 100 KB

HTML5 BANNERS

IMPRESSION COUNTS



IMPRESSION COUNTS

“Clicktag” must be applied as a URL parameter for counting impressions. It is important that uppercase and lowercase are observed. If several click areas are defined in the advertisement, these are to be controlled by using "clicktag1", "clicktag2", "clicktag3", "clicktag4", "clicktag5",, "clicktag9".



A CODE EXAMPLE FOR TRANSFER OF THE CLICKTAG - FOR A SIMPLE HYPERLINK TAG

```
<html>
  <head>
  <script>
    function mytag()
    {
      window.open(clicktag,"_blank")
    }
  </script>
</head>
<body>
  <a href="#" onclick="mytag();" >
    <div id="container1" style="width: 300px; height: 250px">
    </div>
  </a>
</body>
</html>
```

HTML5 BANNERS

IMPRESSION COUNTS



OR

```
<html>
</head>
<body>
  <a href="#clicktag" id="clicktag" target="_blank">
    <div id="container1" style="width: 300px; height: 250px">
      </div>
    </a>
    <script>
      document.getElementById('clicktag').setAttribute('href', clicktag);
    </script>
  </html>
```



FOR HYPERLINKS VIA SCRIPT SUCH
AS JAVASCRIPT FUNCTION

```
function xyz()
{
  window.open(clicktag,"_blank")
}
</script>
```

HTML5 BANNERS

IMPRESSION COUNTS



FOR MULTI-CLICK TAGS

```
<html>
</head>
<body>
  <a href="#clicktag" id="clicktag" target="_blank">
    <div id="container1" style="width: 300px; height: 250px">
    </div>
  </a>
  <a href="#clicktag1" id="clicktag1" target="_blank">
    <div id="container2" style="width: 300px; height: 250px">
    </div>
  </a>
  <script>
document.getElementById('clicktag').setAttribute('href', clicktag);
document.getElementById('clicktag1').setAttribute('href', clicktag1);
  </script>
</body>
</html>
```

HTML5 BANNERS

BACKUP IMAGE / BROWSER COMPATIBILITY, GRAPHICS COMPRESSION, VIDEO



BACKUP IMAGE / BROWSER COMPATIBILITY

- If a browser should have a special feature or not support a library that is used in the advertisement, then a JPG / GIF fallback defined in the advertisement must be played.
- If the advertisement is not supported, for example, by IE 11, the agency must ensure that the fallback can be displayed with this browser. The advertisement must be tested by the creative agency on all commonly used browsers and the marketer notified about any browsers that are to be excluded.



GRAPHICS OPTIMIZATION

- Graphics are to be optimized in terms of file size. The use of PNG crushers and scalable vector graphics is recommended.



VIDEO

- Videos in HTML5 advertisements must be integrated via the tag.
- Ads with integrated videos should have a preview image (poster). The video starts as soon as it is loaded or because of user interaction on most mobile devices. Keep in mind that no click tags can be added to videos on mobile devices. The click tag must be stored outside the video viewing area. The video must be optimized in terms of quality and file size and must be streamed using a suitable server environment.
- Maximum video file size: 10 MB
- The video is to be provided in H264 / mp4 or as a VAST redirect.

HTML5 BANNERS

ANIMATIONS, DELIVERY, LEAD TIME



ANIMATIONS

- It is important to observe that animations not unnecessarily overload the client CPU. Several animations running in parallel and overlapping transparent graphics are to be avoided. CSS3 or JavaScript animations must be used with care to avoid overloading the CPU and GPU.



DELIVERY

- The HTML5 advertisement must be delivered as a .zip file containing all the elements of the advertisement, except for external libraries, videos or fonts.
- Place all the files in a single top-level folder. No folder structures of subfolders are to be used.
- An index.html file must be included as the starting point in the .zip file and all integrated scripts as well as all elements in the .zip file must have a relative link.
- As an alternative, a URL redirect can be provided. All above-mentioned requirements such as file size and the number of files apply here too.



LEAD TIME

- The lead time is at least 5 workdays.



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**SPECIFICATIONS FOR ADVERTISING ON
HORIZONT ONLINE**



ADVERTISING

HORIZONT ONLINE



FORM OF ADVERTISING	ONLINE FORMAT IN PIXELS	MOBILE FORMAT IN PIXELS	DATA TYPE	MAX. KB FOR ONLINE	MAX. KB FOR MOBILE
Billboard	940 x 250	300 x 150	GIF / JPG / PNG/ Third-Party Tags / HTML5	100	50
Billboard Pushdown	940 x 250 to 940 x 500	300 x 150	GIF / JPG / PNG	100	50
Content Banner	640 x 480 or Text Ad ¹	300 x 250 or Text Ad ¹	GIF / JPG / PNG/ Third-Party Tags / HTML5	100	50
Skyscraper right	200 x 600	320 x 480	GIF / JPG / PNG/ Third-Party Tags / HTML5	100	50
Medium Rectangle	300 x 250	300 x 250	GIF / JPG / PNG/ Third-Party Tags / HTML5	100	50
Medium Rectangle to Halfpage Ad	300 x 250 to 300 x 600	300 x 250	GIF / JPG / PNG	100	50
Poster Ad	935 x 900	320 x 365	GIF / JPG / PNG/ Third-Party Tags / HTML5	100	50
Sitebar Ad	300 x 600	320 x 480	GIF / JPG / PNG/ Third-Party Tags / HTML5	100	50
Welcome Ad	2560 x 1080	320 x 365	GIF / JPG / PNG	100	50

¹ Image max. 300x300px (Mobile: 120x120px), Text max.400 characters incl. spaces



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**SPECIFICATIONS FOR ADVERTISING
IN THE HORIZONT NEWSLETTER**



ADVERTISING

HORIZONT ONLINE

FORM OF ADVERTISING	ONLINE FORMAT IN PIXELS	DATA TYPE	MAX. KB FOR ONLINE
Billboard	630 x 250	GIF / JPG / PNG	50
Text Ad	Image Desktop: 300 x 300 Headline: max. 60 characters Text max. 300 characters including spaces	GIF / JPG / PNG	50



*120 x 120 = "News vor 9" / 620 x 349 = all other newsletters / Top Text Ad = both formats

ADVERTISEMENTS

HORIZONT NEWSLETTER

> Data type: GIF / JPG / PNG

> Maximum size: 50 KB



IF YOU WISH TO DELIVER AN ANIMATED .GIF FILE, PLEASE NOTE THE FOLLOWING

In all newsletters (not specifically HORIZONT newsletters) displayed in Outlook 2007 or 2010 it is possible that only the first frame of the .gif file is displayed.

This is due to the engine used by Microsoft based on the Word application.

Unfortunately, it is not currently possible for us to integrate helping codes into the image in order to avoid a first-frame display.



OUR RECOMMENDATION

Keep the first frame of the animated .gif file as short as possible (limit it to approx. 0.1 second or less) and present all the important information for the advertising message already in the first frame. For those using the more recent version of Outlook mentioned above the entire advertising message appears (even if only as a frame). Because of the very brief animation time of approx. 0.1 second, all other users immediately see the second frame (the first frame is scarcely or not visible at all and is completed already when launched within the newsletter mailing). At this point, the frame sequence desired plays.



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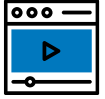
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VIDEO FORMAT SPECIFICATIONS



SPECIFICATIONS

VIDEO FORMAT

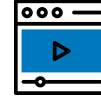


VIDEOS ON BANNERS ON HORIZONTAL ONLINE

Videos on banners can be via an HTML5 advertisement (max. 100 KB).

Ads including videos should have a preview image (poster). The video starts as soon as it is loaded or because of user interaction on most mobile devices. Ensure that no click tags can be added to videos on mobile devices. The click tag must be stored outside the video viewing area. The video must be optimized in terms of quality and file size and must be streamed using a suitable server environment.

A further option is to make the video available as an H264 / mp4 or as a VAST redirect. A maximum video file size of 10 MB applies in this case. Please note that a technical service charge is incurred for this.



VIDEOS IN SPONSORED POSTS

Videos in sponsored posts and the Content Hub can be supplied as an .mp4 file or YouTube link.

Format 16:9 / at least 1000px wide

SPECIFICATIONS

VIDEO FORMAT

BRANDED CONTENT VIDEO ADS ON LINKEDIN AND FACEBOOK

A video for branded content ads may be used as an alternative to an image.



Widths between 640 and 1920px / Height: between 360 and 1920px / Aspect ratio: 1.778 to 0.5652 (max. 100 MB for .mp4 files). Recommended duration: Three seconds to 30 minutes (Note: video ads having a duration of 15 seconds or less are especially successful.)



Videos must be provided in 4:5 portrait or 9:16 format. Most people hold their phones vertically. If this is not possible, Facebook automatically resizes the video. Recommended duration: 1 to 15 seconds (so videos can also be played in a Facebook story. Any videos longer than 15 seconds are only played in the FB feed).



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**SPECIFICATIONS FOR ADVERTISEMENTS
ON OUR SOCIAL MEDIA CHANNELS**



BRANDED CONTENT

SOCIAL MEDIA

HEADING

- 70 characters (including spaces) – up to a max. length of 200 characters is possible (on most devices texts longer than 150 characters are cut off)

OPENING TEXT

- 150 characters (including spaces) – but no longer than 600 characters is possible. (On most devices texts longer than 150 characters are cut off.)
- Target URL

IMAGE

- Maximum image size 7680 x 4320px / aspect ratio 1.91:1 (JPG, GIF or PNG, animated GIF images are converted to static GIF images when loaded)

or

VIDEO

- Widths from 640px to 1920px / Height: from 360px to 1920px / aspect ratio: 1.778 to 0.5652 (max. 100 MB for .mp4 files). Recommended duration: 3 seconds to 30 minutes (Note: video ads having a duration of 15 seconds or less are especially successful.)
- The LinkedIn page of the partner cannot be indicated
- Branded content is marked “sponsored”



BRANDED CONTENT

SOCIAL MEDIA

HEADING

- Max. 40 characters (including spaces)

OPENING TEXT

- Max. 125 characters (including spaces)
- Target URL

IMAGE

- Recommended format 1:1 (square) and at least 600 x 600px. Further formats for stories, etc. are automatically modified by Facebook. More information is available here:
<https://business.facebook.com/business/help/103816146375741?id=271710926837064>

or

VIDEO

- Videos must be provided in 4:5 portrait or 9:16 format. Most people hold their phones vertically. If these formats are not possible, Facebook automatically resizes the video. Recommended duration: 1 to 15 seconds (This allows videos to be played in a Facebook story. Any videos longer than this are only played in the FB feed).
- The Facebook page of the partner can be indicated
- Branded content is marked “sponsored”



YOUR DIRECT CONTACT

PLEASE CONTACT US IF YOU HAVE QUESTIONS OR REQUIRE FURTHER INFORMATION



DFV MEDIA & CAMPAIGN MANAGEMENT

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