

SPECIFICATIONS

MULTI SCREEN

MILLIONENKLICK



Table of Contents

1. Fact Sheet	2
2. Data Sheet	3
3. General United Internet Media Requirements	3
4. Submission Details	3
5. Display Details	3
6. Ad Serving / Tracking	4
7. Technical Requirements	4

1. Fact Sheet


The MillionenKlick of WEB.DE and GMX is the first German free lottery on the internet. Tens of thousands of registered "MillionenKlicker" are playing daily and have the chance to win 1 million euros. Based on the traditional Wednesday and Saturday lottery, the player also has the opportunity to guess six numbers from a series of 49 at WEB.DE / GMX. With the right typed Super Number the jackpot can be won!

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 (pixels)	File size (kB)	File format
	Half Rectangle	300 x 120	40	Image

⁽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.

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 ad or redirects must be submitted at least **three 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.
- 4.2.** 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.
- 4.3.** All ads are subjected to an internal check.

5. Display Details

- 5.1.** For the participation in the MillionenKlick, the following eligibility and participation rights apply <https://agb-server.web.de/millionenklick> or <https://agb-server.gmx.net/millionenklick>.
- 5.2.** Every user over the age of 18, has the opportunity once a day to take part in MillionenKlick on WEB.DE and GMX.NET. Therefore, each ad will be displayed usually maximum once a day per user.
- 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

Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3rd party redirects (tracking pixels).

Any questions?

United Internet Media GmbH

Karlsruhe

Brauerstrasse 48

76135 Karlsruhe, Germany

Munich

Sapporobogen 6-8

80637 Munich, Germany

info@united-internet-media.de

www.united-internet-media.de

If you have any questions, please contact our team:

Media Campaign Management

✉ E-Mail: ads@united-internet-media.de

