

### General information

These specifications contain all relevant information about the available plista advertising formats.

#### Please note:

Please consider the delivery time to the GroupM admanagement/plista: To ensure the campaign can start on time, the briefing must happen at least 5 days prior to the scheduled starting date. Longer preliminary lead times may apply for special advertising formats (especially for DCO).

Advertising media must be delivered in physical form. Please provide a download-link for ads exceeding 5 MB.

3rd-Party Ad Tags can only be accepted on request.

All ad parts must be delivered in a https-compatible format.

Delivery of streaming or rich-media-ads must be agreed upon by sales and consultancy.

Please refer to the specifications below when booking Business Select with Recommendation Ads.

These specifications are based on publisher and Sizmek specifications. Therefore, they are not to be considered as distinct plista specifications.

For further information and delivery please contact the following email addresses:

[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)

[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

### Available Formats

Recommendation Ads

Video

Shoppable Ad & Branded Player

Floating Video

High Impact Ads - Fly Ads/RiseAds

Mobile Smart Media Ads

Social Plus Ad

Story Ad

### General information

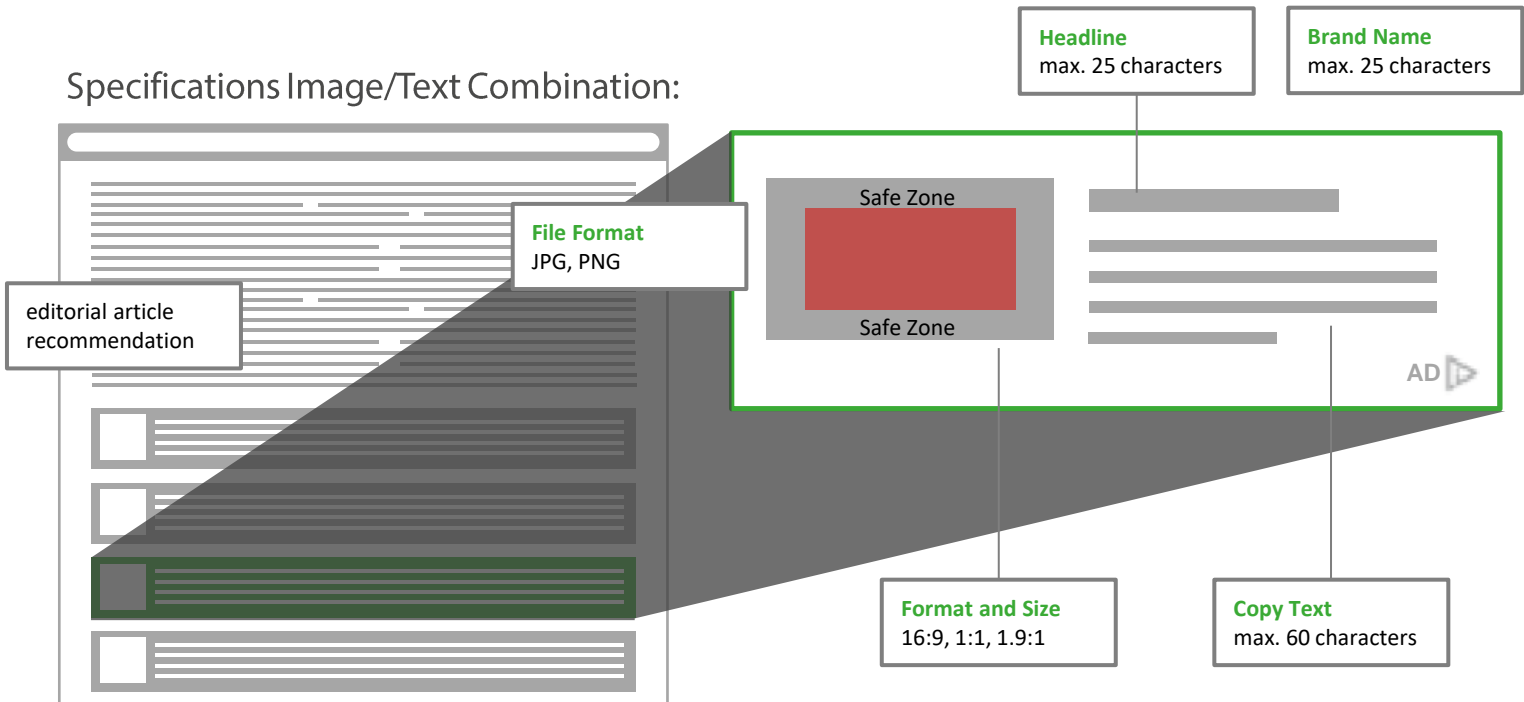
### Notes on assets

If the creation shall be done by plista, please provide the following assets:

- Design requirements (Styleguide, Fonts, Keyvisuals, RGB-Logo etc)
- Text examples (Headlines, Sublines, Product infos, CTA, Legal)
- Landingpage
- Campaign Ad examples
- Storyboard
- Suggested Features (Video, Interactiv, etc)
- Press Center Link for assets

|                      |                 |  |
|----------------------|-----------------|--|
| Image-Specifications | File Format     | .jpg or .png   |
|                      | Format and Size | 16:9 (1200 x 675 px)<br>Optional: 4:3, 1:1, min. 1200 px width   |
|                      |                 | <p>We recommend to deliver images, logo (optinal) and text separately not to integrate them into the image in advance. The logo is also not integrated into the image by default during delivery. In exceptional cases, logos or text must be placed with a safe zone of 10% to the edge. In addition, we then need the image in this case in 16:9, 4:3 and 1:1 aspect ratio.</p> <p>Depending on the publisher, the logo is displayed optionally.</p> |
|                      | File Size       | max. 100 kb (recommendation)   |
|                      | Important       | <p>The landing page must contain a clear logo, brand name or landing page URL.</p> <p>The same branding must be present on both the creative and the landing page.</p>   |
| Text-Specifications  | Headline        | max. 25 characters (including whitespaces)   |
|                      | Copytext        | max. 60 characters (including whitespaces)   |
|                      | Brand name      | max. 25 characters (including whitespaces)   |
|                      | CTA (optional)  | max. 25 characters (including whitespaces)   |
|                      | Please Note     | <p>Recommendation ads may be displayed title-only, depending on the publisher. Therefore, representative and meaningful headlines are recommended. The brand name can be displayed above or below the Copy Text, depending on the publisher.</p>   |

#### Specifications Image/Text Combination:



#### Tips & Tricks

##### Image

- Use emotional images
- Avoid logos, text and richly detailed images
- Important elements should be displayed centrally if possible since images might be cropped

##### Text

- Direct approach and rhetorical questions
- Express explicit Call to Action
- Clear indication of USP

##### Tracking

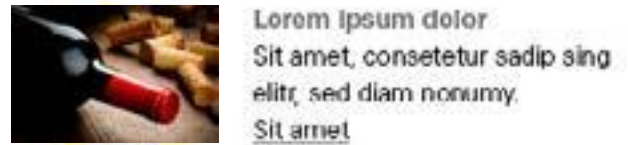
- Landing page URL including UTM parameters or 3rd party click tracking for linking to the target page

### Negative Example



Too much text in the image creates confusion and makes the user lose interest as it might be perceived as illegible

### Positive Example:



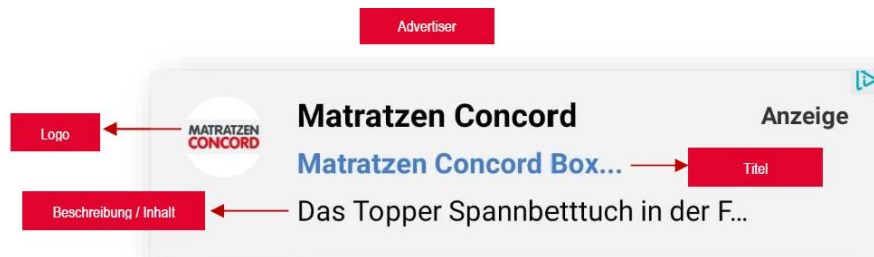
A clear image with a clear message and separate text for further information.

### Please avoid

- URLs in text
- Phone numbers
- Special characters
- Umlauts
- Too many numbers

|          |                     |                          |
|----------|---------------------|--------------------------|
| Inbox Ad | Advertiser          | 25 characters            |
|          | Title               | 25 characters            |
|          | Description/Content | 90 characters            |
|          | Call-to-Action      | 15 characters (optional) |
|          | Logo                | 160x160px                |

Example:



|               |                  |   |
|---------------|------------------|---|
| Outstream Ads | Media Type:      | .x-flv, .mp4, .webm, .x-ms-wmv, .ogg, .x-msvideo, .mpeg, .quicktime, .3gpp, .3gpp2, .x-m4v, .mov  |
|               | Format and Size: | 16:9 (min. 640 px. width); recommended minimum resolution: 1.280x720 px   |
|               | Video Size:      | max. 100 MB   |
|               | Bitrate:         | max. 1.000 kbps   |
|               | Codec:           | H. 264  |
|               | Loudness:        | -23 LUFS  |
|               | Video Duration:  | Recommendation: max. 30 Sec.  |
|               | Supported Tags   | VAST 2.0 / VPAID  |
| Instream Ads  | Media Type       | .mp4  |
|               | Ratio            | 16:9, 1:1, 9:16   |
|               | Size             | Min. 720x720 px   |
|               | Supported Tags   | VAST 2.0 / VPAID  |
|               | Video length     | Max. 30 seconds (6-20 sec. recommended)   |
|               | Full Size        | Unlimited   |
|               | Please note      | <p>Delivery to:<br/> <a href="mailto:DX_DE_plista_campaign@groupm.com">DX_DE_plista_campaign@groupm.com</a><br/> <a href="mailto:DX_DE_dmo@groupm.com">DX_DE_dmo@groupm.com</a></p> <p>In order not to lose the user's attention, a video should not exceed the video duration of 30 seconds and be even shorter for optimisation for mobile devices.</p> |

|                             |                   |   |
|-----------------------------|-------------------|---|
| <b>Image specifications</b> | File format       | Layered PSD graphics, isolated PNG graphics oder JPG  |
|                             | Formats and sizes | 16:9, depending on the pictorial world, preferably large formats (e.g. 800x450px). Other sizes are possible on request. |
| <b>Video specifications</b> | Media types       | .mp4  |
|                             | Format and size   | 16:9 (at least 720 px in height or width). Other sizes are possible on request.   |
|                             | Video size        | Unlimited (edited)  |
|                             | Video duration    | 30 sec. maximum   |
| <b>Interactive layer</b>    | Format and size   | 16:9, minimum width: 800 px   |
|                             | File formats      | layered PSD graphics, JPG, PNG  |



Please note that the delivery of advertising media must be carried out at least one week prior to the scheduled campaign start and must be sent to:

[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)

[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

|             |  |  |
|-------------|--|--|
| Video       | Video Size   | max. 100 MB  |
|             | Max. Bitrate   | 1.000 kbps   |
|             | Format   | 16:9   |
|             | Loudness   | -23 LUFS   |
|             | Size   | 1280 x 720   |
|             | Media types  | X-FLV, MP4, WEBM, X-MS-WMV, OGG, X-MSVIDEO, MPEG, QUICKTIME, 3GPP, 3GPP2, X-M4V, MOV |
| Please note | Delivery of VAST redirects, H. 264 codec.  |  |
|             | In order not to lose the user's attention, a video should not exceed the duration of 30 seconds and be even shorter for optimizing for mobile devices. |  |

Fly Ads/Rise Ads  
(Desktop)

Please note delivery of ad media has to be carried out at least one week prior to campaign start.

Size (without user engagement at mouseover) Max. 800x250 px

Size (with user engagement at mouseover) On Request

File Size max. 1 MB

File Format  
HTML5  
Layered PSD graphics  
Isolated PNG graphics  
GIF graphics (also animated)

Tracking  
1 Target URL  
3 View pixels (https img pixel)  
1 Engagement tracking pixel per measuring point (https img pixel)

### Video (optional)

Media Type: VAST tag, .avi, .mpg, .webm, .mov

Format and Size: 4:3, 16:9, etc. (min. 640 px width)

File Size: max. 1 MB per 10 seconds video duration

Video Duration: Recommendation: 15 to 25 sec.

Please Note: Delivery to:  
[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)  
[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

### Rise Ads (Mobile)

Please note delivery of ad media has to be carried out at least one week prior to campaign start.

**Size**  
Smartphone: max. 300 x 165 px  
Tablet: max. 500 x 250 px

For Retina & HiRes displays, delivery in double size is recommended.

**File Formats**  
HTML5  
Layered PSD graphics  
Isolated PNG graphics  
GIF graphics (also animated)

**File Size** Max. 1 MB

### Video (optional)

**Media Type** VAST tag, .avi, .mpg, .webm, .mov

**Format and Size**  
4:3, 16:9, etc. (min. 640 px width)  
For Retina & HiRes displays, delivery in double size is recommended.

**File Size** Max. 1 MB per 10 seconds video duration

**Video Duration** Recommendation: 15 bis 25 seconds

**Tracking**

- 1 Target URL
- 3 view pixel (hips img-pixels)
- 1 Engagement Tracking Pixel per measuring point (hips img-Pixel)

**Please Note**  
Delivery to:  
[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)  
[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

Please note that the delivery of ad media must be made at least one week before the start of the campaign. Delivery must be delivered to:

[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)

[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

**Note:** For Retina & HiRes displays, delivery in double size is recommended

| Initial phase                        | Phone                                     | Tablet             |
|--------------------------------------|---|--------------------|
| Portrait size                        | 300x165 px                                | 500x250 px         |
| Landscape format size                | 300x165 px                                | 500x250 px         |
| File size                            | 100 kB                                    | 200 kB             |
| Interaction phase                    | Phone                                     | Tablet             |
| Portrait size                        | Mind. 320x460 px                          | Mind. 600x1024 px  |
| Landscape format size                | Mind. 667x331 px                          | Mind. 1.024x461 px |
| File size                            | 100 kB                                    | 200 kB             |
| File formats                         |   |                    |
| Storyboard/ Briefing                 | .gif, HTML5 banner, .pdf or Word document |                    |
| Assets                               |   |                    |
|                                      | Layered .psd-graphics with smart objects  |                    |
| Tracking                             |   |                    |
| Click-URL (Multiple Clickout)        | Min. 1                                    |                    |
| Impression Pixel (https-Image-Pixel) | Min. 1                                    |                    |
| Note                                 |   |                    |
|                                      | Several destination URLs can be stored    |                    |

Please note that the delivery of advertising media has to be carried out at least one week prior to the scheduled campaign start and has to be sent to:

[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)

[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

### Features

|                 |  |
|-----------------|--|
| <b>360 View</b> | Series of images as single .png- or .jpg-files |
|-----------------|--|

### Inline Video

|               |                               |
|---------------|-------------------------------|
| <b>Format</b> | .avi, .mpg, .mov, .webm, etc. |
|---------------|-------------------------------|

|                  |                              |
|------------------|------------------------------|
| <b>File size</b> | 1 MB per 10 seconds duration |
|------------------|------------------------------|

|              |             |
|--------------|-------------|
| <b>Width</b> | Min. 640 px |
|--------------|-------------|

|                 |                        |
|-----------------|------------------------|
| <b>Duration</b> | 15-25 sec. recommended |
|-----------------|------------------------|

|                     |  |
|---------------------|--|
| <b>Twitter Feed</b> | Feed-source serves as link and hashtag |
|---------------------|--|

|                      |   |
|----------------------|---|
| <b>Store Locator</b> | CSV (example_list.csv) or Google My Business Name |
|----------------------|---|

|  |   |
|--|---|
| <b>Share</b><br>(via Facebook, Twitter und WhatsApp) | Link to website, image or video and - if necessary - meta-data (link-headline, author, description and message) |
|--|---|

Please note that the delivery of advertising media must be carried out at least one week prior to the scheduled campaign start and must be sent to:

[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)

[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

Halfpage Ad (300x600 px)

Header

- Company Name max. 16 characters
- Logo: jpg, png, gif - Aspect Ratio 1:1

Visual  
(Bild or Video)

- Bild: jpg, png, gif - Aspect Ratio 1:1 or 3:4
- Video: mp4, mov, avi - Aspect Ratio 1:1 or 3:4 (max. 30s recommended)

Text  
(without additional social buttons)

- Aspect Ratio 1:1: max. 400 characters
- Aspect Ratio 3:4: max. 260 characters

Custom Social Buttons  
(optional)

additional Buttons for Twitter/Facebook/Instagram/LinkedIn/Pinterest - using Custom Social Buttons will reduce available text size

Call To Action

caption max. 20 characters

Tracking  
(optional; created by client or plista)

- General: clicktracker for tracking main area
- Video: quartile clicktracker (START, 25%, 50%, 75%, END) for video events
- Custom Social Buttons: clicktracker for every single button
- CTA: extra clicktracker to differentiate between clicks on CTA and main area

Please note that the delivery of advertising media must be carried out at least one week prior to the scheduled campaign start and must be sent to:

[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)

[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

(Mobile) Medium  
Rectangle (300x250 px)

Header

- Company Name max. 20 characters
- Logo: jpg, png, gif - Aspect Ratio 1:1

Visual  
(Bild or Video)

- Bild: jpg, png, gif - Aspect Ratio 16:9
- Video: mp4, mov, avi - Aspect Ratio 16:9 (max. 30s recommended)

Text  
(without additional social buttons)

max. 80 characters

Custom Social Buttons  
(optional)

not available

Call To Action

caption max. 20 characters

Tracking  
(optional; created by client or plista)

- General: clicktracker for tracking main area
- Video: quartile clicktracker (START, 25%, 50%, 75%, END) for video events
- CTA: extra clicktracker to differentiate between clicks on CTA and main area

Please note that the delivery of advertising media must be carried out at least one week prior to the scheduled campaign start and must be sent to:

[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)

[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

|   |  |  |
|---|--|--|
| Mobile Interstitial & Understitial (320x480 px) | Header   | <ul style="list-style-type: none"> <li>• Company Name max. 17 characters</li> <li>• Logo: jpg, png, gif - Aspect Ratio 1:1</li> </ul>  |
|   | Visual (Bild or Video)   | <ul style="list-style-type: none"> <li>• Bild: jpg, png, gif - Aspect Ratio 1:1, 4:3 or 16:9</li> <li>• Video: mp4, mov, avi - Aspect Ratio 1:1, 4:3 or 16:9 (max. 30s recommended)</li> </ul>   |
|   | Text (without additional social buttons)   | <ul style="list-style-type: none"> <li>• Aspect Ratio 1:1: max. 120 characters</li> <li>• Aspect Ratio 4:3: max. 240 characters</li> <li>• Aspect Ratio 16:9: max. 360 characters</li> </ul>   |
|   | Custom Social Buttons (optional)   | additional Buttons for Twitter/Facebook/Instagram/LinkedIn/Pinterest - using Custom Social Buttons will reduce available text size   |
|   | Call To Action   | caption max. 21 characters   |
|   | Tracking (optional; created by client or plista)   | <ul style="list-style-type: none"> <li>• General: clicktracker for tracking main area</li> <li>• Video: quartile clicktracker (START, 25%, 50%, 75%, END) for video events</li> <li>• Custom Social Buttons: clicktracker for every single button</li> <li>• CTA: extra clicktracker to differentiate between clicks on CTA and main area</li> </ul> |
| Please Note                                     | The links to Facebook/Instagram previews (ad or post), the landing page and social media channels are needed to create the advertising material. |  |



Please note that the delivery of advertising media must be carried out at least one week prior to the scheduled campaign start and must be sent to:

[DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com)

[DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

|       |                     |  |
|-------|---------------------|--|
| Notes | Social URL          | Where image and text will be taken from (e.g. Facebook or Instagram posts URL). The post needs to be set to "public" |
|       | Social button URLs  | The URLs where the user is directed to when clicking on the social icons   |
|       | Call to action text | The text to be displayed   |
|       | Call to action URL  | The URL where the user is directed to when clicking on the call to action section                                    |

Please note that the delivery of advertising media must be carried out at least one week prior to the scheduled campaign start and must be sent to [DX\\_DE\\_plista\\_campaign@groupm.com](mailto:DX_DE_plista_campaign@groupm.com) & [DX\\_DE\\_dmo@groupm.com](mailto:DX_DE_dmo@groupm.com)

|                          |                         |  |
|--------------------------|-------------------------|--|
| Halfpage Ad (300x600 px) | Creative Dimensions     | 300 x 600 px   |
|                          | Safe Zone with CTA      | 300 x 486 px   |
|                          | Safe Zone without CTA   | 300 x 525 px   |
| Billboard (970x250 px)   | Creative Dimensions     | 970 x 250 px   |
|                          | Safe Zone with CTA      | 970 x 135 px   |
|                          | Safe Zone without CTA   | 970 x 176 px   |
| Please note              | Visual (Image or Video) | <ul style="list-style-type: none"> <li>– Video: physical video (mp4 etc.), 30 seconds max. duration (including all slots), autostart without sound, provision at best quality as MP4, MOV, AVI (recommended duration: max. 30 sec.)</li> <li>Minimum resolution for retina optimization: 640 px width x ... (height depending on aspect ratio)</li> <li>– Images: delivery at best quality as JPG, PNG, GIF</li> </ul> |
|                          | Text                    | – is possible, will be placed on visual  |
|                          | Features                | <ul style="list-style-type: none"> <li>– Multiple clickouts, flexible size, flexible duration of slots (time of slot), flexible quantity of slots (3 to 5 recommended)</li> <li>– Logo: JPG, PNG, GIF – aspect ratio 1:1</li> </ul>  |

“Safe Zone” refers the area in which texts, icons, symbols, emojis can be placed without overlay of StoryAd-Controls or StoryAd-Header. In the “Safe Zone” the design is free from constraints.