

BCN -AD FORMAT SPECIFICATIONS

Website Ad Format	max. file size	bunte.de	burdastyle.de	daskochrezept.de	einfachbacken.de	elle.de	foodboom.de	freizeitrevue.de	focus-arztsuche.de	freundin.de	harpersbazaar.de	haus.de	instyle.de	lisa.de	mein-schoenes-land.de	meine-familie-und-ich.de	mein-schoener-garten.de	slowlyveggie.de	superllu.de
Ad Bundle	200 KB	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250	-	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250	-	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250	728x90 +160x600 +300x250
Billboard	200 KB	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	-	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250	800x250 or 970x250
Cube Ad (Mobile)	80 KB per Image	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	-	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250	320x250 or 300x250
Fireplace (Depending on screen resolution)	200 KB	1200x250 + 160x600 + 160x600 u. 980x250 + 160x600 + 160x600	-	-	-	-	-	-	-	-	-	1040x250 + 160x600 + 160x600	-	-	-	-	-	-	-
Understitial Ad	-	see page 4	-	-	-	see page 4	-	-	-	see page 4	see page 4	-	see page 4	-	-	-	-	-	-
Halfpage Ad	200 KB	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	-	300x600	300x600	300x600	300x600	300x600
Hero Ad (Desktop and Mobile)	Video max. 100 MB	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	-	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450	1000x450 or 320x450
Medium Rectangle	200 KB Mobile 80kb	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	-	300x250	300x250	300x250	300x250	300x250
Outstream	max. 20 MB	-	-	1280 x 720 (16:9)	-	1280 x 720 (16:9)	-	-	-	1280 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	-	-	-	1280 x 720 (16:9)	-	-
Premium Ad Bundle	200 KB	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x600	-	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x601	800x250 or. 970x250 + 300x602	800x250 or. 970x250 + 300x603	-	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x603	800x250 or. 970x250 + 300x600	800x250 or. 970x250 + 300x600
PreRoll	max. 10 MB	-	-	640x360 or 640x480	-	-	-	-	-	640x360 or 640x480	-	-	-	-	-	-	640x360 or 640x480	-	640x360 or 640x480

Sitebar	200 KB	300x600	300x600	300x600	300x600	300x600	-	300x600	300x600	300x600	300x600	300x600	300x600	-	300x600	300x600	300x600	300x600	300x600
Skyscraper	200 KB	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	-	160x600	160x600	160x600	160x600	160x600
Superbanner	200 KB	728x90	728x90	728x90	728x90	728x90	728x90	728x90	-	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90
Wallpaper	200 KB	728x90 + 160x600	-	728x90 +160x600	-	-	-	728x90 +160x600	-	-	-	728x90 +160x600	-	-	-	-	-	-	-
Social Cards	-	300x250	-	300x250	-	300x250	-	-	-	300x250	300x250	-	300x250	-	-	-	-	-	-
Mobile Content Ad 2:1	80 KB	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150	320x150 or 300x150
Mobile Content Ad 4:1	80 KB	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75	320x75 or 300x75
Mobile Understitial Ad	-	siehe Seite 4	-	-	-	siehe Seite 4	-	-	-	siehe Seite 4	siehe Seite 4	-	siehe Seite 4	-	-	-	-	-	-
Mobile Medium Rectangle	80 KB	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	-	300x250	300x250	300x250	300x250	300x250
Mobile Outstream	max. 3 MB	1280 x 720 (16:9)	-	1280 x 720 (16:9)	-	1280 x 720 (16:9)	-	-	-	1280 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	-	-	-	1280 x 720 (16:9)	-	-
Mobile PreRoll	max. 10 MB	-	-	640x360 or. 640x480	-	-	-	-	-	640x360 or. 640x480	-	-	-	-	-	-	640x360 or. 640x480	-	640x360 or. 640x480
Facebook Instant Articals	80 KB	-	-	-	-	300x250	-	-	-	300x250	300x250	-	300x250	-	-	-	-	-	-
Ad Bundle multiscreen	200 bzw. 80 KB	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	-	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	-	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75	728x90 + 160x600 + 300x250 + 320x75
Premium Ad Bundle multiscreen	200 bzw. 80 KB	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	-	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	-	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150	970x250 + 300x600 + 300x250 + 320x150

BCN - Technical Specifications

CREATIVE DELIVERY

Please make sure to deliver all informations and creatives needed, 3 days prior to start of the campaign. For special ad formats the timeframe is 5 days.

Please send the following informations to this e-mail address: bcn.campaigning@burda.com

- Advertiser Name
- Campaign Name
- Booking period
- Booked pages or placement
- Ad formats
- Contact person

Please send 3rd party redirects in a separate file as an attachment. All ad material provided has to be SSL-encrypted.

Third-party tracking and viewtime measurements are allowed but have to be SSL-encrypted. We allow tracking pixel and click counters but no JS pixel.

BASIC INFORMORMATION

- Please provide HTML5 formats as redirects and send us additional fallbacks as images (JPEG, GIF or PNG)
- All formats have to be SSL-encrypted
- We do not support expandable ad formats
- Autoplay is not accepted in any case. There has to be an user interaction for example a mouse-over click to play the sound off the video.
- Please be aware that we don't accept ads with a close button
- BCN uses a frequency capping for every campaign.

FILE FORMATS

Mobile Banner

- To ensure a better visual quality for mobile banners, we suggest to deliver the double size of the banner. For example 600x500px for a Medium Rectangle instead of 300x250

Video:

PreRoll:

Format: mp4 (H.264 Baseline), Bitrate 750 KB/sec.

Max. file size: 10 MB

Tags: VAST or VPAID (Version 2.0)

Max. length of spot: max. 30 s

PreRolls are non-skippable.

Outstream/Inread Desktop:

Format: mp4, avi, mov

Max. file size: 20 MB

Tags: 1x1, VAST 2.0, VAST 3.0, VPAID 2.0

Max. length of spot: max. 30 s

FPS: 24

Outstream/Inread Smartphone/Tablet:

Format: mp4, mpeg

Max. file size: 3 MB

Tags: 1x1, VAST 3.0, VPAID 2.0

Max. length of spot: max. 15 s

FPS: 24

Outstream formats are delivered in autoplay without any sound. The sound can be activated via mouseover in desktop or by activating the mute button on mobile.

Hero Ad:

Format: mp4, mov as h264 Codec

Max. file size: 100 MB

Max. length of spot: max. 30 s

The video has to have at least 1280x720 Pixel.

BESONDERHEITEN

HTML5

BCN accepts HTML5 formats only as a redirect including a max. file size of 200 KB. Please make sure to test every creative in all common browsers before sending them to us.

The creator of the ad is responsible for browser compatibility. We don't recommend using a HTML5 converter.

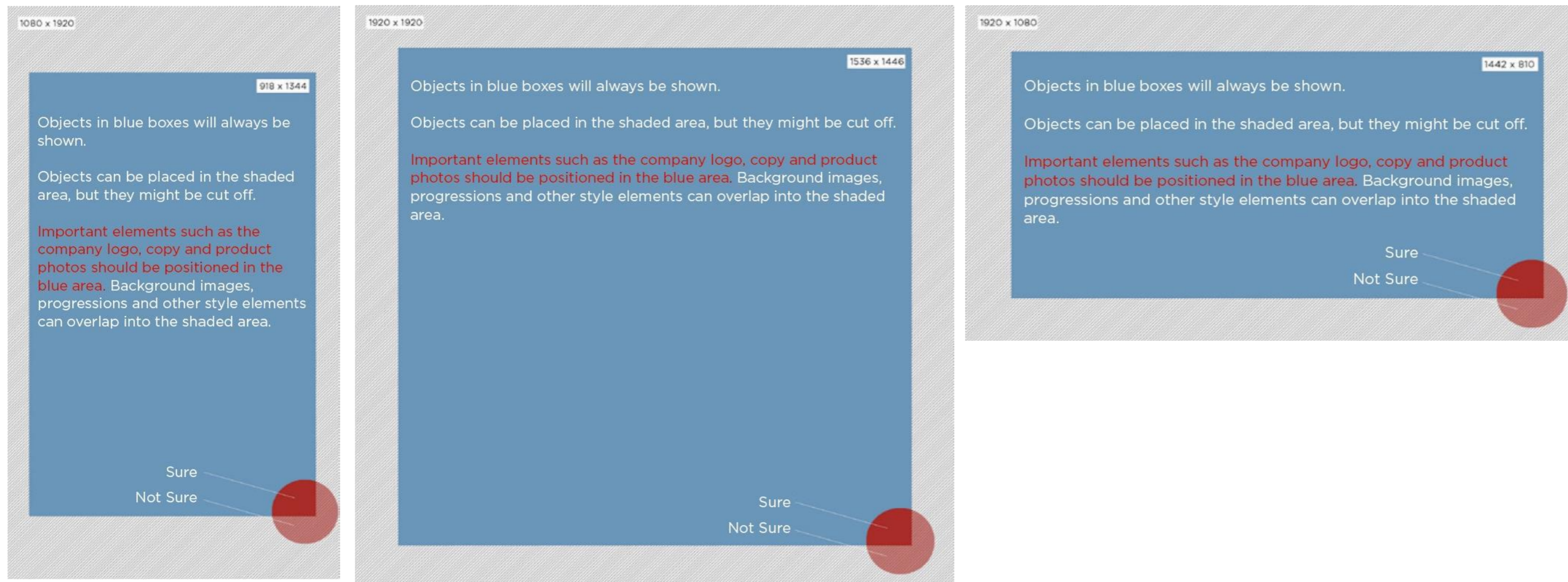
Please make sure to follow the guidelines of BVDW and IAB before sending the creatives to us.

We allow redirects as <script> tags. If you use script tags, note that there is a higher risk of collision on the website as if you use <iFrame> tags. This is particularly the case when HTML5 codes are not properly implemented.

You can prevent that kind of problem by using procedures such as namespaces, prefixes and Iframe enclosure. BCN therefore prefers and demands redirects to be delivered as <iFrame> tags.

SPECIAL Ad Formats

Understitial Ad:



The hosting of the understitial ad is guaranteed by BCN.

We will need 3 different formats for every creative: 1920x1920, 1080x1920, 1920x1080. Please ensure to not exceed 300 KB file size per image.

Please send us every image in high resolution and additionally as a JPG.

If you want to implement a video (818x460px, mp4/mov, max. 200 MB), make sure that it has the following alignment: Center/Top, Center/Bottom or Center/Center.

The alignment of the video on the creative has to be the same for all 3 formats.

Dynamic Sitebar:

The Dynamic Sitebar can only be accepted as a redirect. This ad format adjusts dynamically to the entire available space on the side of the website.

The sitebar will be reduced to 1x1 pixel depending on the screen resolution. We suggest to optimise the ad size to 300x600 pixels.

Fireplace:

The fireplace is delivered starting from a screen width/height of ≥ 1625 px.

Hero Ad:

The video has to have a min. size of 1280x720px.

We will compress the file size of the video, to optimise loading times.

According to the realisation of the ad, we reserve the right to exclude the Internet Explorer 11 browser as it can lead to a display error.

Polite Download:

Polite loading is a process by which a lighter file is initially loaded while the content page is load. Polite downloading is generally used for Flash ad files exceeding 40 ko.

It is used to load and display additional flash content after the host page has finished loading.