

SPECIFICATIONS

# MULTI SCREEN EVENT

## CINEMATIC WALL



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### 1. Fact Sheet

The Multi Screen Cinematic Wall Event is initially placed with a video element behind the homepage content. The "screen" impresses with a sticky effect of both side edges when scrolling and with the highlight – the advertising space expanding to full screen video with a click. From the full screen mode, the advertising material can be clicked back to the standard display.



On small screen the Multi Screen Event is completed by the Mobile WEB.Buster.

If you have any questions, please contact:

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

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## 2. Data Sheet

Screen <sup>(1)</sup>	Ad type	Measurements	File size Initial load <sup>(2)</sup>	File size Subload <sup>(2)</sup>	File format
	Cinematic Wall <sup>(7)</sup>	100 % dynamically scalable in height and width	400 kB	800 kB	Video <sup>(4)</sup> , HTML <sup>(5)</sup>
	Video graphic	1280 x 720 px	100 kB		Image <sup>(3)</sup>
	Super Banner Fallback <sup>(6)</sup>	690 / 1020 / 1350 x 90 px	50 kB	-	Image <sup>(3)</sup>
	Skyscraper Fallback <sup>(6)</sup>	120 x 600 px	50 kB	-	Image <sup>(3)</sup>
	Sitebar Fallback <sup>(6)</sup>	160 x 600 px	100 kB	-	Image <sup>(3)</sup>
	[Optional] Fallback Background colouring				
	Mobile WEB.Buster	300 x 250 px	50 kB	100 kB	Image <sup>(3)</sup> , Video <sup>(4)</sup> , HTML <sup>(5)</sup>
	Mobile WEB.Buster Fallback <sup>(6)</sup>	300 x 250 px	50 kB		Image <sup>(3)</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> Please consider further information under article 8.5.

<sup>(3)</sup> All major image formats are permitted: animated GIF files are available upon request.

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

<sup>(5)</sup> We refer to the OVK guidelines for HTML5. For more information on these guidelines, please see: <https://www.united-internet-media.de/en/downloadcenter/specifications/>

<sup>(6)</sup> Our standard fallback solution is static images. Please consider further information under article 4.7.

<sup>(7)</sup> The Cinematic Wall dynamically adapts to the entire browser window. The ad media/video requires each a button in the upper right corner with the functions Sound on/off and Expand/Collapse. In the initial display of the Cinematic Wall, the sound is muted; when expanding, it starts automatically. When returning to the initial display, the Cinematic Wall is muted again. Please consider further information under article 4.8.

### 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 **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.
- 4.2. A maximum of three motives can be used. United Internet Media needs to be informed about the number of motives upfront. If there is more than one motive being used, the effort for our Quality Insurance is increased and the lead time for delivery extends to **2 additional workdays**.
- 4.3. All elements need to be conform to the specifications. Elements that are not conform to the specifications, are not going to be used and are not being rectified by United Internet Media.
- 4.4. Events are subject to an intern multi-part review / quality assurance.
- 4.5. When using redirects, every motive – for testing purposes – needs to be available as an individual, separate iframe.
- 4.6. A swap of the ad or motive during the campaign period is not allowed.
- 4.7. In order to ensure the proper functionality of the portals as well as the correct advertising display, the delivery of the following separated fallback elements is always required:
  - Fallback graphics (image format) as physical file
  - Tracking (tracking pixels | click URL) and landing page
- 4.8. For submission as HTML advertising medium or as 3rd party redirect, the transmission of the Expand/Collapse function must be included as follows:

- HTML5 advertising medium:

```
<script>
  // Expand - bring video to the front
  parent.postMessage('expandAd', '*');

  // Collapse - move video to the background
  parent.postMessage('contractAd', '*');
</script>
```

- 3<sup>rd</sup> party redirect:

```
<script>
  // Expand - bring video to the front
  triggerCinematicWall('expandAd');

  // Collapse - move video to the background
  triggerCinematicWall('contractAd');
</script>
```

**4.9.** A variety of different click tags can be incorporated into the creative. Therefore, United Internet Media needs exact information, which click tag is assigned to which element of the ad.

**4.10.** The ad design should be considered against the specific United Internet Media criteria, for example:

■ **Consistency:**

No depiction of incoherent, independent products.

Permitted are background – elements, which are in correlation to the product or the advertised brand.

■ **Side Area:**

A maximum of 4 elements (products and emblem) may be used in the side area of the ad.

■ **Animation (s):**

Animation(s) with video characteristics/video integrations

An animation with video characteristics/playing videos generally is feasible. The duration of the animation/video must not exceed a total of 30 seconds.

For multi-part event formats, the animation with video characteristics/video integration is to be limited to one element. All further elements are only allowed with subtle animations with a maximum duration of 10 seconds.

Animation(s) of isolated elements

Animations of single, isolated elements such as flashing buttons, moving background elements or similar are to be inserted decently (e.g. no flash effects or heavily vibrant elements) and synchronously.

Animation in multi-part ads are limited to one of the ad elements. The animation time must not exceed the duration of 30 seconds.


■ **Script:**


The ad can't include any editorially seemingly like texts, including wordings like „Breaking News“, „Headline“ or similar.

The user needs to be able to distinguish editorial content between the website and adverts at all times.

If the delivered ads are not subject to our intern quality standards, United Internet Media reserves the right to request amendments.

**4.11.** Ad identification:

■ : The ad must be clearly identifiable as an advertisement. It may only copy or imitate content on the pages with advance approval from United Internet Media. If necessary, it must be labelled with the words "Advertisement" or "Ad".

■ : To indicate to the user that this is an ad, and not editorial content:  
-w- in one of the four corners, high-contrast type colour, sans serif typeface, min. 9 pt.  
If this label is missing, United Internet Media reserves the right to incorporate it.

## 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) will be provided by United Internet Media.
- 5.3. Redirects with Rich Media templates that modify the page are not allowed as these may result in errors.
- 5.4. United Internet Media reserves the right to approve each individual motive. Advertisements that evoke extremely strong responses or impact the use of the site too dramatically may be rejected.
- 5.5. 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 motive entirely.
- 5.6. United Internet Media reserves the right to determine and enforce frequency capping when it comes to the number of times an ad is displayed.
- 5.7. The customer is responsible for cross-device/cross-browser compatibility.

## 6. Ad Serving / Tracking

- 6.1. It is possible to submit redirects.
- 6.2. 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.
- 6.3. 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.
- 6.4. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.
- 6.5. 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. Audio, Video (Physical or Redirect Submission)

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

## 8. Technical Requirements

- 8.1. Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3<sup>rd</sup> party redirects/sources.
- 8.2. 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.

- 8.3.** 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.
- 8.4.** 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/specifications/>).
- 8.5.** Initial- and subload
- Loading ads is primarily limited to the initial part.
  - After completing the initial load, it has to be ensured that the advertiser's motive is depicted on the ad space.
  - For complex creations where the allowed file weight (initial load) does not suffice, additional contents may be reloaded up to the specification limit (subload).
  - The stated file weight also includes all resources that are accordingly transferred with the ad via internet (e.g. measurement scripts).
  - The submission as 3<sup>rd</sup> party redirect requires the adherence of above-mentioned guidelines.
  - Regarding this, please also consider the OVK specifications (<https://www.united-internet-media.de/en/downloadcenter/specifications/>).

# Any questions?

## **United Internet Media GmbH**

### **Karlsruhe**

Brauerstrasse 48

76135 Karlsruhe, Germany

### **Munich**

Sapporobogen 6-8

80637 Munich, Germany

[info@united-internet-media.de](mailto:info@united-internet-media.de)

[www.united-internet-media.de](http://www.united-internet-media.de)

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)

