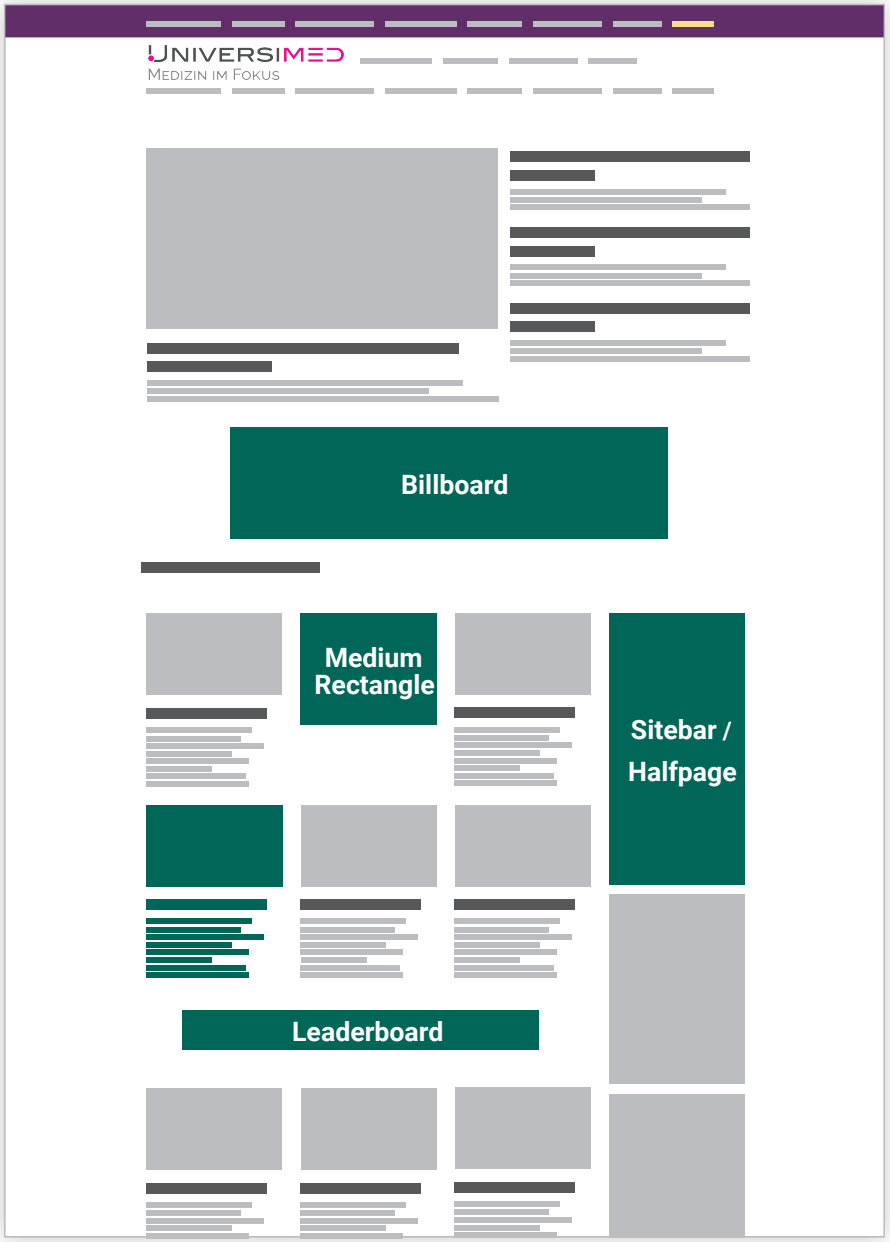
Digital Ads Cheat Sheet

Display Ad

last update: 19.09.2023



Billboard	970 × 250 px
Leaderboard	728 × 90 px former Superbanner
Medium Rectangle	300 × 250 px
Sitebar / Halfpage	300 × 600 px / 160 × 600 px former Halfpage Ad, Skyscraper

Display Ads should be provided by the customer.

The ad won't be edited at any stage and no additional approval processes (staging link or screenshots) are required. As soon as the Ad is published, a sample will be sent as proof. The Ads are displayed over different ad placements on the web page.

Formats & Target URL:

- static (jpg): only a link in the ad possible, link to FKI/ reference possible only under the banner.
- animated (gif): only a link in the ad possible, link to FKI/ reference possible only under the banner.
- HTML5: Multiple links must already be included.
- AdForm Tags: All important macros must already be included.

File size: max 250 Kb

For responsive/mobile optimisation of a Leaderboard (728x90) or or a Billboard (970x250) Ad, please provide a medium rectangle (300x250) as well. Mobile Optimisation cannot be guaranteed for HTML5 banners or AdForm tags.
Double resolution is necessary to display images and banners in high resolution.

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Native Ad

UNIVERSIMED MEDIZIN IM FOKUS

last update: 19.09.2023

Native Ad	former Sitelink Image: 306 × 172 px (16:9) overline max. 60 characters, ideal 30 Headline max. 60 characters, ideal 30 Headline max. 200 charactersVerlinkung: Target URL + Link to "FKI/KFI" possible

In order summary...
with external target URL: Link to external page of the advertiser included in the product
with internal target URL: can only be combined with an online promotion product

Promotion-Artikel, Advertorial m. Texterstellung	The editors will copywrite a print promotion and integrate it on the website
Promotion-Artikel, Advertorial	Integration of an existing print promotion on the website
Kunden-Artikel, Advertorial	Content hosting of a customer promotion in UVM design (content is delivered by the customer as Word/PDF.)
PDF-Hosting	Content hosting: Content comes from the customer as a PDF and is hosted as a file on our server.

In order to display images and banners in high resolution, please use double resolution.

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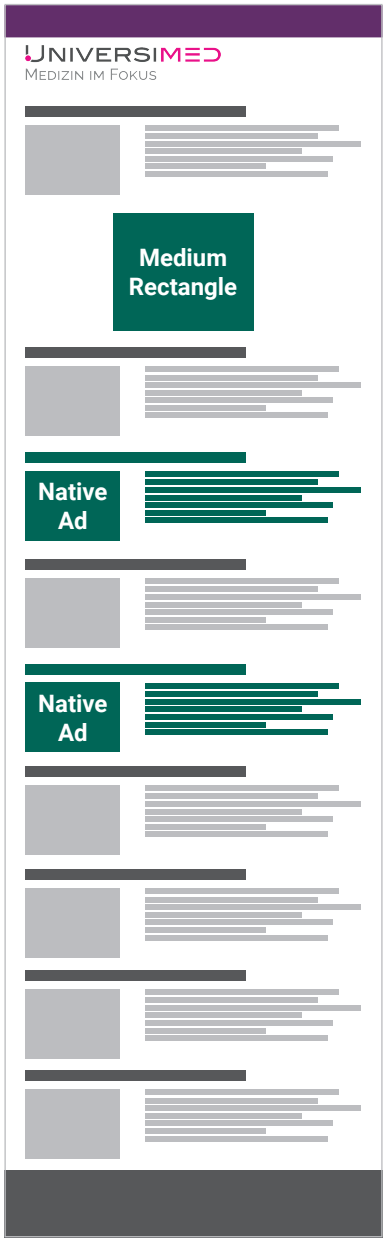
Newsletter

last update: 19.09.2023



Medium Rectangle (NL) 300 × 250 px

Formats & Target URL:

- static (jpg): only onelink in the ad possible, link to FKI/ reference possible only under the banner.
- animated (gif): only one link in the ad possible, link to FKI/ reference possible only under the banner.

Attention: It's important to note that animation won't be shown in all email clients (such as Outlook). When creating advertising material, it is important to take into account that only the first frame of the animation is displayed in this case. We assume no liability in case of distorted images.

Native Ad (NL) Image (static.jpg): 210 × 158 px (4:3)

fomer Sitelink in Newsletter Headline: max. 60 characters, Text: max. 200 characters

In order summary...

with external target URL: Link to external page of the advertiser included in the product

with internal target URL: can only be combined with an online promotion product

File size: max 100 Kb

In order to display images and banners in high resolution, please use double resolution.