

SPECIFICATIONS

MULTI SCREEN NATIVE TEASER



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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

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2. Data Sheet

Screen ⁽¹⁾	Ad type	Element	Measurements	File size (kB)	File format
		Image	300 x 170 pixels High resolution quality: 600 x 340 pixels	40 High resolution quality: 80	Static Image
	Native Teaser	Headline	max. 25 characters ⁽³⁾ , single-row		Text
		Teaser text ⁽²⁾	max. 45 characters ⁽³⁾ , double-spaced		Text
		[Optional] Partner name	max. 25 characters ⁽³⁾ , single-row		Text

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

⁽²⁾ Depending on the environment, the teaser text could be displayed as the style of a headline, but separated with a break.

⁽³⁾ Including blanks.

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 pure text-based graphics and plain text as well as framed image layouts.
- 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.
- Texts in capital form as well as emojis or other image elements in the text are not allowed.
- 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. 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?

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Media Campaign Management

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