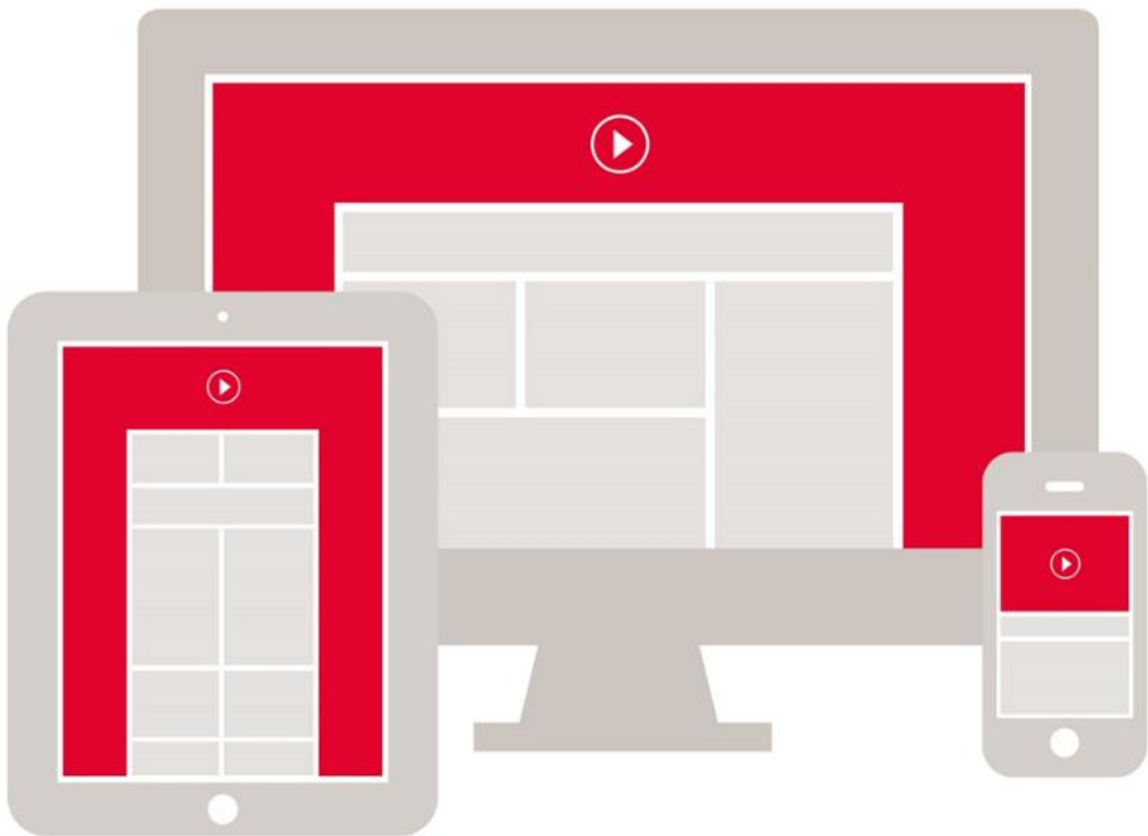


SPECIFICATIONS

# MULTI SCREEN

# FIREPLACE



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### 1. Fact Sheet

The perfect setting for your advertising message. The Fireplace attracts a great deal of attention.

This large-format ad, consisting of a dynamic Super Banner or Billboard in the immediate line of sight of users and dynamic sitebars with a “sticky” effect, offers space for impressive creative designs and thus guarantees maximum attention in the directly visible area.




On mobile devices, the Fireplace is complemented by a Mobile Medium Rectangle, ensuring optimal visibility even on the go.

If you have any questions, please contact:

E-Mail: [ads@united-internet-media.de](mailto:ads@united-internet-media.de)

Last update: April 2026

## 2. Data sheet

Screen <sup>(1)</sup>	Ad type	Measurements	File size Initialload <sup>(2)</sup>	File size Subload <sup>(2)</sup>	File format
	Sitebar <sup>(5)</sup>	100 % dynamically scalable			JPG, PNG <sup>(3)</sup> HTML5 <sup>(4)</sup>
	[Variant 1] Dynamic Billboard	Width: scaling from min. 690 to 1680 px, Height: 250 px	added: 400 kB	added: 800 kB	JPG, PNG <sup>(3)</sup> HTML5 <sup>(4)</sup>
	[Variant 2] Super Banner	Width: scaling from min. 690 to 1680 px, Height: 90 px			JPG, PNG <sup>(3)</sup> HTML5 <sup>(4)</sup>
	Mobile Medium Rectangle	300 x 250 px	50 kB	100 kB	JPG, PNG <sup>(3)</sup> HTML5 <sup>(4)</sup>

<sup>(1)</sup> Either the mobile or desktop view of our portals will be displayed on tablets depending on the user agent. The following criteria will determine the type of display: screen size, operating system, version, browser, browser version, portrait or landscape display, and its environment.

<sup>(2)</sup> The specified file size also includes all resources transmitted via the Internet along with the advertising material (e.g., tracking scripts).

Please refer to the additional information in section 7.5.





<sup>(3)</sup> Animated GIF files are available upon request

<sup>(4)</sup> We hereby refer you to the OVK HTML5 guidelines. For more information on the guidelines, please visit:  
<https://www.united-internet-media.de/en/downloadcenter/specifications/>

When integrating video elements, please refer to the additional information in section 6.

<sup>(5)</sup> The Sitebar is an advertising format that dynamically adapts to the entire available advertising space. A fixed size or aspect ratio is not required. For standard display sizes, the available width ranges from a minimum of 130 to approximately 300 pixels. We recommend optimizing the ad content accordingly.

### 3. Submission Details

- 3.1. One of the two options listed in section 2 must be provided.
- 3.2. The ad or redirects must be submitted at least **3 working days** before the start of the campaign. If the files are not sent on time, United Internet Media cannot guarantee that the campaign will start as scheduled, or that the ads will be integrated without any errors.
- 3.3. All ads must correspond to our defined specifications. Elements that do not comply with these specifications will not be used, and United Internet Media will not correct or install them.
- 3.4. All ad formats are subjected to an internal check.
- 3.5. Advertising label:
  -  : The advertising material must be clearly recognizable as advertising and may only imitate or copy content on the pages after consultation with United Internet Media. If necessary, it must be labeled, for example with the words „Advertisement“ or „Ad“.
  -  : To make it clear to the user that this is an advertisement and not editorial content, a label is required. -w- in one of the four corners, high-contrast text color, sans-serif font, min. 9 pt.

### 4. Display Details

- 4.1. Our pages use a responsive layout and adjust to the width of the browser window. This may affect how the images in the advertising material are displayed.
- 4.2. Advertising content is always displayed in an unfriendly IFrame on the portals marketed by United Internet Media. Therefore, it is not possible to modify the page or its content.
- 4.3. Advertising features (e.g., sticky ads) are provided by United Internet Media. For advertising functions (e.g., expandable ads), coordination with United Internet Media is required.
- 4.4. United Internet Media reserves the right to approve each design on a case-by-case basis. Advertising materials that provoke excessive negative reactions or significantly impair the use of the website may be rejected.
- 4.5. Advertising materials must be reviewed in advance to ensure compliance with laws and regulations regarding the protection of minors. United Internet Media reserves the right to restrict access to or the airtime of the advertising material in accordance with the applicable age restrictions, or to reject the ad entirely.
- 4.6. United Internet Media reserves the right to set and apply frequency capping for the delivery of advertising materials.
- 4.7. Cross-device and cross-browser compatibility is the customer's responsibility.

### 5. Ad Serving / Tracking

- 5.1. Third-party tags can be submitted.
- 5.2. External tracking pixels may be integrated to count clicks and impressions. These must be unattached from the corresponding destination URLs and also allow for clicks to be tracked by United Internet Media.

- 5.3. Any measurements of view time/visibility or the use of other advanced tracking methods involving the use of scripts must be disclosed to and approved by United Internet Media in advance. The use of advanced tracking methods must not interfere with United Internet Media's review of the advertising material. United Internet Media reserves the right to reject this type of tracking.
- 5.4. All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF) and must be able to respond to its signalling. Please note the "TCF Notes" (<https://www.united-internet-media.de/en/downloadcenter/specifications/>).
- 5.5. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.

## 6. Video (Physical or 3rd-party-tag)

- 6.1. The video must be at least 5 seconds and no longer than 30 seconds. We recommend a length of 15 seconds.
- 6.2. The total file size of the video, including any additional ad components (such as graphics or tracking code), must not exceed 4 MB, as ads larger than this file size will not display correctly in the Chrome web browser.
- 6.3. Unless the United Internet Media video player is used, the user must be able to pause the video at any time. Similarly, the sound and the looping of the ad must be disabled by default.
- 6.4. Automatic looping of the commercial is not permitted.
- 6.5. Please refer to the additional information in the United Internet Media Video Specifications. (<https://www.united-internet-media.de/en/downloadcenter/specifications/>)

## 7. Technical Requirements

- 7.1. Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3<sup>rd</sup> party redirects (tracking pixels).
- 7.2. Advertising materials should not significantly affect the CPU load and thus the performance of the website on an average end-user device. United Internet Media reserves the right to reject advertising materials that interfere with the website's functionality. Reasons for such interference or disruption: excessive or improper use of JavaScript or other web animation features.
- 7.3. All clickable areas must be clearly identifiable as such.
- 7.4. Click tracking on the publisher's side must be ensured for all clickable areas. The "click tag" transfer is the standard method for passing the redirect to the publisher's click tracking system. Please refer to the "OVK Guidelines" (<https://www.united-internet-media.de/en/downloadcenter/specifications/>) regarding this matter.

### 7.5. Initial- / Subload

- Loading of the ad content is initially limited to the first portion.
- Once the initial load is complete, it must be ensured that the advertiser's ad is displayed on the ad space.
- For complex creations where the allowed file size (initial load) is insufficient, additional content can be loaded up to the specified limit (subload).
- The specified file size includes all resources transmitted via the Internet along with the advertising material (e.g., tracking scripts).
- When delivering via a third-party redirect, the above requirements must also be met.
  
- Please also refer to the "OVK Specifications" in this regard (<https://www.united-internet-media.de/en/downloadcenter/specifications/>)

## 8. General United Internet Media Requirements

The General Terms and Conditions <https://www.united-internet-media.de/en/general-terms-and-conditions/> and General Advertising Guidelines <https://www.united-internet-media.de/en/downloadcenter/general-guidelines/> are applicable here. Any violations of the points listed above or applicable law will automatically lead to the advertisement being declined.

## 9. The Environmental Sustainability of Online Advertising

To reduce CO2 emissions in the delivery of digital advertising, we as publishers are pursuing various approaches as part of our sustainability strategy. This includes measures related to energy efficiency in server usage and optimizations of our advertising technology.

Advertisers also have the opportunity to directly influence the electricity consumption—and thus the CO2 emissions—of their digital advertising campaigns. In our "Recommendations for More Sustainable Promotional Materials," we outline various measures that can help reduce emissions during the production of promotional materials.

<https://www.united-internet-media.de/en/downloadcenter/sustainability/>

# Any questions?

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If you have any questions, please contact our team:

### **Media Campaign Management**

✉ E-Mail: [ads@united-internet-media.de](mailto:ads@united-internet-media.de)