

SPECIFICATIONS

MULTI SCREEN EVENT

FIREPLACE



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1. Fact sheet

The Multi Screen Event Fireplace surrounds the content area, providing the ideal setting for your advertising message.

This large-scale event format – consisting of a Dynamic Billboard or Super Banner that captures users' immediate attention and Dynamic Sitebars with a “sticky” effect – offers space for impressive creative designs, ensuring maximum visibility in the directly visible area.



On mobile devices, the format is combined with Mobile WEB.Buster as standard.

If you have any questions, please contact:

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

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2. Data sheet

Screen ⁽¹⁾	Ad type	Measurements	File size Initialload ⁽²⁾	File size Subload ⁽²⁾	File format
	Sitebar ⁽⁵⁾	100 % dynamically scaling			JPG, PNG ⁽³⁾ HTML5 ⁽⁴⁾
	[Variant 1] Dynamic Billboard ⁽⁶⁾	width: scales dynamically from min. 690 to 1680 px, height: 250 px	added: 400 kB	added: 800 kB	JPG, PNG ⁽³⁾ HTML5 ⁽⁴⁾
	[Variant 2] Dynamic Super Banner ⁽⁶⁾	width: scales dynamically from min. 690 to 1680 px, height: 90 px			JPG, PNG ⁽³⁾ HTML5 ⁽⁴⁾
	Sitebar Fallback	130 x 850 px	each 50 kB		JPG, PNG ⁽³⁾
	[Variant 1] Billboard Fallback ⁽⁷⁾	690 x 250 px 1020 x 250 px 1350 x 250 px 1680 x 250 px	each 75 kB		JPG, PNG ⁽³⁾
	[Variant 2] Super Banner Fallback ⁽⁷⁾	690 x 90 px 1020 x 90 px 1350 x 90 px 1680 x 90 px	each 75 kB		JPG, PNG ⁽³⁾
	[Optional] Background colouring				Hexadezimal Code
	Mobile WEB.Buster	300 x 250 px	50 kB	100 kB	JPG, PNG ⁽³⁾ HTML5 ⁽⁴⁾
	Mobile WEB.Buster Fallback ⁽⁷⁾	300 x 250 px	50 kB		JPG, PNG ⁽³⁾

⁽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⁾ The specified file size also includes all resources that are transmitted via the Internet together with the advertising material (e.g., measurement scripts). Please note the additional information under point 7. 5.

⁽³⁾ Animated GIF files are available upon request.

⁽⁴⁾ 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/>

When integrating video elements, please note the further information under point 6.

⁽⁵⁾ The Sitebar is a form of advertising that dynamically adapts to the entire freely available advertising space. A fixed size or aspect ratio is not necessary. The available width for common display sizes is between 130 and approx. 300 pixels. We recommend optimizing the advertising content accordingly.

⁽⁶⁾ The Dynamic Billboard and the Dynamic Super Banner automatically adjust their width to fit the homepage (see also point 4.1). They are displayed in a width of 690 pixels to 1680 pixels. The height is fixed at 250 pixels for all display variants. Advertising motifs across different media can thus be changed in their presentation. This should be taken into account when designing the advertising material.

⁽⁷⁾ All fallback sizes must be submitted. Our default fallback solution is static images. Please consider further information under article 3.8.

3. Details about delivery

- 3.1.** One of the two options listed in section 2 must be delivered.
- 3.2.** 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.
- 3.3.** 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**.
- 3.4.** All elements need to conform to the specifications. Elements that do not conform to the specifications, are not going to be used and are not being rectified by United Internet Media.
- 3.5.** When integrated as a third-party tag, each motif must be available as a single, separate tag for testing purposes.
- 3.6.** Events are subject to a multipart internal review / quality assurance process.
- 3.7.** Advertising material or motif changes are only possible after consultation once quality assurance has begun (3.5.) and during the campaign period.
- 3.8.** 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
 - Landing Page
 - Optional: Tracking (tracking pixels | click URL)
- 3.9.** 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.
- 3.10.** 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.

3.11. 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.

4. Display details

- 4.1. Our pages are based on an adaptive page layout and adjust to the width of the browser window. This may affect the display of the advertising material's motif.
- 4.2. For optimal display, the fallback image is always shown on older tablets and in older browsers (see point Details on delivery 3.8).
- 4.3. Advertising material is always displayed in an unfriendly IFrame on the portals marketed by United Internet Media. It is therefore not possible to modify the page or page content.
- 4.4. Advertising material properties (e.g., sticky) are provided by United Internet Media. Advertising material functions (e.g., expand) require communication with United Internet Media.
- 4.5. United Internet Media reserves the right to approve each motif on a case-by-case basis. Advertising material that causes excessive reactance or significantly impairs the use of the pages may be rejected.
- 4.6. Advertising material must be checked in advance for compliance with youth protection laws and regulations. United Internet Media reserves the right to restrict access/broadcast time for the advertising material in accordance with the respective age restrictions or to reject the motif entirely.
- 4.7. The customer is responsible for cross-device/cross-browser compatibility.

5. Ad Serving / Tracking

- 5.1. The delivery of third-party tags is possible.
- 5.2. External tracking pixels for click and impression tracking can be integrated. These must be independent of the respective click targets and click counting by United Internet Media must be enabled.
- 5.3. All technical service providers (vendors) used to display advertising material must be registered with the IAB Transparency and Consent Framework (TCF) and be able to respond to its signals. Please refer to the “TCF Notes” (<https://www.united-internet-media.de/en/downloadcenter/specifications/>) for more information.
- 5.4. Tracking, cookies, and similar technologies that process personal data must comply with applicable data protection regulations.

6. Video (Physical or 3rd-Party-Tag)

- 6.1. The video must be at least 5 seconds and no longer than 30 seconds in length. We recommend a length of 15 seconds.
- 6.2. The file size of the video plus any other advertising components (e.g., graphics or tracking) must not exceed a total of 4 MB, as ads larger than this file size will not be displayed 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. Likewise, the sound and looping of the commercial 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 3rd party redirects/sources.
- 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. It is necessary to define buttons for all clickable areas.
- 7.4. Click tracking must be guaranteed by the marketer for all clickable areas. The uniform standard for transferring redirects to the marketer's click counting system is the “click tag” transfer. Please refer to the “OVK Guideline” in this regard. (<https://www.united-internet-media.de/en/downloadcenter/specifications/>)

7.5. 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 motif 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 3rd 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/>).

8. General requirements of United Internet Media

The General Terms and Conditions <https://www.united-internet-media.de/en/general-terms-and-conditions/> and the General Guidelines for Advertising Material

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

Any violation of the above points or of applicable law will automatically result in the rejection of the advertising material.

9. Environmental sustainability of online advertising

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

Advertisers also have the opportunity to directly influence the power consumption and thus the CO2 emissions of their digital advertising campaigns. In our "Recommendations for more sustainable advertising materials," we highlight various measures that can lead to emission savings in the creation of advertising materials.

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

Any questions?

United Internet Media GmbH

Karlsruhe

Brauerstraße 48
76135 Karlsruhe

München

Sapporobogen 6-8
80637 München

info@united-internet-media.de
www.united-internet-media.de/en

If you have any questions, please contact our team:

Media Campaign Management

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