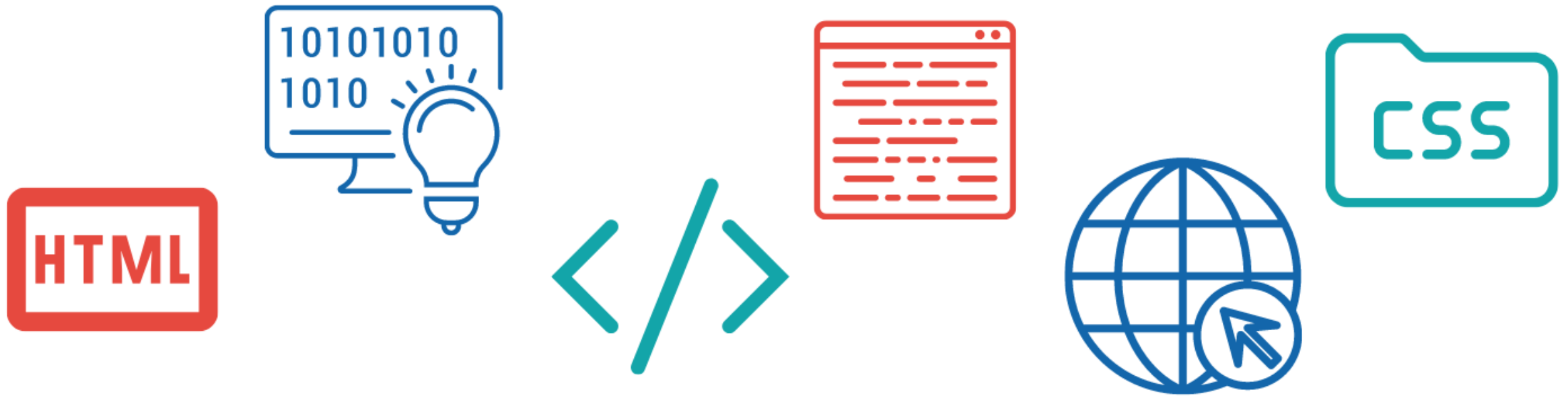


# Technical specifications

dfv Horeca Media





Specifications for Display and Mobile Ads

# Classic Display Ads

Advertising format	Format in Pixel	Filetype	Max. KB
Superbanner	980 x 150	GIF / JPG / 3rd-Party Tag / HTML5	200
Skyscraper (sticky)	160 x 600	GIF / JPG / 3rd-Party Tag / HTML5	200
Billboard	940 x 250	GIF / JPG / 3rd-Party Tag / HTML5	200
Medium Rectangle	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	200
Content-Ad	617 x 250 300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	200
Stage Banner	617 x 250 300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	200

# Classic Mobile Ads\*

Advertising format	Format in Pixel	Filetype	Max. KB
Superbanner / Billboard	300 x 120	GIF / JPG / 3rd-Party Tag / HTML5	100
Medium Rectangle	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	100
Content-Ad	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	100
Big Content-Ad (Skyscraper / PosterAd)	320 x 480	GIF / JPG / 3rd-Party Tag / HTML5	100

\* Can only be booked in conjunction with the corresponding desktop position.

# Special Ads

Advertising format	Desktop format in Pixel	Max. KB	Mobile format in Pixel	Max. KB	Filetype
Bildergalerie-Werbung	935 x 500	200	300 x 250	100	GIF / JPG / 3rd-Party Tag / HTML5
Poster Ad/Understitial	935 x 500 - 935	200	320 x 480	100	GIF / JPG / 3rd-Party Tag / HTML5*
Dynamic Sitebar	Mind. 160 x 600 Max. 400 x 900	200	320 x 480	100	HTML5*

\*The function of expanding or extending the advertising medium must already be programmed in the advertising medium.