

Technical Specifications SPIEGEL MEDIA

As of: 01.07.2020

General information						Ad format behaviour		Ad delivery details				Creative service provider				
SPM ad format	Standard/ special ad format (AdSpecial)	Publisher	Desktop/mobile	Standard format/ SPM dimensions (in pixels)	Expandable max. format	Description	Coloured + clickable background	File formats to be delivered by the client/agency	Delivery weight	Length (s)	Lead time	Flashtalking	Sizmek	Advertise	Adcanvas	Pinpoll.com
Billboard	Standard format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	DER SPIEGEL, manager magazin, Harvard Business Manager: max. 996x250 bento: max. 890x250	DER SPIEGEL, manager magazin, Harvard Business Manager: max. 996x400 bento: max. 890x400 (10% surcharge)		No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD					
Billboard, responsive	Standard format	SPIEGEL+, manager magazin Premium	Desktop/ mobile	Max. width 996 x height 250px		The Billboard appears on the centered page. The ad is 250 pixels high, the standard format. The width depends on the respective screen width.	No	HTML5, direct, as a streaming link or iFrame banner source	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD	Details will follow	Details will follow		X	X
Cube Ad, premium	Special ad format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	May appear in the following ad slots: Halfpage, Dynamic Sitebar, Wallpaper, Billboard		The Premium Cube Ads will display four areas with an alternating mechanism which reacts on mouse-over. The change intervals can be adjusted as required. Can be used with the Halfpage Ad, Dynamic Sitebar, Wallpaper and the Billboard.	see individual formats	see initial formats JavaScript redirect (Flashtalking)	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *	✓	✓		X	X
Dynamic Billboard	Special ad format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	Width 100% x height 380px		The Billboard appears on the centered page. The ad is 250 pixels high, the standard format. The width depends on the respective screen width. For tablets, a traditional Billboard is used.	No	HTML5, JavaScript redirect (Flashtalking, Sizmek), as a streaming link or iFrame banner source. For ad serving on iPads you need to provide a Billboard. In the case of a white background colour, the ad needs to have a frame.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD	✓	X		X	X
Fireplace Ad	Standard format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	DER SPIEGEL, manager magazin, Harvard Business Manager: Leaderboard: 1012x110, Skyscraper (left/right): 160x600 bento: Leaderboard: 910x110, Skyscraper (left/right): 160x600	DER SPIEGEL, manager magazin, Harvard Business Manager: Leaderboard expands to a max. of 1012x600 bento: Leaderboard expands to a max. of 910x600 (10% surcharge)	The Fireplace Ad creates an advertising frame around the website, consisting of a Leaderboard and two Skyscrapers. On request, the Skyscrapers may be sticky and thus will remain visible while the user is scrolling the page.	Yes	HTML5, GIF/JPG/PNG, JavaScript redirect (Flashtalking, Sizmek) No redirect delivery (1x1 redirect possible in one tag; elements need to be positionable individually or as three separate tags). Skyscrapers may only dock onto the Leaderboard from the right/left hand side. No LocalConnection to synchronise with the left Leaderboard. In the case of low resolution, the left Leaderboard will not be used and the ad will be served as a Wallpaper.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *	✓	✓		X	X
Fireplace Ad, dynamic	Special ad format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	DER SPIEGEL, manager magazin, Harvard Business Manager: Leaderboard: 1012x110 Skyscraper (left): 160x600 Dynamic Sitebar (right): initial format 160x600 width is dynamic bento: Leaderboard: 910x110 Skyscraper (left): 160x600 Dynamic Sitebar (right): initial format 160x600 width is dynamic	DER SPIEGEL, manager magazin, Harvard Business Manager: Leaderboard expands to a max. of 1012x600 bento: Leaderboard expands to a max. of 910x600 (10% surcharge)	The right Skyscraper of the Frame Ad dynamically adjusts to the size of the available screen size and always remains in the visible area. It is sticky and therefore also remains visible while the user is scrolling the page.	Yes	JavaScript redirect (Flashtalking, Sizmek) No redirect delivery (1x1 redirect possible in one tag; elements need to be positionable individually or as three separate tags). Skyscrapers may only dock onto the Leaderboard from the right/left hand side. No LocalConnection to synchronise with the left Leaderboard. In the case of low resolution, the left Leaderboard will not be used and the ad will be served as a Wallpaper. Video streaming is possible; auto start only for the streaming of data volumes of up to 4 MB.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *	✓	✓		X	X
Halfpage Ad	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	300x600	700x600 (10% surcharge)		No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD					
Interstitial, mobile	Special ad format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Mobile	640 x 960 pixels (retina resolution). For HTML5/redirects the display size of the retina format always needs to be 320x480 pixels.		The Mobile Interstitial is a particularly eye-catching ad format which makes a full-screen appearance of up to 10 seconds when a page is loaded or when the user changes the section.	No	JPEG or GIF (static or animated) Redirect preferably as an <iFrame>. If you deliver 3rd party ads, please make sure that those ads support HTTPS. By arrangement, HTML5 might also be possible.	Initial load: 50 kB Host initiated subload: 200 kB	10	3 WD					
Leaderboard	Standard format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	728x90 - max. 996x110	max.728/996x300 (10% surcharge)		No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD					
Medium Rectangle (MPU/Promotion Ad)	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	300x250	400x400 (in all directions) (10% surcharge)		No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD					
Medium Rectangle, mobile	Standard format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Mobile	300x250			No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD					
Mobile MPU 1:1	Standard format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Mobile	300x300			No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD					
Mobile MPU 2:1	Standard format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Mobile	300x150			No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD					
Mobile MPU 4:1	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	300x75			No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD					
Mobile MPU 6:1	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	300x50			No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD	✓	X		X	X
Parallax Ad, dynamic	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Leaderboard: 1012x100 Pixel, transparent Exp. Billboard: 1012x600 Pixel Sitebar right: initial 300x600 Pixel (responsive), Background: 1920x1080, JPG/PNG Sitebar left (optional): initial 300x600 Pixel (responsive).		The functionalities provided by the template include the expansion of the Billboard and the submission of the state of the Billboard to the individual ad formats (this functionality will be documented and can be used by the advertising agencies). The provided ads need to be HTML5 ads. The functionalities within those ads need to be ensured by the advertising agency. Moreover, the agency needs to make sure that the ads will run in all browser types, etc. The video may not expand and must include a pause/ stop button.	Yes	HTML5, GIF/JPG/PNG JavaScript redirect (Flashtalking, Sizmek) Background: image / 16:9 / recommended: max. 1920x1080 pixels Leaderboard: HTML5 / max. 910x100 pixels / transparent background Dynamic Sitebar: HTML5 / max. 910x600 pixels / transparent background Dynamic Sitebar: HTML5 / min. 200x600 pixels – responsive to 100% x 100% / transparent background	Initial load: 200 KB Host initiated subload: 300 kB	J.	5 WD *	✓	✓		X	X
Pushdown Ad with Understitial	Special ad format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Mobile	Top position Mobile MPU 6:1 = 300x90 -> expands to 300x180 Mid position Mobile MPU: 567x1024		While scrolling the page, the Mobile MPU 6:1 underneath the header will expand slightly. In addition, a little further down the Parallax Scroll Ad will appear.		JavaScript redirect (Flashtalking) JPG/GIF, retina 600 x 360 pixels; x pixel height, since it is a responsive ad If the ad is delivered as a redirect, it must be programmed to be responsive so that it will adjust to the ad slot.	Initial load: 50 kB Host initiated subload: 200 kB	J.	5 WD *	✓	✓		X	X
Realtime Premium Ad	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	See initial format (Billboard, Wallpaper, Fireplace Ad, Sitebar)	See initial format (10% surcharge)	Ad formats such as Wallpaper, Fireplace Ad, Billboard, Dynamic Sitebar make references to the editorial content in real time. A contact person at the advertising agency needs to be on call (emergency telephone number / mobile phone number) while the campaign is running. A fallback needs to be provided in case the current news coverage does not allow for a real-time reference. Please note: The ad is updated after approx. 15 minutes once new text has been integrated.		JavaScript redirect (Flashtalking, Sizmek)	Initial load: 200 KB Host initiated subload: 300 kB	J.	10 WD					
Sitebar, double dynamic	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Sitebar right: initial resolution 300x600 dynamic width + height + Sitebar left: initial resolution 300x600 dynamic width + height	Right: 996x600 (10% surcharge)	The ad format dynamically adjusts to the available screen size and always remains in the visible area. The site is centered.	No	HTML5, JavaScript redirect (Flashtalking, Sizmek) Ideal delivery: 2 dynamic, fully responsive HTML5 Sitebars The ad content should be optimized to a size of 300 x 600 pixels. The elements used need to be positioned in relation to the dimensions of the stage. The HTML5 file needs to be freely scalable. Having no fixed aspect ratio will ensure ideal display within the available area. Ad animations may not exceed 24fps. Only visible elements may be clickable. Transparent areas may not include clickable areas. Video streaming is possible. Auto start only for the streaming of data volumes of up to 4 MB.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *	✓	✓		X	X
Sitebar, double dynamic + Billboard	Special ad format	DER SPIEGEL, manager magazin	Desktop	Sitebar right: initial resolution 300x600 dynamic width + height + Sitebar left: initial resolution 300x600 dynamic width + height Billboard: 1012x110	Right: 996x600 (10% surcharge)	Double Sitebar Ads + Billboard create an advertising frame around the website. The Sitebar Ads dynamically adjust to the available screen size and always remain in the visible area. The site is centered.	No	The ad content should be optimized to a size of 300 x 600 pixels. The elements used need to be positioned in relation to the dimensions of the stage. The HTML5 file needs to be freely scalable. Having no fixed aspect ratio will ensure ideal display within the available area. Ad animations may not exceed 24fps. Only visible elements may be clickable. Transparent areas may not include clickable areas. Video streaming is possible. Auto start only for the streaming of data volumes of up to 4 MB.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *	✓	✓		X	X

General information						Ad format behaviour		Ad delivery details				Creative service provider				
SPM ad format	Standard/ special ad format (AdSpecial)	Publisher	Desktop/mobile	Standard format/ SPM dimensions (in pixels)	Expandable max. format	Description	Coloured + clickable background	File formats to be delivered by the client/agency	Delivery weight	Length (s)	Lead time	Flashtalking	Sizmek	Advertise	Adcanvas	Pinpoll.com
Skyscraper	Standard format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	200x600	max.600x600 (10% surcharge)		No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD	✓	✓		X	X
sticky Sitebar	Standard format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	Initial resolution 300x600 Dynamic width + height		The ad format dynamically adjusts to the available screen size and always remains in the visible area.	No	jpeg, gif, png The ad content should be optimized to a size of 300 x 600 pixels. The elements used need to be positioned in relation to the dimensions of the stage. The swf file needs to be freely scalable. Having no fixed aspect ratio will ensure ideal display within the available area. Ad animations may not exceed 24fps. Only visible elements may be clickable. Transparent areas may not include clickable areas. Video streaming is possible. Auto start only for the streaming of data volumes of up to 4 MB. wmode=opaque Dynamic HTML5 ad (with 100% width/ 100% height), JavaScript redirect (Flashtalking, Sizmek)	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *					
Understitial	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop/ mobile	Desktop: 624x480 Tablet: 768x480 Mobile: 567x1024		Through a gap in the content the Parallax Scroll Ad allows the user to view a large image placed in the background. A very eye-catching ad, thanks to the parallax effect and a perception of perspective and optical depth.	No	JavaScript redirect (Flashtalking, Sizmek) Streaming/video is also possible for mobile devices, if the video is started by clicking on it. If the ad is delivered as a redirect, it must be programmed to be responsive so that it will adjust to the ad slot.	Initial load: 200 KB Host initiated subload: 300 KB	J.	5 WD *					
Video Wall	Special ad format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	1280x720	Dynamic when clicked. Full browser window view	The entire area of the Dynamic Frame Ad is used for a video. By clicking on it, the responsive video can be viewed in full-screen mode. Excluding iPad traffic, since Apple does not permit the automatic start of videos.	Yes	mp4, bit rate of 8,000kbps Video needs to be hosted externally / external tracking can be added The video should not exceed 4 MB (in the case of streaming upon user action the video may be heavier). Moreover, the CPU load may not exceed 10%.	max. 4 MB	30	5 WD *	✓	✓		X	X
Wallpaper	Standard format	DER SPIEGEL, bento, manager magazin, Harvard Business Manager	Desktop	DER SPIEGEL, manager magazin, Harvard Business Manager: Leaderboard: max. 1012x110 Sky: max. 160x600 bento: Leaderboard: max. 910x110, Sky: max. 160x600	DER SPIEGEL, manager magazin, Harvard Business Manager: Leaderboard: max. 1012x510 Sky: max. 560x600 bento: Leaderboard: max. 910x510, Sky: max. 560x600		Yes	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD					