

General Framework Conditions

As of: 04.02.2021

<p>Sound elements:</p> <p>The sound may only be activated upon user action (click). This needs to be initiated by the words "Sound on/Ton an" and/or a loudspeaker icon. The user must at all times be able to switch the sound on or off, independent of the length of the sound element.</p> <p>Sound may not be played in a loop.</p> <p>Sound may not be started by mouse over.</p>
<p>Streaming and Animation:</p> <p><u>Fixed Placements</u> Streaming (video or animation within the ad) may start automatically if the downloaded data volume does not exceed 4 MB. After 30 seconds there must not be any movement within the ad.</p> <p><u>Rotation</u> Streaming (video or animation within the ad) may start automatically if the downloaded data volume does not exceed 4 MB. If the downloaded data volume exceeds 4 MB, Streaming (video or animation within the ad) may only start upon useraction (click). Streaming is allowed to be played in a loop and is not limited in duration.</p>
<p>Expandable ad formats:</p> <p>All such ad formats may only expand by clicking on them. In general, at maximum, all initial formats can expand to a maximum of 400 pixel. Expandable formats are subject to a 10% surcharge.</p>
<p>Close button:</p> <p>Please note that expandable ad formats need to include a clearly visible close button ("X" and the word "Schließen" or "Close"). With a 1024 resolution this button needs be in the immediately visible area. All expandable ad formats (e.g. video wall) MUST include a close button. This also applies to the Mobile Magnetic Ad (which covers the content as a layer).</p>
<p>Background colour /background image:</p> <p>The background must not be transparent, white or gray.</p>
<p>Video:</p> <p>Please observe the loudness standard EBU 128 (https://tech.ebu.ch/loudness).</p>
<p>SSL information:</p> <p>Without exception, all components of an ad (ad tags, tracking pixel, scripts, etc.) must be SSL enabled, or else display and measurement errors might occur. All servers need to allow access from both safe (https) and unsafe (http) environments, regarding Flash as well as HTML5 players. In the event of non-compliance with SSL compatibility, SPIEGEL MEDIA will assume no liability for underperformance or measurement differences.</p>
<p>Polite download:</p> <p>max. 4 MB</p>
<p>CPU load:</p> <p>Please note the following for all placements: The CPU load may not exceed 10% which will ensure that the users' browsing experience will not be limited in any way.</p>
<p>Ad labelling - traditional ad positions:</p> <p>Word "ANZEIGE" in capital letters on the left hand side above the ad grey (#666) font style: Calibri font size: 0.75rem distance to the height of the ad: 5px flush left of the ad</p>
<p>Ad labelling - partners, cooperations:</p> <p>Word "ANZEIGE" in capital letters top left hand side of the page black (#000000) font style: Calibri, sans-serif font size: 1 rem or 18px font type: bold distance to the height of the ad: 15px left margin: 0px</p> <p>Additional labelling on the right "Ein Angebot von" plus logo flush right black (#000000) font style: Calibri, sans-serif font size: 0.95rem or 15px distance to the height of the ad: 15px left margin: 10px</p> <p>Logo size max. height: 25px</p> <p>In some circumstances: grey ad colour RGB 242-241-236, "Mehr erfahren" or "Schließen" at the end of the ad in black</p> <p>No brand colours, such as the SPIEGEL ONLINE red</p>

Technical Specifications SPIEGEL MEDIA, valid as of: 01.07.2020

Latest update: 21/03/2022

SPM ad format	Standard/ special ad format (AdSpecial)	Publisher	General information			Ad format behaviour			Ad delivery details				Creative service provider			
			Desktop/mobile	Standard format/ SPM dimensions (in pixels)	Expandable max. format	Description	Coloured + clickable background	File formats to be delivered by the client/agency	Delivery weight	Length (s)	Lead time	Flashtalking	Sizmek	Adserve	Adcanvas	
Billboard	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	max. 996x250	max. 996x400		The Billboard appears on the centered page. The ad is 250 pixels high, the standard format. The width depends on the respective screen width.	No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD				
Billboard, responsive	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop/ mobile	Max. width: 996 x height: 250px			The Billboard appears on the centered page. The ad is 250 pixels high, the standard format. The width depends on the respective screen width.	No	HTML5, direct, as a streaming link or iFrame banner source	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD	Details will follow	Details will follow		X
Cube Ad, premium	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	May appear in the following ad slots: Halfpage, Dynamic Steibar, Wallpaper, Billboard			The Premium Cube Ads will display four areas with an alternating mechanism which reacts on mouse-over. The change intervals can be adjusted as required. Can be used with the Halfpage Ad, Dynamic Steibar, Wallpaper and the Billboard.	see individual formats	see initial formats JavaScript redirect (Flashtalking)	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *	✓	✓		X
Dynamic Billboard	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Width: 100% x height: 380px			The Billboard appears on the centered page. The ad is 250 pixels high, the standard format. The width depends on the respective screen width. For tablets, a traditional Billboard is used.	No	HTML5, JavaScript redirect (Flashtalking, Sizmek), as a streaming link or iFrame banner source. For ad serving on iPads you need to provide a Billboard in the case of a white background colour, the ad needs to have a frame.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD	✓	X		X
Fireplace Ad	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Leaderboard: 1012x110, Skyscraper (left/right): 160x600 The superbanner must be responsive (width: 100%) and able to scale between 728 and 1452 pixels.			The Fireplace Ad creates an advertising frame around the website, consisting of a Leaderboard and two Skyscrapers. On request, the Skyscrapers are always sticky and thus will remain visible while the user is scrolling the page.	Yes	HTML5, GIF/JPG, JavaScript redirect (Flashtalking, Sizmek), Delivery as 3rd party JavaScript redirect (possible as 1x1 redirect in one tag, elements must be positionable individually or as three separate tags). Skyscraper may only dock to the superbanner from left/right. No LocalConnection to synchronize with the left skyscraper. For low resolutions, the left skyscraper is omitted and the ad is delivered as wallpaper. The ad must be positionable by Ad Alliance - please send us information how the position variables are named and how they are integrated in the redirect. Please provide us with a hexadecimal code for the background color. This color must be clearly different from the regular background color of the page.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *	✓	✓		X
Fireplace Ad, dynamic	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Superbanner: 1012x110 Skyscraper (left): 160x600 Dynamic Steibar (right): initial resolution 160x600 Width: dynamic The superbanner must be responsive (width: 100%) and able to scale between 728 and 1452 pixels.			The Dynamic Fireplace is two scalable steibar ads on a centered page. A super banner is positioned above the dynamic steibar ads, which connects the ads seamlessly. As soon as the user scrolls, the super banner disappears and the steibar ads follow sticky.	Yes	JavaScript redirect with completely ready functions (possible as 1x1 redirect in one tag, elements must be positionable individually or as three separate tags). When delivering ad media, please make sure that they are SSL-encrypted. Non-SSL-compatible ad media will be automatically deactivated. Skyscrapers are only allowed to dock to the superbanner from the left/right. No LocalConnection to synchronize with the left skyscraper. At low resolutions, the left skyscraper is omitted, the ad is delivered as wallpaper. Video streaming is possible, auto start only when streaming data up to 4mb.	Initial load: max. 200 KB Host initiated Subload: 300 KB	J.	5 WD *	✓	✓		X
Fireplace Ad, dynamic	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Leaderboard: 1012x110 Skyscraper (left): 160x600 Dynamic Steibar (right): initial format 160x600 width is dynamic The Leaderboard must be responsive (width: 100%); Max. 1012 x 110 + 160 x 600 + 160 x 600 px			The right Skyscraper of the Frame Ad dynamically adjusts to the size of the available screen size and always remains in the visible area. It is sticky and therefore also remains visible while the user is scrolling the page.	Yes	JavaScript redirect (Flashtalking, Sizmek) No redirect delivery (1x1 redirect possible in one tag, elements need to be positionable individually or as three separate tags). Skyscrapers may only dock onto the Leaderboard from the right/left hand side. No LocalConnection to synchronize with the left Leaderboard. In the case of low resolution, the left Leaderboard will not be used and the ad will be served as a Wallpaper. Video streaming is possible; auto start only for the streaming of data volumes of up to 4 MB.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *	✓	✓		X
Halfpage Ad	Standard format	DER SPIEGEL, manager magazin, Harvard Business	Desktop	300x600	700x600			No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD				
Interstitial, mobile	Standard	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	responsive: JPC/GIF Portrait 640 x 960 pixels (retina resolution) or 320 x 480 pixels, landscape 960 x 640 pixels (retina resolution) or 480 x 320 pixels. For redirects, the output size in Retina format must always be 320 x 480 pixels for Portrait and 480 x 320 pixels for Landscape. File size: Initial load: 50 kB Host initiated subload: 200KB			The Mobile Interstitial is a particularly eye-catching ad format which makes a full-screen appearance of up to 10 seconds when a page is loaded or when the user changes the section.	No	JPEG or GIF (static or animated) Redirect preferably as an <iframe>. If you deliver 3rd party ads, please make sure that those ads support HTTPS. By arrangement, HTML5 might also be possible.	Initial load: 50 kB Host initiated subload: 200 KB		10 3 WD				
Interscroller Ad, mobile	Standard	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	responsive non-responsive: portrait 640 x 960 pixels (retina-resolution) or 320 x 480 pixels, landscape 960 x 640 pixels (retina resolution) or 480 x 320 pixels. For redirects, the output size in retina format must always be 320 x 480 pixels for portrait and 480 x 320 pixels for landscape. VAST 9:16, MP4 9:16			The Mobile Interscroller Ad lets the user look through a gap in the content to a screen-sized customer visual behind it. Due to a parallax effect and the feeling of transparency or visual depth, it has an attention-grabbing ad special character. In contrast to the mobile understitial, the interscroller ad can be seen on the entire screen.	No	JavaScript redirect or physical HTML5 with fully responsive ads, VAST 9:16, MP4 9:16. For non-responsive ads, please provide portrait and landscape formats to be delivered. When delivering ads, please ensure that they are SSL-encrypted. Advertising media that are not SSL-compatible will be automatically deactivated.	Initial Load: 200 kB Host Initiated Subload: 300 kB An explanation of the individual load phases can be found in our HTML5 Guidelines.		3 WD				
Leaderboard	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	728x90 - max. 996x110	max. 728/996x300			No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD				
Medium Rectangle (MPU/Promotion Ad)	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	300x250	400x400 (in all directions)			No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD				
Medium Rectangle, mobile	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	300x250				No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD				
Mobile MPU 1:1	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	300x300				No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD				
Mobile MPU 2:1	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	300x150				No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD				
Mobile MPU 4:1	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	300x75				No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD				
Mobile MPU 6:1	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	300x50				No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: 50 kB Host initiated subload: 200 kB	J.	3 WD	✓	X		X
Parallax Ad, dynamic	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Leaderboard: 1012x100 Pixel, transparent Exp. Billboard: 1012x600 Pixel Steibar right: initial 300x600 Pixel (responsive), Background: 1920x1080, JPC/PNG Steibar left (optional): initial 300x600 Pixel (responsive).			The functionalities provided by the template include the expansion of the Billboard and the submission of the state of the Billboard to the individual ad formats (this functionality will be documented and can be used by the advertising agencies). The provided ads need to be HTML5 ads. The functionalities within those ads need to be ensured by the advertising agency. However, the agency needs to make sure that the ads will run in all browser types, etc. The video may not expand and must include a pause/stop button	Yes	HTML5, GIF/JPG/PNG JavaScript redirect (Flashtalking, Sizmek) Background: image / 16:9 / recommended: max. 1920x1080 pixels Leaderboard: HTML5 / max. 910x100 pixels / transparent background Dynamic Billboard: HTML5 / max. 910x600 pixels / transparent background Dynamic Steibar: HTML5 / min. 200x600 pixels - responsive to 100% x 100% / transparent background	Initial load: 200 kB Host initiated subload: 300 kB	J.	5 WD *	✓	✓		X
Pushdown Ad with Understitial	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Mobile	Top position Mobile MPU 6:1 = 300x90 > expands to 300x180 Mid position Mobile MPU: 967x1024			While scrolling the page, the Mobile MPU 6:1 underneath the header will expand slightly. In addition, a little further down the Parallax Scroll Ad will appear.	No	JavaScript redirect (Flashtalking) JPC/GIF, retina 600 x 360 pixels x pixel height, since it is a responsive ad the ad is delivered as a redirect, it must be programmed to be responsive so that it will adjust to the ad slot.	Initial load: 50 kB Host initiated subload: 200 kB	J.	5 WD *	✓	✓		X

SPM ad format	Standard/ special ad format (AdSpecial)	Publisher	General information			Ad format behaviour		Ad delivery details				Creative service provider				
			Desktop/mobile	Standard format/ SPM dimensions (in pixels)	Expandable max. format	Description	Coloured + clickable background	File formats to be delivered by the client/agency	Delivery weight	Length (s)	Lead time	Flashtalking	Sizmek	Adserve	Adcanvas	
Realtime Premium Ad	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	See initial format (Billboard, Wallpaper, Fireplace Ad, Stebar)	See initial format	Ad formats such as Wallpaper, Fireplace Ad, Billboard, Dynamic Stebar make references to the editorial content in real time. A contact person at the advertising agency needs to be on call (emergency telephone number / mobile phone number) while the campaign is running. A fallback needs to be provided in case the current news coverage does not allow for a real-time reference. Please note: The ad is updated after approx. 15 minutes once new text has been introduced.		JavaScript redirect (Flashtalking, Sizmek)	Initial load: 200 kB Host initiated subload: 300 kB	J.	10 WD					
Stebar, double dynamic	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Stebar right: initial resolution 300x600 dynamic width + height + Stebar left: initial resolution 300x600 dynamic width + height	Right: 996x600 (10% surcharge)	The ad format dynamically adjusts to the available screen size and always remains in the visible area. The site is centered.	No	HTML5, JavaScript redirect (Flashtalking, Sizmek) Ideal delivery: 2 dynamic, fully responsive HTML5 Stebars. The ad content should be optimized to a size of 300 x 600 pixels. The elements used need to be positioned in relation to the dimensions of the stage. The HTML5 file needs to be freely scalable. Having no fixed aspect ratio will ensure ideal display within the available area. All animations may not exceed 24fps. Only visible elements may be clickable. Transparent areas may not include clickable areas. Video streaming is possible. Auto start only for the streaming of data volumes of up to 4 MB.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *	✓	✓		X	
Skyscraper	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	200x600	max.600x600		No	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD	✓	✓		X	
sticky Stebar	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Initial resolution 300x600 Dynamic width + height		Directly next to the content of the website, the Sticky Stebar makes ideal use of the free space in the visible area. Due to the large format, which dynamically adapts to the screen size, your advertising content is optimally displayed and is always in the visible area.	No	HTML5, JavaScript redirect JavaScript redirect or as HTML5 zip file with completely finished functions. The advertising material must be responsive and must not write itself out of our frame. When delivering advertising material, please ensure that it is SSL-encrypted. Advertising media that is not SSL-compatible will be automatically deactivated. IAB TCF: All URL-based components of an ad (e.g. redirect, pixel tracker) must contain the IAB macro gdrp_consent=GDPR_CONSENT_XXX for processing the TCF string, where XXX is the numerical vendor ID according to the global vendor list of the IAB.	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	5 WD *					
Understitial	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop/mobile	Standard format: responsive JPG/GIF Format 640 x 960 pixels (Retina resolution) or 320 x 480 pixels, Landscape 960 x 640 pixels (Retina resolution) or 480 x 320 pixels. For redirects, the output size in Retina format must always be 320 x 480 pixels for Portrait and 480 x 320 pixels for Landscape.		Through a gap in the content the Parallax Scroll Ad allows the user to view a large image placed in the background. A very eye-catching ad, thanks to the parallax effect and a perception of perspective and optical depth.	No	Dynamic HTML5 ad (with 100% width/ 100% height), JavaScript redirect (Flashtalking, Sizmek) Streaming/Video is also possible for mobile devices, if the video is started by clicking on it. If the ad is delivered as a redirect, it must be programmed to be responsive so that it will adjust to the ad slot.	Initial Load: 50 KB Host Initiated Subload: 200KB	J.	5 WD *					
Video Wall	Special ad format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	1280x720	Dynamic when clicked. Full browser window view	The entire area of the Dynamic Frame Ad is used for a video. By clicking on it, the responsive video can be viewed in full-screen mode. Excluding iPad traffic, since Apple does not permit the automatic start of videos.	Yes	JavaScript redirect (Flashtalking, Sizmek) mp4, bit rate of 8,000kops Video needs to be hosted externally / external tracking can be added The video should not exceed 4 MB (in the case of streaming upon user action the video may be hosted). However, the CBS load must not exceed 10s.	max. 4 MB		30	5 WD *	✓	✓		X
Wallpaper	Standard format	DER SPIEGEL, manager magazin, Harvard Business Manager	Desktop	Leaderboard: max. 1012x110 Sky: max. 160x600	Leaderboard: max. 1012x110 Sky: max. 660x600		Yes	HTML5, GIF/JPG/PNG, JavaScript redirect	Initial load: max. 200 KB Host initiated subload: 300 KB	J.	3 WD					

Technical Specifications Video Formats

As of:

31 August 2018

General information				Ad			
Format	Publisher	Desktop/mobile	Format/dimensions	File formats to be delivered	Delivery frame rate (fps)	VAST	VAST version
Video Pre-Roll	spiegel.de	Desktop	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Pre-Roll	spiegel.de	Mobile	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Post-Roll	spiegel.de	Desktop	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Post-Roll	spiegel.de	Mobile	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Pre-Roll	manager magazin	Desktop	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Pre-Roll	manager magazin	Mobile	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Post-Roll	manager magazin	Desktop	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Post-Roll	manager magazin	Mobile	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Pre-Roll + Mid-Roll	SPIEGEL.TV	Desktop	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Pre-Roll + Mid-Roll	SPIEGEL.TV	Mobile	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Post-Roll	SPIEGEL.TV	Desktop	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Post-Roll	SPIEGEL.TV	Mobile	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Outstream	spiegel.de	Desktop	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Outstream	spiegel.de	Mobile	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Outstream	manager magazin	Desktop	1920x1080	mp4	25	Yes	2.0 to 4.0
Video Outstream	manager magazin	Mobile	1920x1080	mp4	25	Yes	2.0 to 4.0

