

Online Ad-Specifications

Date: May 2019

Billboard

SPM ad format:	Billboard
Ad format:	Standard
Publishers:	manager-magazin.de, SPIEGEL ONLINE, bento, Harvard Business Manager Online
Standard format / dimensions SPM (in pixels):	max. 860x250
Desktop/Mobile:	Desktop
Background colour + clickable:	No
Expandable max. format:	890x400 (10% surcharge)
File formats to be provided:	HTML5, GIF/JPG, JavaScript redirect, PNG/JPG
Weight of provided files:	Initial load: max. 200 KB; host initiated subload: 300 KB
Lead time:	3 working days

Responsive Billboard/CinemaAd

Ad format:	Ad Special
Publishers:	SPIEGEL Online, SPIEGEL+
Dimensions (in pixel):	Width 100% x Hight 250 px
Desktop/Mobile:	Desktop/Mobile, fully responsive
Background colour clickable:	no
File formats to be provided:	HTML5, direct, as streaminglink or iFrame Bannersource
Weight of provided files:	Initial Load max 200 KB, host initiated Subload 300 KB
Rich media agency:	Flashtalking, Sizmek
Lead time:	10 working days

Mobile MPU 1:1

SPM ad format:	Mobile MPU 1:1
Ad format:	Standard
Publishers:	SPIEGEL ONLINE, manager-magazin.de, bento
Standard format / dimensions SPM (in pixels):	300x300 or max. 320x300
Desktop/Mobile:	Mobile
Background colour + clickable:	No
File formats to be provided:	HTML5, GIF/JPG, JavaScript redirect, PNG/JPG
Weight of provided files:	Initial load: 50 KB; host initiated subload: 200 KB
Lead time:	3 working days

Sitebar, dynamic

(This ad format dynamically adjusts to the screen size and is always in the visible area)

SPM ad format:	Sitebar, dynamic
Ad format:	Special ad format
Description:	This ad format dynamically adjusts to the screen size and is always in the visible area.
Publishers:	SPIEGEL ONLINE, manager-magazin.de, bento
Standard format / dimensions SPM (in pixels):	initial resolution 300x600; dynamic width + height
Desktop/Mobile:	Desktop
Background colour + clickable:	No
<i>File formats – see next page!</i>	
File formats to be provided:	HTML5, JavaScript redirect (Flashtalking, Sizmek). The ad content should be optimized to a size of 200x600 pixels and the elements used should be positioned in relation to the dimensions of the stage. The swf file needs to be freely scalable and no fixed aspect ratio will ensure optimum display within the available space. Animations may have no more than 24fps. Only visible elements may be clickable and transparent areas may not include any clickable areas. Video streaming is possible. Auto start is only possible for streaming data volumes of up to 4 MB, wmode=opaque.
Weight of provided files:	Initial load: 200 KB; host initiated subload: 300 KB
Lead time:	5 working days
Creative service provider:	Flashtalking, Sizmek

Video formats

Video pre-roll

SPM ad format:	Video pre-roll
Ad format:	Video formats
Publishers:	SPIEGEL ONLINE, manager-magazin.de
Format / dimensions:	1024x576px
Desktop/Mobile:	Desktop, Mobile
Background colour + clickable:	No
File format to be provided:	mp4
Frame rate (fps):	25
VAST:	Yes
VAST version:	2.0 to 4.0
VPAID:	2
JS:	No
Lead time:	5 working days