

# TECHNICAL SPECIFICATIONS

Pre-Stream Spot & Companion Banner

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Stand

Mai 2021

## Browser Audio Ad

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

## Browser Display Ad (Synchronised with the audio spot)

Size: 300 x 250 Pixel;  
Format: JPG or 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: min. 128 Kbit, max. 441 kHz, min. 32 kHz  
Volume: -6db

## Mobile Display Ad (Synchronised with the audio spot)

Size: 300 x 250 Pixel; 1024x1024\*  
Format: JPG or 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 3<sup>rd</sup>-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](mailto:werbemitteldigital@rms.de) at least two working days prior to the start of the campaign