

SPECIFICATIONS

MULTI SCREEN NATIVE TEASER



Table of Contents

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

1. Fact Sheet

The Native Teaser is THE ultimate multi-screen format. It only takes an image and a text to benefit from our entire digital reach. The Native Teasers adapt perfectly to each environment and integrate homogeneously in the content.


The sneaky nature of Native Advertising seems less disturbing for users and is therefore much more effective. Thereby it is possible to increase the users advertising acceptance and thus increase their overall involvement. The format promises a high sales potential and less coverage waste due to its direct traffic from the ad to your website.

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	Element	Measurements	File size (kB)	File format
	Native Teaser	Image ⁽²⁾	300 x 250 pixels High resolution quality: 600 x 500 pixels (ratio 6:5)	40 High resolution quality: 80	Static Image
		Headline	max. 25 characters ⁽⁴⁾ , single-row		Text
		Teaser text ⁽³⁾	max. 45 characters ⁽⁴⁾ , double-spaced		Text
		[Optional] Partner name	max. 25 characters ⁽⁴⁾ , single-row		Text

⁽¹⁾ Responsive format, which can dynamically adapt depending on the viewport.

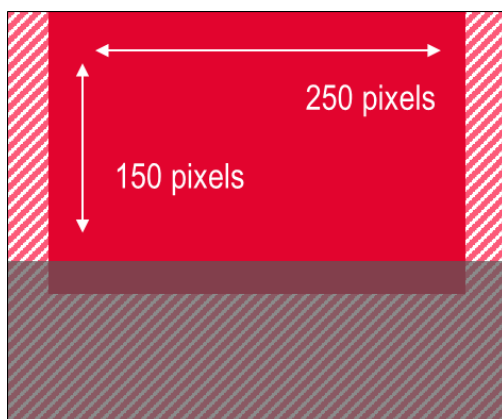
⁽²⁾ Due to the different display options we advise placing important content top centered of the image. Please refrain from description text within the image.

⁽³⁾ Depending on the environment, the teaser text could be displayed as the style of a headline, but separated with a break.

⁽⁴⁾ Including blanks.

Design notes for the image element

Please note that the image element is cut to another format in different environments and devices. Therefore we advise placing important content top centered of the image. A semi-transparent overlay with your text input is also placed over the image in some environments. This takes about 300 x 100 pixels in the lower image area (highlighted gray in the illustration).



Example



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. Please regard these following points in your creation:

- Please use a static picture that expresses emotions or represents people. Avoid framed image layouts, pure text-based graphics as well as plain text.
- Logos can be only placed within the image layout and with a distance to the edges of at least 25 pixels.
- Lurid headlines or phrases with a strongly editorial character are not permitted.
- Please use a formally form of address.

4.2. The creatives must be delivered physical.

4.3. 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.

4.4. 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.

5. Display Details

5.1. 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.

5.2. 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.

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

5.4. The image element is automatically cut to a different format in some environments and devices (q.v. "design notes for the image element"). Wrong image sizes will cut to the correct size and too long text will not displayed completely.

5.5. In order to clarify to the user, that this is advertising and not editorial content, a promotional labelling will appear.

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

