1. **Fact Sheet**

The Mobile Interstitial attracts the user’s whole attention. Thus, the Mobile Interstitial (without video) is displayed for about 6-7 seconds and then closes automatically to release the website content again. However, with the Mobile Interstitial (with video) the auto-close function is disabled to allow the video to be fully played.

After closing the Mobile Interstitial, an accompanying banner can be seen as a Reminder on mobile enabled websites (MEW).

If you have any questions, please contact:
E-Mail: ads@united-internet-media.de

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### Data Sheet

<table>
<thead>
<tr>
<th>Screen</th>
<th>Ad type</th>
<th>Measurements (pixels)</th>
<th>File size (kB)</th>
<th>File format</th>
</tr>
</thead>
<tbody>
<tr>
<td>📱</td>
<td>Mobile Interstitial</td>
<td><strong>300 x 300</strong>&lt;sup&gt;(6)&lt;/sup&gt;</td>
<td><strong>50</strong>&lt;sup&gt;(6)&lt;/sup&gt;</td>
<td>High resolution quality: 600 x 600&lt;sup&gt;(6)&lt;/sup&gt;</td>
</tr>
<tr>
<td>📱</td>
<td>Reminder Banner&lt;sup&gt;(5)&lt;/sup&gt;: Mobile Banner 6:1 or Mobile Banner 4:1</td>
<td><strong>300/320 x 50/75</strong></td>
<td><strong>15</strong></td>
<td>High resolution quality: 600/640 x 100/150</td>
</tr>
</tbody>
</table>

<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. Please note that this format is only shown in the mobile view.

<sup>(2)</sup> The initial file size reflects the restrictions on the underlying ad type. Up to 10MB may be downloaded with polite download (see article 8.5.)

<sup>(3)</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/](https://www.united-internet-media.de/en/downloadcenter/specifications/)

<sup>(4)</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/](https://www.united-internet-media.de/en/downloadcenter/specifications/)

<sup>(5)</sup> Required only for mobile enabled websites (MEW)

<sup>(6)</sup> Alternatively also 300 x 250 pixel (high resolution quality: 600 x 500 pixel) possible.
3. General United Internet Media Requirements


4. Submission Details

4.1. 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.

4.2. 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.

4.3. All ad formats are subjected to an internal check.

4.4. 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.

4.5. High resolution quality:

We recommend that all images are submitted in twice the size to ensure the highest quality display of all advertisements. If this is not possible, you may continue to submit the images in their actual display size. For example, a Mobile Banner 4:1 should be 600 x 150 pixels, with an image size of 300 x 75 pixels.

This is how we integrate a high resolution image. The size specified in the style is the size that it will actually be displayed (half the size). The same applies when submitting data for redirects.

5. Display Details

5.1. Please note, that United Internet Media pre-sets this format with a frequency capping of 1 per day for MEW's and 1 per week on apps.

5.2. 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.
5.3. Ad features (e.g. sticky, expanding, collapse, etc.) or permanent components of a specific type of ad (close button, interstitial, etc.) will be provided by United Internet Media and may not be implemented in the advertisement already. In addition, the ads may not interact with the page in any way.

5.4. Redirects with Rich Media templates that modify the page are not allowed as these may result in errors.

5.5. 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.

5.6. 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.

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

5.8. The customer is responsible for cross-device/cross-browser compatibility.

6. Ad Serving

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. It is possible to submit redirects. To avoid white or blank spaces from being displayed, it is necessary to store a fallback in the redirect.

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 3rd party redirects (tracking pixels | video).

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. Polite Download (Initial Load / Subload)

- Polite downloading is a technology that initially loads a smaller file (see above article 2. Data sheet), which loads a larger file (up to 10 MB) once the page has been generated completely (e.g. video).
- Please also take note of our „OVK Guidelines“ (https://www.united-internet-media.de/en/downloadcenter/specifications/)
- For third party redirect submissions the standard mentioned above also comply.
Any questions?

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