SPECIFICATIONS

MULTI SCREEN

UNDERSTITIAL
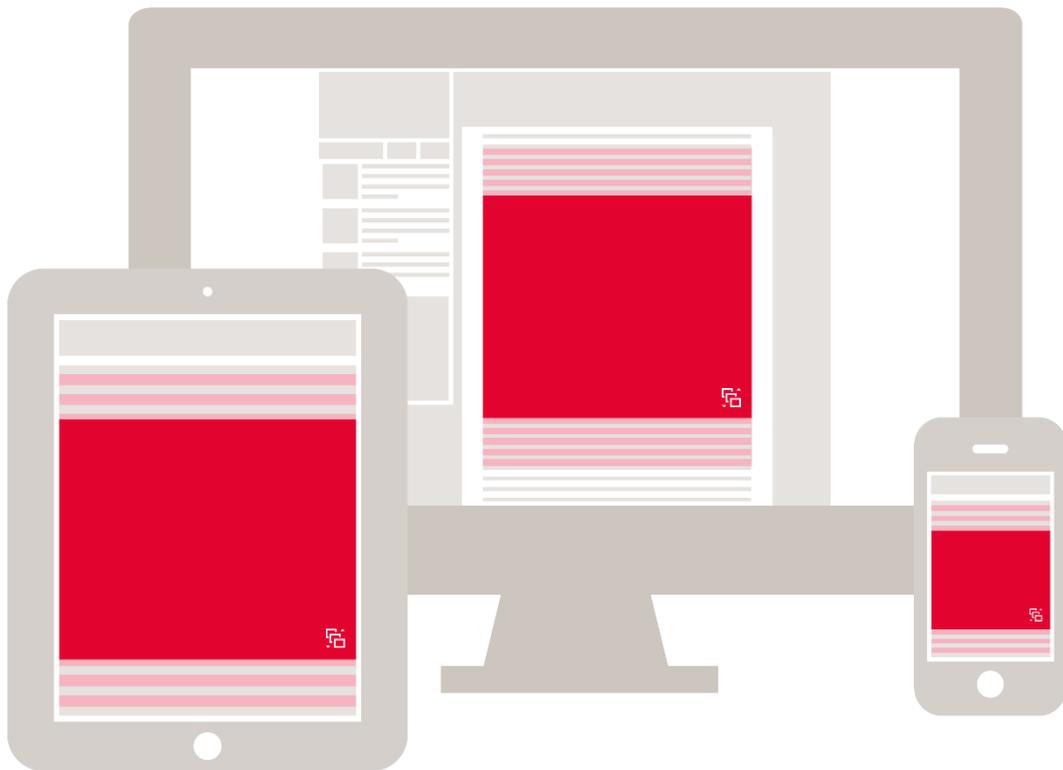

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Table of Contents

1. Fact Sheet

The Multi Screen Understitial is an eye-catching and responsive branding format, which hardly causes reactance in the users' behavior due to its native embedding below the content. Still, it is highly visible through the formats' location directly at the Point of Interest. Good conditions for the perception of your advertising message!

The user releases the advertising material gradually in a natural way while scrolling.

If you have any questions, please contact:
E-Mail: ads@united-internet-media.de

Last update: 01.09.2020

2. Data Sheet

Screen[1]	Ad type	Measurements	File size	File format
	Understitial[2]	640 x 960 px [3]	100 kB	Image, HTML[4]

[1] 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.

[2] Responsive format, which dynamically adapts according to viewport. It adapts dynamically to the available content width and automatically scales the height of the ad.

[3] Optional also in the size 300 x 600 pixels possible.

[4] We refer to the United Internet Media Video Specifications here. For more information, please see:
https://www.united-internet-media.de/en/downloadcenter/specifications/

3. 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.

4. Submission Details

4.1.   The delivery of the advertising material components (see point 2 data sheet) to United Internet Media can only be carried out physically.

4.2.   The technical implementation is carried out by our service provider YOC Germany and its template (other providers on request or see point 4.7.)

4.3.   The ad or redirects must be submitted at least **5 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.

4.4.   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.

4.5.   All ad formats are subjected to an internal check.

4.6.   The ad identification takes over the service provider (see point 4.2.).

4.7.   An alternative delivery of the ad is possible via flashtalking. Please note the following directions:

■   The requirements of the ad material differs from the data mentioned in point 2. Information is available upon request via your contact at United Internet Media.

■   The commissioning of Flashtalking is the responsibility of the client / the agency. The same applies to takeover, associated potential extra costs.

5. Display Details

5.1.   Ads are always displayed in non-friendly iframes on portals operated by United Internet Media. Modifications may not be made to specific sites. United Internet Media does not specify any use of web development libraries.

5.2.   Ad features (e.g. sticky, expanding, collapse, etc.) or permanent components of a specific type of ad (close button, interstitial, etc.) will be provided by United Internet Media and may not be implemented in the advertisement already. In addition, the ads may not interact with the page in any way.

5.3.   United Internet Media reserves the right to approve each individual motif. Advertisements that evoke extremely strong responses or impact the use of the site too dramatically may be rejected.

5.4.   All ads have to be reviewed in advance to ensure that they comply with all guidelines and regulations governing the protection of minors. United Internet Media reserves the right to limit access/display time for the advertisement in line with any age restrictions, or reject the motif entirely.

5.5. United Internet Media reserves the right to determine and enforce frequency capping when it comes to the number of times an ad is displayed.

6. Ad Serving / Tracking

6.1. 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.

6.2. It is necessary to notify United Internet Media in advance and coordinate the intended use of view time/visibility measurements or other expanded tracking methods featuring scripts. United Internet Media reserves the right to reject this type of tracking.

6.3. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.

6.4. All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and must be able to respond to its signalling. Please note the "TCF 2.0 Notes" (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 3rd party redirects (tracking pixels).

7.2. The ads should not noticeably impact the CPU usage or site performance on an average device. United Internet Media reserves the right to reject ads that impact site functionality. Reasons for negatively impacting/disrupting site performance: excessive or incorrect use of JavaScript or other web animation functions.

7.3. If the ad contains transparent sections that overlap the page, any content below these layers must still be clickable. In this case, United Internet Media reserves the right to request a mandatory semi-transparent background, or reject the ad. United Internet Media also reserves the right to exclude individual browsers from the display.

7.4. It is necessary to define buttons for all clickable areas. The uniform standard to deliver the redirect to the marketer's click tracker is the "click tag". Please take note of our „OVK Guidelines" (https://www.united-internet-media.de/en/downloadcenter/general-guidelines/)

Any questions?

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If you have any questions, please contact our team:

Media Campaign Management

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