

TECHNICAL SPECIFICATIONS

W&V ONLINE | AS OF: 28 OCTOBER 2026



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GENERAL INFORMATION

01

CREATIVE DELIVERY

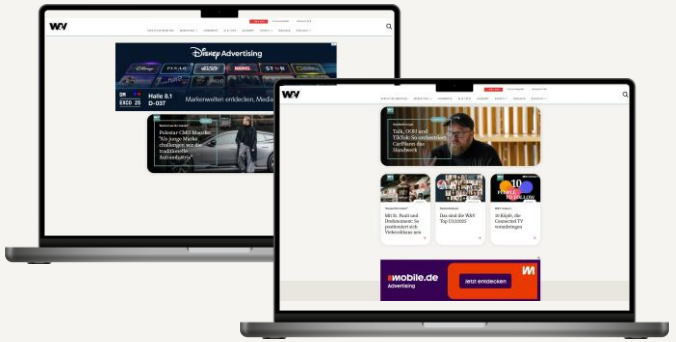
Delivery: Please send creatives and any related questions by email to **clientsuccess@ebnermedia.de**

How to deliver:

- By email to clientsuccess@ebnermedia.de
- File size: max. 900 kB per creative (image, HTML5)
- Videos (max. 9 MB) also by email
- All creatives and tracking pixels must be https-compatible

Deadlines:

- **All ad formats:** 5 working days before campaign start



Your email should include:

- Client name and campaign name
- Booking period and booked product
- Target URL
- Creatives
- Contact person for queries

Please note:

- Failure to comply with the technical specifications or delivery conditions may delay the campaign start.

TECHNICAL REQUIREMENTS

Google Ad Manager (GAM):
All ads on our websites are served via Google Ad Manager. This results in technical restrictions – including the uniform file size limit.

Delivery in iFrames:
W&V serves all ads in friendly iFrames. This prevents conflicts between page and ad code. Please keep this in mind, e.g. when implementing expanding ad formats.

HTTPS delivery:
Our websites are served via https. All creatives and tracking pixels must fully support delivery via https.

Responsive Design:
Our websites are fully responsive (CSS3 media queries and JavaScript). Creatives may be scaled in a flexible layout – please take this into account in design and technical implementation.

Browsers & technology:
Please create animated or interactive creatives in the HTML5 standard. This is the only way to ensure the ad is displayed on as many devices and browsers as possible. Flash creatives cannot be served.

Animation:
The creative must end on a meaningful message (end frame).

Scalability:
Please make sure the creative is scalable.

Tracking:
Tracking pixels and ClickCommand can be integrated in all display formats.

File size: max. 900 kB
Applies uniformly to all image and HTML5 creatives – including zipped HTML5 ads.
Exception: video files (max. 9 MB, see page 14).


HTML5
02

HTML5 – BASICS & FILE SIZE

Basics:
HTML5 ads are made up of individual website elements that interact with each other: HTML, CSS and JavaScript files, images, videos, etc. Special requirements therefore apply.

Ad serving:
By default, W&V serves HTML5 ads within a SafeFrame. If ads are to contain interactive elements (e.g. multiple click options, forms, gamified interactions), please consult the publisher about direct integration.

Compression:
Keep loading and rendering times as short as possible: few individual elements (fewer HTTP requests), compress images, videos and CSS and JavaScript libraries as much as possible, always use minified local libraries. Recommended tools (alternatives possible):

- Images: tinyjpg.com
- JavaScript: javascript-minifier.com
- CSS: cssminifier.com

Maximum file sizes
(complete ad incl. all resources)

- Initial and automatically loaded content: max. 900 kB (desktop and mobile)
- Zipped HTML5 package: max. 900 kB
- Content loaded after user interaction (e.g. video stream): max. 9 MB (desktop and mobile)

Other notes:
For detailed layouts with many icons, use CSS sprites where possible. If the HTML5 ad contains a video, it must be linked externally or delivered separately.

Limit: 900 kB
The complete HTML5 ad – whether unpacked or as a ZIP archive – must not exceed 900 kB.

HTML5 – DATA STRUCTURE & CODING

Data structure & delivery:
All individual files are stored in the same folder, without subfolders. The main file is named index.html. Paths to further resources are set relative to the main file and to each other. Exception: externally embedded resources (e.g. JavaScript libraries, web fonts) are referenced absolutely. Delivery is made as a ZIP archive containing all components except externally embedded resources.

Meta tag for the ad size:
The main file (index.html) must contain a meta tag specifying the ad size. Example for 300 x 250 px:

```
<meta name="ad.size" content="width=300,height=250">
```

Click tag variable and call via JavaScript:
The main file (index.html) must contain a click tag. URLs must not be hard-coded so that Google Ad Manager can track clicks.

document.write:
Must not be used. All ads are loaded and executed asynchronously. Use DOM operations such as appendChild() instead, executed via the document.onload handler.

Code compression:
The ad's HTML document may contain a maximum of 4,500 characters. Move larger stylesheets and scripts into separate files. Use minified CSS and JavaScript libraries; compressing your own scripts is recommended.

Google Ad Manager guidelines
Details on sizes and click tags can be found in the Google Ad Manager documentation: **Click here.**

HTML5 – ANIMATION, COMPATIBILITY & VIDEO

Animation:
Animations are generally possible. However, they can put a heavy load on the client's CPU and GPU. Please avoid numerous parallel and overlapping animations with transparent graphics. The SVG tag is not supported – embed SVGs as separate files.

Browser compatibility:
The Ebner Media Group websites are fully responsive (CSS3 media queries and JavaScript). Tablet and smartphone ads must be able to handle a flexible width; the ad slot is automatically scaled to 100%. If an ad does not work in all browsers, a JPG/GIF fallback must be provided as part of the ad. The publisher reserves the right to restrict delivery to compatible browsers. All HTML5 ads must be UTF-8 compatible.

Videos:
Videos can be embedded using the HTML5 video tag <video></video>. Video ads require a preview image.

- Autoplay is permitted if the video has no sound or is muted (attribute "muted"). For autoplay on iOS, additionally set the attribute "playsinline".
- On mobile devices, videos cannot be linked directly. Place the click tag on an area outside the video, e.g. on an additional button.
- Optimise file size and quality so the video can be streamed in a server environment. Format: H.264/MP4/AAC; for optimal compatibility, additionally VP8/VP9/WebM.

More on animations
Further information can be found in the Google Ad Manager documentation: **Click here.**

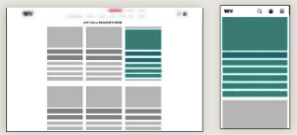
DISPLAY ADS



03

DISPLAY ADS – STANDARD FORMATS

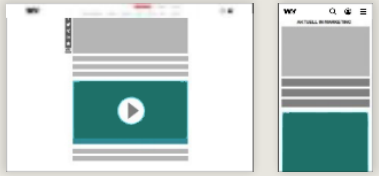
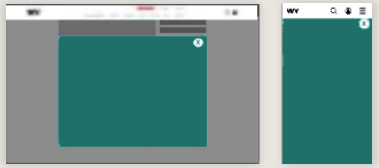
Uniform limit for all creatives: max. 900 kB.

AD FORMAT		FORMAT IN PIXELS	FILE TYPE	MAX. FILE SIZE
Billboard Multiscreen		Desktop: 1,120 x 250 Mobile: 640 x 300	GIF / JPG / PNG HTML5[1]	**900 kB**
Content Ad Multiscreen		640 x 500 alternatively 300 x 250	GIF / JPG / PNG HTML5[1]	**900 kB**
Skyscraper / Sticky Skyscraper Desktop only		300 x 800 alternatively 300 x 600	GIF / JPG / PNG HTML5[1]	**900 kB**
Native Text Ad Multiscreen		Image: 520 x 293 Headline: max. 60 characters* Text: max. 240 characters* CTA: max. 20 characters*, target URL	Image: GIF / JPG / PNG Texts: Word file	**900 kB (image)**

[1] Technical specifications HTML5: pages 7–9. Streaming is only possible via HTML5 ad.
* including spaces. All formats are delivered run-of-site and rotate across the placements on the page.

DISPLAY ADS – VIDEO INREAD & LAYER AD

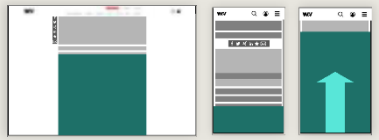
Moving images and large ad spaces for maximum attention. Image files max. 900 kB, videos max. 9 MB (see page 14).

AD FORMAT		FORMAT IN PIXELS	FILE TYPE	MAX. FILE SIZE
Video InRead Multiscreen		Video Ratio: 16:9 1,280 x 720	MP4² Tags: VAST 2.0, VAST 3.0, VPAID 2.0	**9 MB**
Layer Ad³ Multiscreen		Image desktop: 800 x 600 Image mobile: 640 x 920 Video: min. 640 x 360	Image: GIF / JPG / PNG Video: MP4²	**Image: 900 kB** **Video: 9 MB**

² Technical video details: page 14. ³ Layer ad can be booked as a video or as a static or animated image.
All formats are delivered run-of-site and rotate across the placements on the page.

DISPLAY ADS – PARALLAX & FLOOR AD

High-impact formats with large ad space. Uniform limit: max. 900 kB.

AD FORMAT		FORMAT IN PIXELS	FILE TYPE	MAX. FILE SIZE
Parallax Multiscreen		Desktop (front page): 1,120 x 800 Mobile: 640 x 1,200	GIF / JPG / PNG	**900 kB**
Floor Ad Multiscreen		Desktop: 1,120 x 250 Mobile: 640 x 300	GIF / JPG / PNG	**900 kB**

All formats are delivered run-of-site and rotate across the placements on the page.

VIDEO & NOTES ON HIGH-IMPACT FORMATS

Video – technical details

- File type: MP4 (H.264/AAC)
- Video Ratio: 16:9
- Format: min. 640 x 360 px (Video InRead: 1,280 x 720 px)
- Frames per Second: 24
- Recommended length: max. 30 seconds (layer ad: 10–15 seconds)
- File size: max. 9 MB (desktop and mobile)
- Tracking: tracking pixels and ClickCommand can be integrated

Delivery:
Videos up to 9 MB by email to clientsuccess@ebnermedia.de

Video InRead:
Served within articles. Frequency capping: 2 / day / user.

Layer Ad:
W&V adds the close button and the ad label. Auto-close: desktop after 15 seconds, mobile after 10 seconds.

Parallax:
When scrolling, a large ad space appears that seems to sit behind the website.

Floor Ad:
Ad placement fixed to the bottom edge of the screen (desktop 1,120 x 250, mobile 640 x 300).

Good to know
The 900 kB limit applies to image and HTML5 creatives. Video files are generally limited to max. 9 MB.

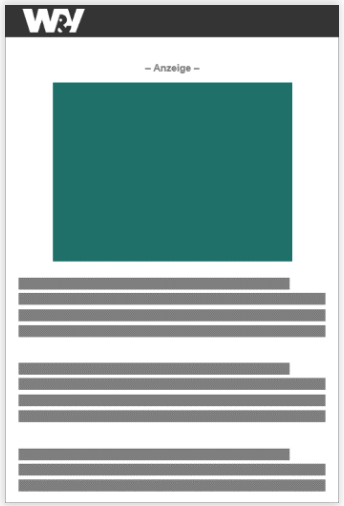
NEWSLETTER ADS



04

NEWSLETTER ADS

PREMIUM BANNER



600 x 450 px
JPG / PNG / GIF
max. 900 kB

NATIVE TEXT AD



Image: 520 x 293 px
Headline: max. 60 characters*
Text: max. 240 characters*
CTA button (optional): max. 20 characters*
JPG / PNG / GIF, max. 900 kB

STANDARD BANNER



300 x 250 px
JPG / PNG / GIF
max. 900 kB

* including spaces. Some email clients (e.g. Outlook) only display the first frame of animated GIFs – please place the key message in the first frame.



CONTACT

TEAM CLIENT SUCCESS

Questions about creatives and delivery?

clientsuccess@ebnermedia.de