

BCN - INDIVIDUAL PLATFORMS

Forms of advertising / platform	Filesize max.	bunte.de	daskochrezept.de	donna-magazin.de	elle.de	freizeitrevue.de	freundin.de	guter-rat.de
Billboard	80 KB	800x250	800x250	800x250	800x250	800x250	800x250	800x250
Big Billboard	80 KB	970x250	970x250	970x250	970x250	970x250	970x250	970x250
Fireplace	40 40 40 80 KB							
Frame Ad	80 40 40 KB	1200x250 + 160x600+160x600 u. 970x250 + 160x600+160x600				1000x90 + 160x600 + 160x600		1020x90 + 160x600 + 160x600
Full Background Ad		see on page 4f.		see on page 4f.	see on page 4f.		see on page 4f.	
Halfpage Ad	40 KB	300x600	300x600	300x600	300x600	300x600	300x600	300x600
Medium Rectangle	40 KB	300x250	300x250	300x250	300x250	300x250	300x250	300x250
Mobile Content Ad 2:1	40 KB	320x150	320x150	320x150	320x150		320x150	
Mobile Content Ad 4:1	40 KB	320x75	320x75	320x75	320x75		320x75	
Mobile Full Background Ad		see on page 4f.		see on page 4f.	see on page 4f.		see on page 4f.	
Mobile Medium Rectangle	40 KB	300x250	300x250	300x250	300x250		300x250	
Mobile Outstream	max. 10 MB	640x360 alternatively, 640x480		640x360 alternatively, 640x480	640x360 alternatively, 640x480		640x360 alternatively, 640x480	
Mobile PreRoll	max. 10 MB		640x360 alternatively, 640x480				640x360 alternatively, 640x480	
Outstream	max. 10 MB			640x360 alternatively, 640x480	640x360 alternatively, 640x480		640x360 alternatively, 640x480	
PreRoll	max. 10 MB		640x360 alternatively, 640x480				640x360 alternatively, 640x480	
Sitebar (responsive)	100 KB	300x600		300x600	300x600	300x600	300x600	300x600
Skyscraper	40 KB	160x600	160x600	160x600	160x600	160x600	160x600	160x600
Superbanner	40 KB	728x90	728x90	728x90	728x90	728x90	728x90	728x90
Wallpaper	40 40 KB	728x90 + 160x600	728x90 + 160x600			728x90 + 160x600		728x90 + 160x600

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Forms of advertising / platform	Filesize max.	harper&baazr.de	haus.de	instyle.de	lisa.de	mein-schoener-garten.de	superillu.de	wohnen-und-garten.de
Billboard	80 KB	800x250	800x250	800x250	800x250	800x250	800x250	800x250
Big Billboard	80 KB	970x250	970x250	970x250	970x250	970x250	970x250	970x250
Fireplace	40 40 40 80 KB		1040x90 + 160x600 + 160x600 + 800x250					
Frame Ad	80 40 40 KB		1040x90 + 160x600 + 160x600 +					
Full Background Ad		see on page 4f.		see on page 4f.			see on page 4f.	
Halfpage Ad	40 KB	300x600	300x600	300x600	300x600	300x600	300x600	300x600
Medium Rectangle	40 KB	300x250	300x250	300x250	300x250	300x250	300x250	300x250
Mobile Content Ad 2:1	40 KB	320x150	320x150	320x150	320x150	320x150	320x150	
Mobile Content Ad 4:1	40 KB	320x75	320x75	320x75	320x75	320x75	320x75	
Mobile Full Background Ad		see on page 4f.		see on page 4f.			see on page 4f.	
Mobile Medium Rectangle	40 KB	300x250	300x250	300x250	300x250	300x250	300x250	
Mobile Outstream	max. 10 MB			640x360 alternatively, 640x480				
Mobile PreRoll	max. 10 MB					640x360 alternatively, 640x480		
Outstream	max. 10 MB			640x360 alternatively, 640x480				
PreRoll	max. 10 MB					640x360 alternatively, 640x480		
Sitebar (responsive)	100 KB	300x600	300x600	300x600			300x600	300x600
Skyscraper	40 KB	160x600	160x600	160x600		160x600	160x600	160x600
Superbanner	40 KB	728x90	728x90	728x90	728x90	728x90	728x90	728x90
Wallpaper	40 40 KB		728x90 + 160x600					

DETAILS CONCERNING DELIVERY

Basic media advertising and redirects must be delivered at least 3 days before the campaign begins, and special ad formats at least 5 days ahead of time. Delivery must be made to the following email address: bcn.campaigning@burda.com.

Details requested in the email:

- Customer name
- Campaign name
- Booking period
- Booked page and placement
- Ad formats
- Contact person for questions

Please send 3rd-party redirects as a separate file in the attachment (text or Excel file). All redirects must be SSL-capable. Tracking by third-party providers and Viewtime measurements are permitted, but must also be SSL-capable. Only image tracking pixels are permitted, no JS pixels.

BASIC INFORMATION

We ask that you observe the following principles:

- No expanding ad formats are permitted.
- All forms of advertising must be delivered SSL-ready.
- No automatic sound playback is permitted. Sound may only play back after user interaction (mouse-over, click) and at an appropriate volume.
- We request that ads not include a Close button.
- Other standards may apply to individual forms of advertising after consultation.
- Should the delivery not comply with these specifications or arrive late or incorrectly, we cannot guarantee that the campaign will begin punctually and it may prevent the campaign from running.

FILE FORMATS

- HTML5 ads can only be delivered as redirects! In addition, we will need fall-backs in the form of JPG, GIF or PNG files.
- Redirects
- JPG/GIF/PNG
- AMEW advertising can only be delivered in doubled resolution for better rendering on retina displays. Example: a medium rectangle 600x500 is then rendered to 300x250 in the delivery (observe file size limits in the advertising).
- Video formats must be VAST or VPAID (version 2.0 of either). Hosting is available upon request. Delivery format: mp4 (H.264 Baseline), bit rate 750 KB/sec

SPECIAL FEATURES

HTML5

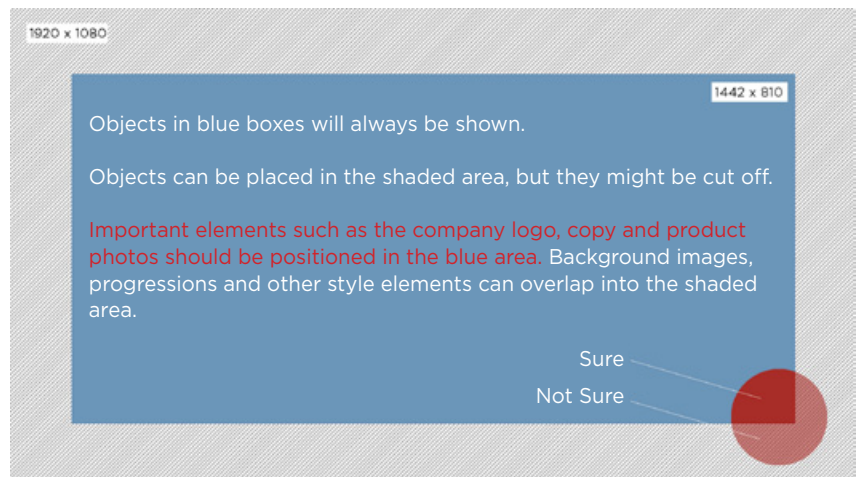
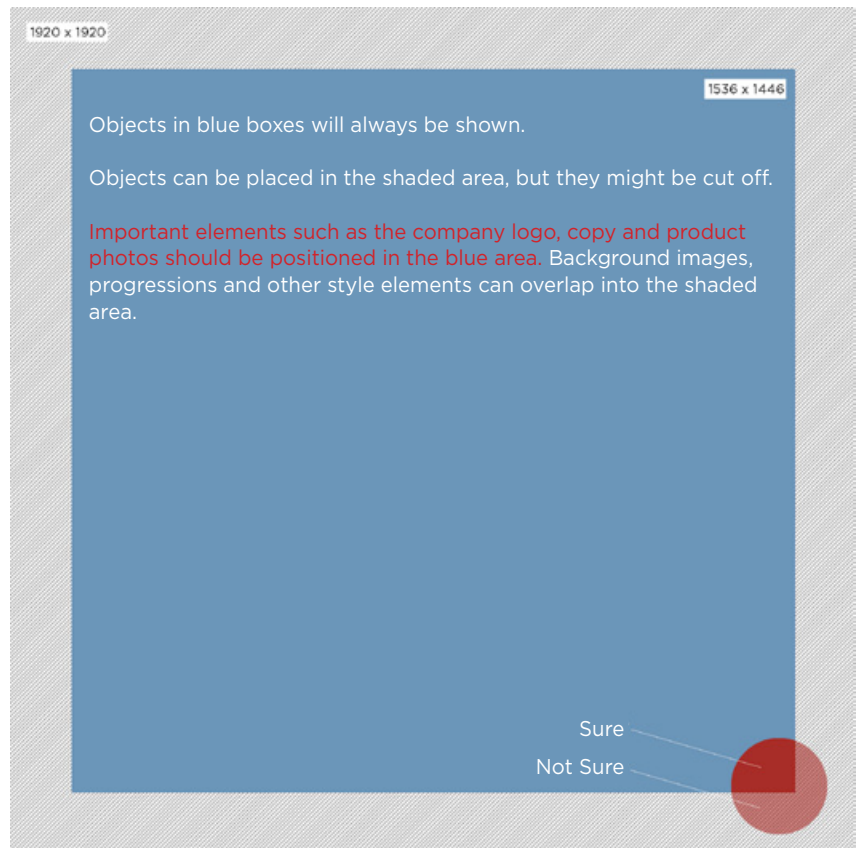
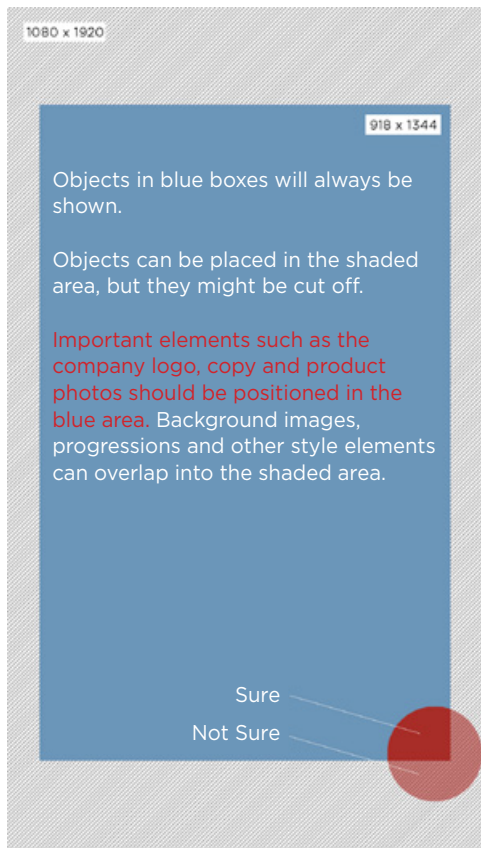
BCN only accepts HTML5 ads as redirects. No physical delivery will be accepted. HTML5 ad files may not be greater than 200 KB, regardless of whether it is a standard or special ad format. BCN advises advertisers not to use an HTML5 converter.

The creative agency should test the advertising on all typical browsers. The ad creator is responsible for browser compatibility. BCN only spot tests browser compatibility.

Redirects as <script> tags are permitted. Note that there is a greater risk of collision on the website when <script> tags are used as opposed to <iFrame> tags. This is particularly the case when HTML5 ad codes are employed improperly or carelessly. There are technical measures in iFrame such as namespaces, prefixes and capsuling to prevent such collision. BCN therefore reserves the right to demand redirects be delivered as <iFrame> tags on a case-by-case basis.

SPECIAL AD FORMATS

Full Background Ad



The full background ad is hosted through BCN. There is a flat-rate production fee of 450 euro n/n for the full background ad. This includes hosting and the technical setup of the advertising. This is provided that the delivery complies with the listed specifications (see figure above).

All images must be delivered in the following three formats: 1920x1920, 1080x1920, 1920x1080. No single image file may be greater than 300 KB. The image data must be delivered in high resolution and as a JPG file. Should a video (818x460 px, mp4/mov, max. 200 MB) also be used, it must have one of the following alignments: Center/Top, Center/Bottom or Center/Center. The alignment between the video and the image must be the same for all three formats.

Dynamic Sitebar:

A Dynamic Sitebar can only be delivered as a redirect. This ad format adjusts dynamically to the entire available advertising space. To ensure the best display within the available space, we recommend not setting a fixed aspect ratio between height and width. The Dynamic Sitebar will automatically scale down to 1x1 pixel, depending on the resolution. We recommend optimising the ad content to a starting size of 300x600 pixels.