



# Online Banner Specifications

The portal of the creative scene  
**Design. Code. Business.**

↗ [www.page-online.de](http://www.page-online.de)

Effective 09/2019

# Display Advertising

## Delivery

All advertisements will be delivered in rotation. If desired, a time interval can also be exclusively booked.

## Expandable formats

The first time the page is called up, the banner appears in large format (Expandable format). Each subsequent time the user calls up the page, the advertisement remains visible and can be opened by the user's action.

## Sticky

Linked to Skyscraper, Big-Size Skyscraper, Hockystick and Wallpaper (advertising material must be physically available).

## Artworks

All artworks send to:  
dispo@page-online.de



**Superbanner**  
(Leaderboard)  
728 x 90 pixels up to  
980 x 90 pixels



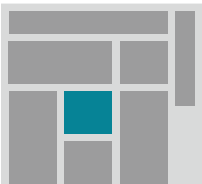
**Billboard**  
940 x 250 pixels  
**Billboard Mobile**  
300 x 100 pixels



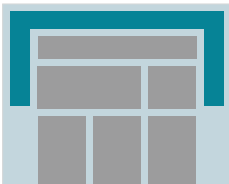
**Wide-, Skyscraper**  
120 x 600 pixels or  
160 x 600 pixels or  
200 x 600 pixels



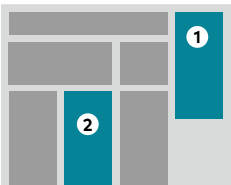
**Wallpaper**  
(Superbanner + Skyscraper)  
728 x 90 + 160 x 600 pixels  
Background: 1 x 1 pixel as JPEG,  
GIF, PNG or hexcode  
(sample: #8AA7FF)



**Content-Ad**  
(Medium Rectangle)  
300 x 250 pixels



**Fireplace**  
(Superbanner + 2 x Skyscraper)  
980 x 90 + 160 x 600 +  
160 x 600 pixels  
Background: see Wallpaper



**Big-Size Skyscraper**  
**1 or 2**  
(Half Page Ad)  
300 x 600 pixels



**Tandem-Ad**  
(Superbanner, Billboard,  
2x Skyscraper)  
980 x 90 + 160 x 600 +  
160 x 600 + 940 x 250 pixels  
Background: see Wallpaper

## Premium Display Advertising (Premium Ad Package)

The banner is shown in expanded format the first time the page is displayed. The advertisement continues to be visible with subsequent page displays and can be opened again by user actions (mouse-over or click).

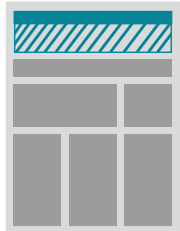


### Banderole Ad (Expandable)

(closes automatically after 10 seconds)

770 x 250 pixels

Frequency Capping one/session  
in expandable format



### Push Down Ad (Expandable)

(closes automatically after 10 seconds)

max. 980 x 90 pixels (closed)

max. 980 x 90 pixels (opened)

Frequency Capping one/session  
in expandable format



### Maxi Ad

(closes automatically after 10 seconds)

640 x 480 pixels

Frequency Capping one/session

## References:



## Data Delivery

- All banner formats up to a maximum of 150 KB
- Data formats: JPEG, GIF, Flash (when submitting in Flash format, please also supply a back-up file in GIF)
- Artworks have to be delivered latest 7 days before the campaign starts: [dispo@page-online.de](mailto:dispo@page-online.de)

## Redirect TAGs

Redirect TAGs can be a GIF Rich Media or an internal redirect.

## Flash

Because flash data files are no longer supported by some of the common web browsers, we do not implement flash banners anymore.

## Support

For the HTML5 advertisements, the aforementioned guidelines must be complied with. Our service provider ADTECH will be able to assist you in case of any problems which may occur. For this service, there may be costs, which must be paid by the customer.

## HTML 5 Media

HTML5 media can be hosted if the following rules comply:

- Use unique IDs, classes, variables and function names (per banner).
- No folder structure, all files have to be in the root directory.
- Only index.html can dissolve ad server variables, \*. Js or other file types, as well as further HTML files, cannot resolve.
- Ad server variables are needed, for example to count clicks or for correct paths to the images. To avoid this, the necessary files can be stored on a file server and the absolute path can be used.
- If possible, all scripts should be installed in the index.html.
- No HTML basic structure (html, head, title, body) should be installed, because banners are already supplied as HTML.
- The index.html file has to be renamed ad.html

# Specifications Newsletter

## PAGE Newsletter

Subscribers to the **PAGE Newsletter** receive exclusive updates of the industry's key news stories and events. Even more importantly, they are offered a heads up of emerging themes and developments in the creative, design and agency world.

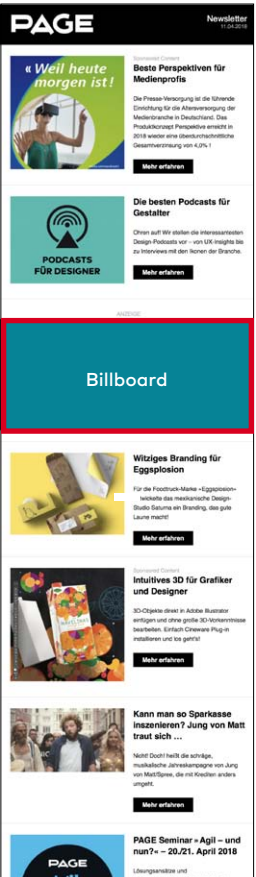
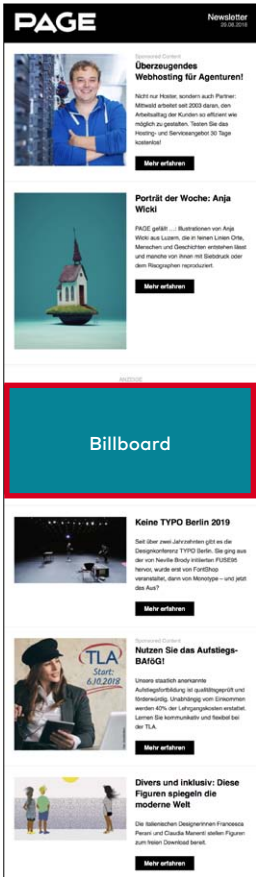
## Guaranteed Mailing

We guarantee >26,000 newsletter subscribers and we send you a report of the opening and click rates.

## Billboard Specification

- Banner Size** 580 x 250 pixels, max 150 KB
- File Size** JPEG or GIF (static\*), resolution 72 dpi

\* Animated GIFs are not correctly delivered from Outlook 2007 onwards. We recommend that only static GIFs are used.



# PAGE

Design. Code. Business.

**Ad Sales Management (Print/Web/Mobile/Social Media)**

Phone +49 (0)40 85183-480

Fax +49 (0)40 85183-489

E-mail [anzeigen@page-online.de](mailto:anzeigen@page-online.de)

[www.page-online.de](http://www.page-online.de)

**Terms and Conditions for Print**

<http://www.ebnermedia.com/agb/print/d>

**Terms and Conditions für Online**

<http://www.ebnermedia.com/agb/online/d>