

BCN -TECHNICAL SPECIFICATIONS DIGITAL

platform forms of advertising	Filesize max.	backenmachtluecklich.de	bunte.de	burdastyle.de	daskochrezept.de	eat-this.org	elle.de	foodboom.de	freizeitrevue.de	freundin.de	guter-rat.de	harpersbazaar.de	haus.de	instyle.de	lisa.de	mein-schoener-garten.de	superllu.de	wir-essen-gesund.de
Ad Bundle	40 40 40 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	80 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
Fireplace	40 40 40 80 KB	-	-	-	-	-	-	-	-	-	-	-	1040x90+ 160x600+ 160x600+ 800x250	-	-	-	-	-
Frame Ad	80 40 40 KB	-	1200x250 + 160x600+ 160x600 & 970x250 + 160x600+ 160x600	-	-	-	-	-	1000x90 + 160x600 + 160x600	-	1020x90 + 160x600 + 160x600	-	1040x250+ 300x600+ 300x600	-	-	-	-	-
Full Background Ad	-	-	Page 4	-	-	-	Page 4	-	-	Page 4	-	Page 4	-	Page 4	-	-	Page 4	-
Halfpage Ad	80 KB	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600
Medium Rectangle	40 KB	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	80 80 KB	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600	970x250 + 300x600
PreRoll	max. 10 MB	-	-	-	640x360 or 640x480	-	-	-	-	640x360 or 640x480	-	-	-	-	-	640x360 or 640x480	-	-
Sitebar (responsive)	100 KB	-	300x600	300x600	-	-	300x600	-	300x600	300x600	300x600	300x600	300x600	300x600	-	-	300x600	-
Skyscraper	40 KB	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	160x600	-	160x600	160x600	160x600

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Superbanner	40 KB	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90	728x90
Wallpaper	40 40 KB	-	728x90 + 160x600	-	728x90 + 160x600	-	-	-	728x90 + 160x600	-	728x90 + 160x600	-	728x90 + 160x600	-	-	-	-	-
Mobile Content Ad 2:1	40 KB	320x150	320x150	320x150	320x150	320x150	320x150	320x150	-	320x150	-	320x150	320x150	320x150	320x150	320x150	320x150	320x150
Mobile Content Ad 4:1	40 KB	320x75	320x75	320x75	320x75	320x75	320x75	320x75	-	320x75	-	320x75	320x75	320x75	320x75	320x75	320x75	320x75
Mobile Full Background Ad	-	-	Page 4	-	-	-	Page 4	-	-	Page 4	-	Page 4	-	Page 4	-	-	Page 4	-
Mobile Halfpage Ad	80 KB	300x600	300x600	300x600	300x600	300x600	300x600	300x600	-	300x600	-	300x600	300x600	300x600	300x600	300x600	300x600	300x600
Mobile Medium Rectangle	40 KB	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	-	-
Facebook Instant Articals	40 KB	-	-	-	-	-	-	-	-	-	-	-	-	300x250	-	-	-	-
Ad Bundle multiscreen	40 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
Premium Ad Bundle multiscreen	80 bzw. 40 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

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DETAILS CONCERNING DELIVERY

Advertising materials 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:

- Customer name
- Campaign name
- Booking period
- Booked website 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,

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 playback after user interaction (mouse, click) and at an appropriate volume.
- We request that ads do 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 fallbacks in the form of JPG, GIF or PNG files.
- Redirects
- JPG/GIF/PNG
- All MEW ads 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. Max. 30" are played as an advertising video. Outstream applies: autoplay, no Sound. The sound is activated on desktop with mouseover and on mobile with a mute-button-option. PreRolls are non-skippable.
- Video:

PreRoll:

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

Max. filesize: 10 MB

Tags: VAST (Version 2.0) or VPAID (Version 2.0)

Video duration: max. 30 sec.

PreRolls are non-skippable.

Outstream/Inread Desktop:

Format: mp4, avi, mov

Max. filesize: 20 MB

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

Video duration: max. 30 sec.

FPS: 24

For outstream applies: autoplay, no sound. The sound is activated on desktop with mouseover and on mobile with a mute-button-option.

Reporting benchmark are videostarts.

Outstream/Inread Smartphone/Tablet:

Format: mp4, mpeg

Max. filesize: 3 MB

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

Video duration: max. 15 sec.

FPS: 24

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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.

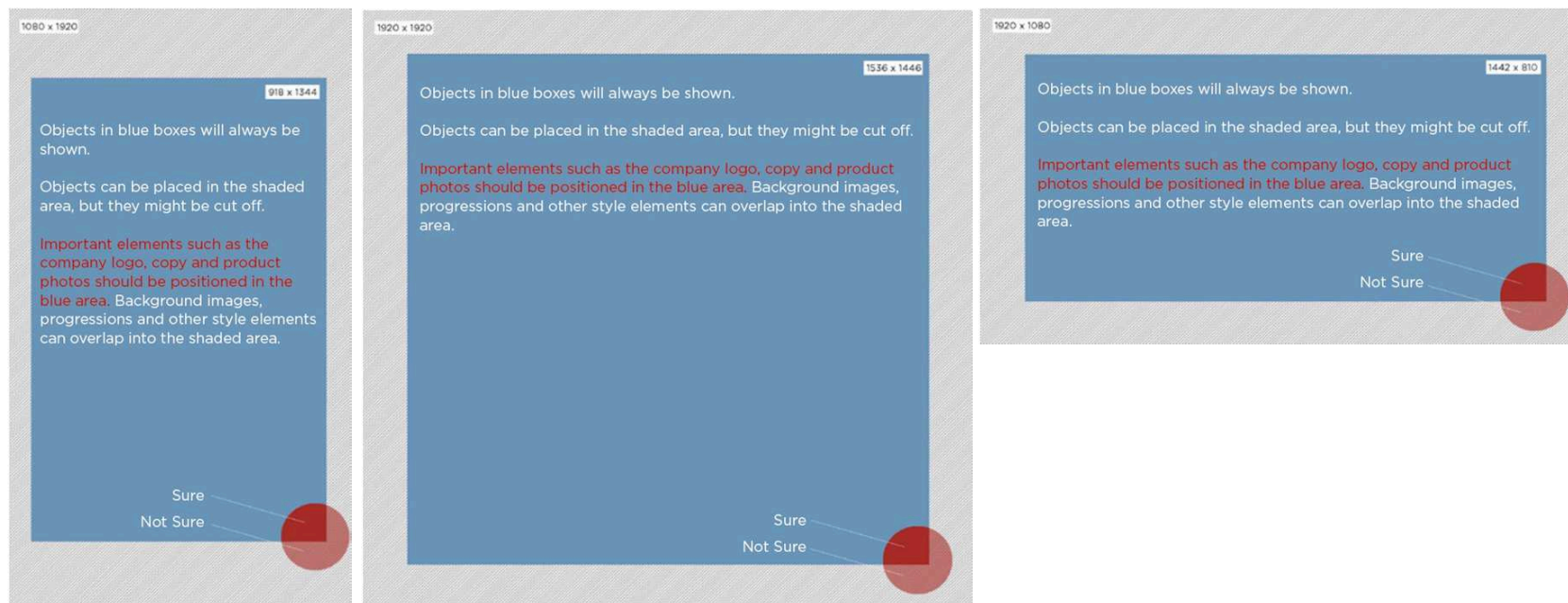
Redirects as <script> tags are permitted. Note that there is a greater risk of collision on the website when <script> tags are used as opposed to <iFrame> tags.

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 ad.

Delivery requires images according to 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 bigger 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.