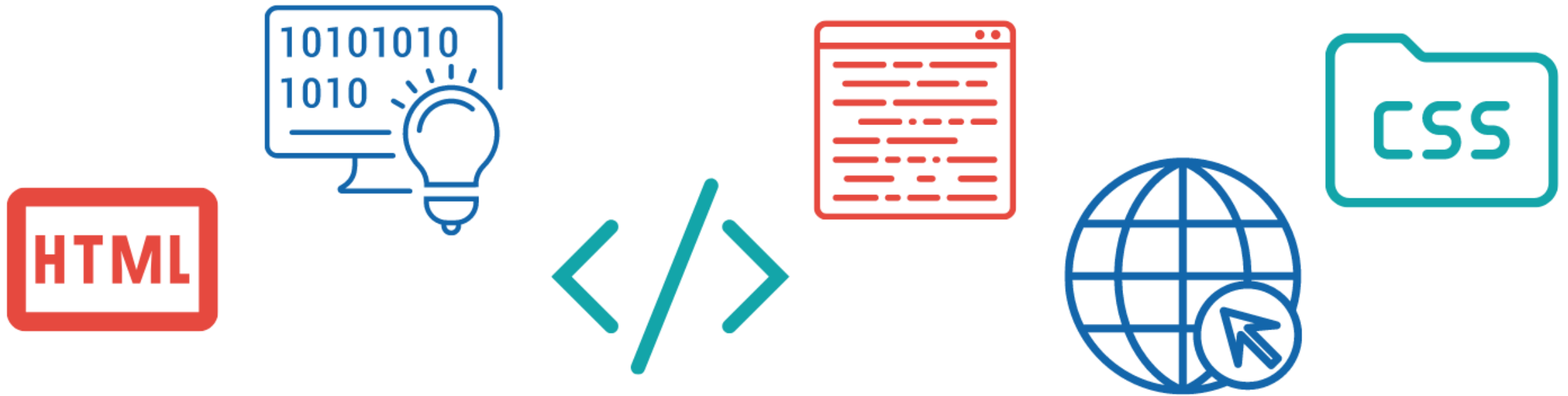


Technical specifications

dfv Horeca Media 2022





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	120
Skyscraper (sticky)	160 x 600	GIF / JPG / 3rd-Party Tag / HTML5	120
Billboard	940 x 250	GIF / JPG / 3rd-Party Tag / HTML5	120
Medium Rectangle	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	120
Content-Ad	617 x 250 300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	120
Stage Banner	617 x 250 300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	120

Classic Mobile Ads*

Advertising format	Format in Pixel	Filetype	Max. KB
Superbanner / Billboard	300 x 120	GIF / JPG / 3rd-Party Tag / HTML5	50
Medium Rectangle	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	50
Content-Ad	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	50
Big Content-Ad (Skyscraper / PosterAd)	320 x 480	GIF / JPG / 3rd-Party Tag / HTML5	50

* 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	120	300 x 250	50	GIF / JPG / 3rd-Party Tag / HTML5
Poster Ad/Understitial	935 x 500 - 935	120	320 x 480	50	GIF / JPG / 3rd-Party Tag / HTML5*
Dynamic Sitebar	Mind. 160 x 600 Max. 400 x 900	120	320 x 480	50	HTML5*

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