

TECHNICAL SPECIFICATIONS

Audio Spot and Banner

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InGame Audio Ad

Length:	max. 30.000 milliseconds
Format:	MP3
Bitrate:	min. 128 Kbit, max. 44,1 kHz, min. 32 kHz
Volume:	-6db (below digital 0)

InGame Display Ad (Synchronised with the audio spot)

Banner Size:	320 x 50 Pixel and 300 x 250 Pixel
	Bundle of two formats (mandatory): InGame Audio Rewarded Ad + Banner & InGame Audio Skippable Ad + Banner
Format:	JPG or PNG
File Size:	max. 250 KB
URL:	URL or click tag required

Note: Not every person who plays would say that he/she is a gamer. Recommendation: Include gaming as an environment in the audio ad, but without using words that are too technical (e.g. looting, flaming etc.)

Tracking options:

Possible 3rd-Party-Tags: Click Command, only 1x1 Tracking Pixel

For example, the link could look something like this:

<http://ad-emea.doubleclick.net/ad/N1567.VMKTR.zmm/Z7922494;sz=1x1;ord={timestamp}?>

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Attention: Only one impression tracking and one click command can be implemented per placement.

A differentiation between banner sizes is not possible!

Hinweis zum Tracking:

InGame Audio campaigns work with server-sided tracking, which means that the tracking URLs are accessed from the IP-address of the RMS ad server. This can cause differences in the view count, as some ad servers on either agency- or client-side will filter and discard views from a single IP.

Necessary elements

- Audio ad
- Display ad
- URL linking the display ad
- Tracking link (if tracking is required)

Important:

Please send the adverts to werbemitteldigital@rms.de at least two working days prior to the start of the campaign.