

TECHNICAL SPECIFICATIONS

Pre-Stream Spot & Companion Banner

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Stand

July 2020

Browser Audio Ad

length: max. 30.000 milliseconds
Format: MP3
Bitrate: mind. 128 Kbit, max. 441 kHz, mind. 32 kHz
Volume: -6db

Browser Display Ad (Synchronised with the audio spot)

Size: 728 x 90 Pixel; 300 x 250 Pixel;
Format: JPG oder GIF
Animation: GIF possible
weight: max. 250 KB
URL: URL or click tag required

Mobile Audio Ad

length: max. 30.000 milliseconds
Format: MP3
Bitrate: mind. 128 Kbit, max. 441 kHz, mind. 32 kHz
Volume: -6db

Mobile Display Ad (Synchronised with the audio spot)

Size: 300 x 250 Pixel; 1024x1024*
Format: JPG oder GIF
Animation: only 300x250 as gif possible
weight: max. 250 KB,
URL: URL or click tag required

*not relevant for programmatic orders

Note: do not use smartspeaker-commands („Alexa“, „Ok Google“), to avoid any unintentional smartspeaker activity

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Tracking options

Possible 3rd-party tags: click command (1x1 tracking pixel only)

Note: Only one impression tracker and one click command can be used per placement (audio sync browser or audio sync mobile), no tracking on different banner sizes available

Notes on tracking

For pre-stream spot & companion Banner campaigns, tracking takes place on the server side. This means that the tracking URLs are accessed from the IP address of the RMS adserver. This can cause differences in the impression count, as some ad servers on the agency or client side filter and discard impressions from a single IP.

Necessary elements

- Audio ad
- Display ad
- Display ad links
- 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