








PROGRAMMATIC ADVERTISING

Verfügbare Werbeformen

united
internet
media



Das programmatische United Internet Media Inventar im Überblick

	Big Screen	Small Screen	SSP
Event und Premium Media*	<ul style="list-style-type: none"> ▪ <u>Wideboard</u> (970x250 / 800x250) ▪ <u>Halfpage Ad</u> (300x600) ▪ <u>Maxi AD+</u> (640x480 / 800x600) ▪ Deal-only: <u>Sitebar</u> (100% dynamisch) ▪ Weitere Formate auf Anfrage 	<ul style="list-style-type: none"> ▪ <u>Medium Rectangle</u> (300x250) ▪ <u>Mobile Interstitial</u> (300x300) 	 Yieldlab  xandr
Basic Media	<ul style="list-style-type: none"> ▪ <u>Medium Rectangle</u> (300x250) ▪ <u>Leaderboard</u> (728x90) ▪ <u>(Wide) Skyscraper</u> (120/160x600) 	<ul style="list-style-type: none"> ▪ <u>Banner 2:1</u> (300x150) ▪ <u>Banner 4:1</u> (300x75 / 320x75) ▪ <u>Banner 6:1</u> (300x50 / 320x50) 	 Yieldlab  xandr
Video	<ul style="list-style-type: none"> ▪ <u>Pre-Roll</u> (1024x576 - 1920x1080) 	<ul style="list-style-type: none"> ▪ <u>Pre-Roll</u> (630x340 – 600x450) 	 Yieldlab  xandr
Native Teaser	<ul style="list-style-type: none"> ▪ <u>Bild-/Text-Teaser</u> (300x250) 	-	 xandr
Platzierung (Platzierung abhängig vom Format)	<ul style="list-style-type: none"> ▪ Homepage ▪ Magazine ▪ Mail ▪ Logout 	<ul style="list-style-type: none"> ▪ Homepage ▪ Magazine ▪ Mail ▪ Logout ▪ Mobile Enabled Websites & Apps 	Publisher IDs: Yieldlab: 13216 Appnexus: 1578

* jegliche weitere Event Media auf Anfrage