

Product and Advertising form specifications

Ad Alliance

1 July 2024



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Pre-Roll / Mid-Roll / Post-Roll

Pre-roll / mid-roll / post-roll are traditional commercial spots that can be run before online video content. The attention level of the user is very high, as the spot begins immediately prior to the desired clip.

In addition, valuable contacts can be achieved by running Pre-Roll / Mid-Roll / Post-Roll in appropriate environments or formats. The association of the advertising message with the video content selected by the users themselves as a positive impact on the promoted product.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gppdr=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gppdr=\${GDPR}</code> Additional info: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATION

SSL required	Yes, guaranteed.
SSL info	<p>Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments.</p> <p>In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.</p>

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers.</p> <p>For this purpose, the "origin" of the request header in the "access-control-allow-origin" of the response header must be adopted. In addition, "credentials" must be set to "true".</p> <p>Here is an example of a correct CORS header of a server response: Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: <code>true</code></p> <p>Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Instruction on redirects	All resources that in turn redirect to additional resources (301-1302-Redirects) must also fulfill the above CORS header (HTMLS) requirement.

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB
Bitrate	max. 30.000 kbps

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 or VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST.</p> <p>All three media files have to be delivered within the same < Creative> node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio =====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server-side ad insertion.</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps</p> <p>additional prerequisites: –MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. –MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.</p>
Media files	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48,0 oder 44,1 kHz, Stereo
Audio format	AAC (LC)
Bit rate mode	constant

Content-Roll

The best of both worlds: Out-stream usage situation meets in-stream. Quality standard.

The player is placed within an article page and starts as soon as it is 50% visible. This is followed by high-quality video content in which the content roll is embedded as a video ad.

General Informations

Motifs	<p>Standard is 1 motif per booked placement. In the case of motif splits, a maximum limit of 3 motifs per placement and 1 motif change per week for physical delivery must be taken into account.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Advertising material that causes too strong a reaction or impairs the use of the pages too much can be rejected.</p> <p>From 5 positions per campaign, a maximum of 1 motif/day/redirect per position is possible. We therefore recommend delivering several motifs behind a redirect.</p>
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of an advertising medium (e.g. VAST Redirect, Pixeltracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT_XXX}&gpd=\${GDPR}</code> to process the TC string, where XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code> Further information: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, no VPAID ads may be delivered.
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SSL INFORMATION

SSL required	Yes, binding.
SSL info	Without exception, all components of an advertising medium (ad tags, tracking pixels, scripts, etc.) must be SSL-capable, as otherwise display and measurement errors may occur. All servers must allow access from secure (https) environments. In the event of non-compliance with SSL compatibility, the Ad Alliance accepts no liability for under-deliveries or counting differences..

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd party server must send correct CORS headers.</p> <p>To do this, the "Origin" of the request header must be transferred to the "Access-Control-Allow-Origin" of the response header. In addition, "Credentials" must be set to "true".</p> <p>Example of a correct CORS header for a server response: Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: <code>true</code></p> <p>Please contact your 3rd party ad server provider to make the necessary configurations..</p>
Instruction on redirects	All resources that in turn redirect to other resources (301/302 redirects) must also fulfill the above-mentioned requirement for CORS headers (HTML5).

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the loudness standard EBU R 128, see https://www.ad-alliance.de/download/321832 Please observe the loudness standard EBU R 128, see https://www.ad-alliance.de/download/321832
Formate	MOV, MXF, MP4
Aspect ratio	16:9 Full format
Videocodes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 oder H.264 (mind. 6 Mbit/s)
Video sizes	until 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44,1 kHz, 16- or 24-Bit, Stereo
weight	max. 200 MB
Bit rate	max. 30.000 kbps

TECHNICAL REQUIREMENTS VAST REDIRECT

delivery	Delivery via redirect is not possible for www.toggo.de .
Protocol	Please deliver VAST 3 or VAST 4 Adtags..
Video Settings	<p>To ensure secure playout across all end devices, all three file formats listed below must be supplied. The order of the files according to the table below must be adhered to within the VAST. All three media files must be delivered within the same < Creative> node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Resolution/FrameRate Bitrate Video/Audio =====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k video + 128k audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k video + 128k audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k video + 128k audio</p> <p>With a redirect in VAST 4.0 format or higher, an additional "Mezzanine" node with a high-resolution media file can be added to the XML. However, this particularly large media file is only used in the case of so-called server-based advertising implementations (server-side ad insertion).</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps</p> <p>Further requirements:</p> <ul style="list-style-type: none"> - MP4 files must be in MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. - MP4 files should be suitable for transmission using the progressive download method. The MOOV atom of the MP4 file must be at the beginning of the file
Mediafiles	Please observe the loudness standard EBU R 128 https://www.ad-alliance.de/download/3218324
Audio characteristics	48,0 or 44,1 kHz, Stereo
Audioformat	AAC (LC)
Bitrates-Modus	constant

In-Text Video

This video ad format is integrated into the natural reading flow within article pages and can also be positioned on other sub-pages with high dwell times, e.g. on download or hit pages. This video display begins at 50% visibility. When the video is finished, the player disappears. This non-intrusive format provides high exposure and is perfectly suited to be combined with in-stream video ads to increase reach.

GENERAL INFORMATION

Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENTiCa}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

TECHNICAL REQUIREMENTS

File type	MOV, MP4, MPG
File size	Max. 200 MB
Length	Max. 60 seconds
Aspect ratio	16:9 (standard widescreen)
Frame rate	24-30 fps
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio properties	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)
Skippable	not allowed. Please do not deposit a skip offset.

Branded Player (Pre-Roll / Mid-Roll / Post-Roll)

The branded player combines the branding elements of the commercial with performance elements of the frame. The additional graphic elements ensure increased user activation. Our full service can also be used to enhance your commercial with call-to-action elements.

GENERAL INFORMATIONEN

General Information	This form of advertising can either be booked as a full service or delivered in its entirety. In the latter case, delivery must be made by flashtalking tag.
Motifs	Standard is 1 motif per booked placement. In the case of motif splits, a limit of max. 3 motifs per placement and 1 motif change per week for physical delivery must be taken into account.
Lead time	3 working days
IAB Transparency & Consent Framework	All URL-based components of an advertising medium (e.g. VAST Redirect, Pixeltracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT_XXX}&gpd=\${GDPR}</code> to process the TC string, where XXX represents the numerical vendor ID according to the global vendor list of the IAB. Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code> Further information: here

VPAID

VPAID allowed?	NO, no VPAID ads may be delivered.
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GENERAL INFORMATIONEN DELIVERY VIDEO

Loudness	Please observe the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formate	MOV, MXF, MP4
Aspect ratio	16:9 Fullformat
Videocodes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 oder H.264 (mind. 6 Mbit/s)
Video Sizes	until 1920x1080
Framerate	25 or 30 fps
Audio characteristics	48 or 44,1 kHz, 16- or 24-Bit, Stereo
Weight	max. 200 MB
Bitrate	max. 30.000 kbps

GENERAL INFORMATIONEN DELIVERY FRAME

Vide Sizes	640 x 360
Weight	max. 5 MB or 100KB (HTML5)

FULL SERVICE

General Informationen	<p>This form of advertising can also be booked via the Ad Alliance full service. To create advertising material for you, we need the following materials:</p> <ul style="list-style-type: none"> - Video according to video specs* - preferably MP4 or MOV with H.264 codec - L-frame left and bottom around the video, video size minus L-frame is 1507 x 848 pixels - Logo (as vector); product/campaign claim/headline - Product shots / visuals (cropped, .psd/.png) - Typo files (.ttf, .otf); texts - Existing campaign motifs, as open graphic files (.psd) or open HTML5 banner files - Video (if integration is planned) - Current style guide + information on CI - Delivery of the L-frame either as an open PSD file (if possible, embed composings as smart objects and not flattened) or creation via the Ad Alliance possible
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Branded Player (In-Text Video)

The branded player enables eye-catching branding within the out-stream player. The additional graphic elements ensure increased user activation and also enable a 16:9 TV spot to be adapted for mobile playout in vertical or square format. Our full service can also be used to enhance your commercial with call-to-action elements.

ALLGEMEINE INFORMATIONEN

General Information	This form of advertising can either be booked as a full service or delivered in its entirety. In the latter case, delivery must be made by flashtalking tag.
Motifs	Standard is 1 motif per booked placement. In the case of motif splits, a limit of max. 3 motifs per placement and 1 motif change per week for physical delivery must be taken into account.
Lead Time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of an advertising medium (e.g. VAST Redirect, Pixeltracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT_XXX}&gpd=\${GDPR}</code> to process the TC string, where XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example:</p> <p>Pixel tracker without IAB macro of a vendor with ID 123: https://vendor-a.com/key1=val1&key2=val2 This pixel tracker incl. IAB macro: https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR} Further information: here</p>

VPAID

VPAID allowed?	NO, no VPAID ads may be delivered.
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GENERAL INFORMATIONEN DELIVERY VIDEO

Loudness	Please observe the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formate	MOV, MXF, MP4
Aspect ratio	16:9 Fullformat
Videocodes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 oder H.264 (mind. 6 Mbit/s)
Video sizes	until 1920x1080
Framerate	25 or 30 fps
audio characteristics	48 or 44,1 kHz, 16- or 24-Bit, Stereo
weight	max. 200 MB
Bitrate	max. 30.000 kbps

GENERAL INFORMATIONEN DELIVERY FRAME

Video sizes	640 x 360
Weight	max. 5 MB or 100KB (HTML5)

FULL SERVICE

General Informationen	<p>This form of advertising can also be booked via the Ad Alliance full service. To create advertising material for you, we need the following materials</p> <ul style="list-style-type: none"> - Components analogue to Branded Player (Pre-Roll / Mid-Roll / Post-Roll) - see above - Please note when designing: The ad is scaled down to a width of 620 pixels, so that elements must be placed in the creative in a sufficient size to remain legible
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Branded Player Advanced (Pre-Roll / Mid-Roll / Post-Roll)

The Branded Player Advanced combines the branding elements of the advert with performance elements of the frame. The additional graphic elements ensure increased user activation. Our full service can also be used to enhance your advert with call-to-action elements.

GENERAL INFORMATIONEN

General Information	This form of advertising can either be booked as a full service or delivered in its entirety. In the latter case, delivery must be made by flashtalking tag.
Motifs	Standard is 1 motif per booked placement. In the case of motif splits, a limit of max. 3 motifs per placement and 1 motif change per week for physical delivery must be taken into account..
Lead Time	3 working days
IAB Transparency & Consent Framework	All URL-based components of an advertising medium (e.g. VAST Redirect, Pixeltracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT_XXX}&gpd=\${GDPR}</code> to process the TC string, where XXX represents the numerical vendor ID according to the global vendor list of the IAB. Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> Dieser Pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code> Further information: here

VPAID

VPAID allowed?	NO, no VPAID ads may be delivered.
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GENERAL INFORMATIONEN DELIVERY VIDEO

Loudness	Please observe the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formate	MOV, MXF, MP4
Aspect ratio	16:9 Fullformat
Videocodes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 oder H.264 (mind. 6 Mbit/s)
Video sizes	until 1920x1080
Framerate	25 or 30 fps
Audio characteristics	48 or 44,1 kHz, 16- or 24-Bit, Stereo
Weight	max. 200 MB
Bitrate	max. 30.000 kbps

GENERAL INFORMATIONEN DELIVERY FRAME

Video sizes	640 x 360
Weight	max. 5 MB or 100KB (HTML5)

FULL SERVICE

General Informationen	<p>DThis form of advertising can also be booked via the Ad Alliance full service. To create advertising material for you, we need the following materials:</p> <ul style="list-style-type: none"> - Video according to video specs* - preferably MP4 or MOV with H.264 codec - Full frame around the video, video placement in the centre or bottom right possible - If placed in the centre - Video size minus full frame: 1,100 x 620 pixels - Full frame dimensions (at 1,920 x 1,080 pixels total size) - Top/bottom: 230 pixels - Left/right: 410 pixels - For placement bottom right - Video size minus full frame: 1310 x 738 pixels - Full frame dimensions (at 1,920 x 1,080 pixel total size) - Top: 287 pixels - Bottom: 55 pixels - Left: 555 pixels - Right: 55 pixels (see next page)
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Branded Player Advanced (Pre-Roll / Mid-Roll / Post-Roll)

FULL SERVICE

General Informationen

- - Logo (as vector); product/campaign claim/headline
- Product shots / visuals (cropped, .psd/.png)
- Typo files (.ttf, .otf); texts
- Existing campaign motifs, as open graphic files (.psd) or open HTML5 banner files
- Video (if integration is planned)
- Current style guide + information on CI
- Delivery of the full frame either as an open PSD file (if possible, embed composings as smart objects and not flattened) or creation via the Ad Alliance possible

Branded Player Advanced (In-Text Video)

The Branded Player Advanced enables eye-catching branding within the out-stream player. The additional graphic elements ensure increased user activation and also enable a 16:9 TV advert to be adapted for mobile playout in vertical or square format. Our full service can also be used to enhance your advert with call-to-action elements.

ALLGEMEINE INFORMATIONEN

General Information	This form of advertising can either be booked as a full service or delivered in its entirety. In the latter case, delivery must be made by flashtalking tag.
Motifs	Standard is 1 motif per booked placement. In the case of motif splits, a limit of max. 3 motifs per placement and 1 motif change per week for physical delivery must be taken into account.
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of an advertising medium (e.g. VAST Redirect, Pixeltracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT_XXX}&gpd=\${GDPR}</code> to process the TC string, where XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> Dieser Pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Further information: here</p>

VPAID

VPAID allowed?	NO, no VPAID ads may be delivered.
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GENERAL INFORMATIONEN DELIVERY VIDEO

Loudness	Please observe the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formate	MOV, MXF, MP4
Aspect ratio	16:9 Fullformat
Videocodes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 oder H.264 (mind. 6 Mbit/s)
Videosizes	until 1920x1080
Framerate	25 or 30 fps
Audio characteristics	48 or 44,1 kHz, 16- or 24-Bit, Stereo
Weight	max. 200 MB
Bitrate	max. 30.000 kbps

GENERAL INFORMATIONEN DELIVERY FRAME

Videosizes	640 x 360
Weight	max. 5 MB or 100KB (HTML5)

FULL SERVICE

General Informationen	<p>This form of advertising can also be booked via the Ad Alliance full service. To create advertising material for you, we need the following materials:</p> <ul style="list-style-type: none"> - Components analogue to Branded Player Advanced (Pre-Roll / Mid-Roll / Post-Roll) see above <p>- Please note when designing: The ad is scaled down to a width of 620 pixels, so that elements must be placed in the creative in a sufficient size to remain legible</p>
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Bumper Ad (Pre-Roll / Mid-Roll / Post-Roll)

The bumper ad is a short spot with a maximum length of 9 seconds. The airing of the bumper ad occurs in all In-Stream environments of the Ad Alliance. The booked spot is aired at random as Pre-, Mid- and Post-Roll. The bumper ad is characterized by its high VTR and user-friendliness. Due to its brief and concise content, it can be especially well deployed as a campaign supplement.

The bumper ad can also be booked via the CPM on the one hand, and via CPCV on the other hand. The abbreviation stands for a promise, namely that billing only occurs if the ad has been viewed 100 percent (CPCV = cost per completed view). This option allows for greatest possible flexibility in booking.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATIONEN

SSL required	Yes, guaranteed.
SSL Info	Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments. In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers.</p> <p>For this purpose, the "Origin" of the request header in the "Access-Control-Allow-Origin" of the response header must be adopted. In addition, "credentials" must be set to "true".</p> <p>Here is an example of a correct CORS header of a server response: Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: <code>true</code></p> <p>Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Instruction on redirects	All resources that in turn redirect to additional resources (301-302-Redirects) must also fulfill the above CORS header (HTML5) requirement.
General Instructions	In the case of physical delivery of ad materials and tracking, it should be noted that only 1 set of VTR pixels (start pixel, 25%, 50%, 75%, 100%) is possible.

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Spot length	max. 9 seconds
Weight	max. 200 MB
Bitrate	max. 30000kbps

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 or VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST. All three media files have to be delivered within the same < Creative> node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio =====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server side ad insertion.</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps Video + min 192k Audio</p> <p>additional prerequisites: –MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. –MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.</p>
Loudness	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48,0 oder 44,1 kHz, Stereo
Audio format	AAC (LC)
Bit rate mode	constant

Bumper Ad (In-Text Video)

The bumper ad is a short ad with a maximum length of 9 seconds. The airing of the bumper ad occurs in all In-Text inventories of the Ad Alliance. The bumper ad is characterized by its high VTR and user-friendliness. Due to its brief and concise content, it can be especially well deployed as a campaign supplement.

The bumper ad can also be booked via the CPM on the one hand, and via CPCV on the other hand. The abbreviation stands for a promise, namely that billing only occurs if the ad has been viewed 100 percent (CPCV = cost per completed view). This option allows for greatest possible flexibility in booking.

GENERAL INFORMATION

Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENTiCa}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

TECHNICAL REQUIREMENTS

File type	MOV, MP4, MPG
File size	Max. 200 MB
Length	Max. 60 seconds
Aspect ratio	16:9 (standard widescreen)
Frame rate	24-30 fps
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio properties	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)

Choose Ad (Pre-Roll /Mid-Roll)

Thanks to its unique selection mechanism, the Choose Ad provides for the highest acceptance from the user. Before the video starts, the user has the choice of selecting among four possible commercial spots from the same customer, which is presented to him/her as pre-roll. This not only guarantees maximum attention but also significantly boosts the impact of the ad. If no ad is actively selected after seven seconds, an ad selected at random or previously specified by the customer will begin.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:</p> <ul style="list-style-type: none"> • 2-4 videos max. 30 seconds <ul style="list-style-type: none"> ➢ definition of a standard video that starts automatically, if the user does not make a selection • The ad must be optimized for the player size of 1280 x 720 px. • Video according to video specs* - preferably MP4 or MOV with H.264 codec
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VPAID

VPAID allowed?	VPAID JS is required.
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TECHNICAL REQUIREMENTS

Instruction	An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content.
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Choose Ad (In-Text Video)

Thanks to its unique selection mechanism, the Choose Ad provides for the highest acceptance from the user. Before the video starts, the user has the choice of selecting among three to five possible commercial spots from the same customer, which is subsequently run. This not only guarantees maximum attention but also significantly boosts the impact of the ad. If no ad is actively selected after seven seconds, an ad selected at random or previously specified by the customer will begin.

GENERAL INFORMATION

Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}Ca&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=va12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=va12&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

Technical Requirements for Video Elements

File type	MOV, MP4, MPG
File size	Max. 200 MB
Length	No specifications (max. 30 seconds recommended)
Aspect ratio	16:9 (standard widescreen)
Frames/sec.	24-30 fps
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper Min. 128 Kbps,
Audio properties	SSL, wrapper Min. 128 Kbps, 44 kHz, stereo, ACC or MP3 (recommended)
Video sizes	640x360, 1280x720, 1920x1080 (recommended)

Technical Requirements for Video Elements

Assets	640x120 (top/bottom) or 100x360 (left/right) JPG, PNG, max. 100 kB
Backup	640x120 (top/bottom) or 100x360 (left/right); max. 40 kB
Animated Backup Image	640x120 (top/bottom) or 100x360 (left/right); HTMLS file (zip); OVERLAY above the video

FULL SERVICE

General Information	<p>This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:</p> <ul style="list-style-type: none"> • 3 - 5 videos ➢ definition of a standard video that starts automatically, if the user does not make a selection • The ad must be optimized for the player size of 1280 x 720 px. • Video according to video specs* - preferably MP4 or MOV with H.264 codec
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Extended Video (Pre-Roll / Mid-Roll)

Extended Video provides space and attention for longer video content. Directly in the spot, the target group is offered the sequel – whether it be a promo story, making-of or other longer spot versions.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	10 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}> X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> Dieser Pixeltracker inkl. IAB Makro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>This form of advertising can also be booked via the Full Service of the Ad Alliance. To create advertising media for you, we need the following materials:</p> <ol style="list-style-type: none"> Behind the Extended PreRoll is a physical video. <ul style="list-style-type: none"> The video is composed of the first 30 seconds (teaser video), directly behind rendered is the long 3 minute spot. So the total video has a length of 3 minutes 30 seconds. In the best case, the 30 second video is an intro/trailer for the long spot. If the user clicks on the CTA within the first 30 seconds, the video continues to run normally until either the end (3:30) is reached or the user closes the ad via the close button. ATTENTION: The 3-minute video plays ONLY after interaction, not automatically. And only the 3-minute ad can be closed. No VTR pixels can be deposited for this ad material.
Material requirements	<ul style="list-style-type: none"> Video according to video specs* deliverable as: <ul style="list-style-type: none"> One full video with 30 sec. intro and 3 min. spot Two videos separated (30 sec. trailer and 3 min. spot) Logo (preferably as a vector) Product shots / visuals (preferably cropped, .psd/.png) Typo files (.ttf, .otf) Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) product/campaign claim texts Target URL (where should be linked to?)
Instruction	<p>An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content.</p>

TECHNICAL REQUIREMENTS

Sticky In-Text Video

The sticky in-text video is our mobile format that impresses with its high level of attention and top out-stream VTRs. It is viewable by design, because the player is placed on the sticky edge of the screen when scrolling and can be intuitively closed by the user by swiping.

GENERAL INFORMATIONEN

Lead Time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of an advertising medium (e.g. VAST Redirect, Pixeltracker) must be used for the processing of the TC string contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT_XXX}&gpd=\${GDPR}</code>, where XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> Dieser Pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>more infos here</p>

Technical requirements for video components

Data type	MOV, MP4, MPG
Data size	Max. 200 MB
Length	No specifications (max. 30 Seconds recommended)
Aspect ratio	16:9 (standard widescreen)
Frames/sec.	24-30 fps
Video Bitrate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended; VPAID not recommended)
Audio characteristics	SSL, wrapper Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (recommended)
Videosizes	640x360, 1280x720, 1920x1080 (recommended)

Technical requirements for display components

Assets	640x120 (top/bottom) oder 100x360 (left/right) JPG, PNG, max. 100 kB
Backup	640x120 (top/bottom) oder 100x360 (left/right); max. 40 kB
Animated Backup Imade	640x120 (top/bottom) oder 100x360 (left/right); HTML5 file (zip); OVERLAY above the Videos

Roadblock (Pre-Roll)

Pre-Roll is delivered to each user as an initial contact in the booked time period and in the booked environment. This eye-catching communication of the advertising message to all users enables maximum net reach and is especially suitable for the communication of certain campaign days or attention-getting product launches.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	3 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATIONEN

SSL required	Yes, guaranteed.
SSL Info	<p>Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments.</p> <p>In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.</p>

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers.</p> <p>For this purpose, the "origin" of the request header in the "access-control-allow-origin" of the response header must be adopted. In addition, "credentials" must be set to "true".</p> <p>Here is an example of a correct CORS header of a server response: Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: <code>true</code></p> <p>Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Instruction on redirects	All resources that in turn redirect to additional resources (301-1302-Redirects) must also fulfill the above CORS header (HTMLS) requirement.
General Instructions	<p>In the case of physical delivery of ad material and tracking, it should be noted that only 1 set of VTR pixels (start pixel, 25%, 50%, 75%, 100%) is possible.</p> <p>In the case of CTV/Smart TV bookings, for Smart TV we require the spot to be in TV quality. We can then additionally convert this spot and use it for online purposes but not vice versa.</p> <p>You'll find the corresponding specification on the following website: This website is also used to deliver the spot: http://ingest.cbc-service.de/ingest-werbung/</p> <p>As soon as the spot has been received by our ad manager, you will receive email confirmation with a so-called MAZ number, which you can then forward to us."</p>

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB
Bitrate	max. 30.000 kbps

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 or VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST. All three media files have to be delivered within the same < Creative> node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio ===== MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server-side ad insertion.</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps</p> <p>additional prerequisites: –MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. –MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.</p>
Media files	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48 or 44.1 kHz, stereo
Audio format	AAC (LC)
Bit rate mode	constant

Shop-it Ad (In-Text Video)

The Shop-it ad offers the freedom of flexible presentation of a range of products or goods. Information placed around the spot can be replaced daily. A direct link to the product in the shop or in the shopping basket is possible.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	15 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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TECHNICAL REQUIREMENTS (DELIVERY BY THE AGENCY)

General Information	The ad material must be produced by the service provider Cynapsis and made available as a redirect. Accordingly, the special interactivity must already be built into the ad.
Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video bit rate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Video sizes	640x360, 1280x720, 1920x1080 (recommended)
Frame rate	24 to 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo

VPAID

VPAID allowed?	VPAID JS is required.
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB

Shop-it Ad (Pre-Roll / Mid-Roll)

The Shop-it ad offers the freedom of flexible presentation of a range of products or goods. Information placed around the spot can be replaced daily. A direct link to the product in the shop or in the shopping basket is possible. If desired, the information can vary according to location-based target groups.

GENERAL INFORMATION

Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
Lead time	15 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}> X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>

FULL SERVICE

General Information	<p>In order to create advertising media for you via the full service of the Ad Alliance, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images *
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TECHNICAL REQUIREMENTS

Instruction	An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content.
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GENERAL INFORMATION DELIVERY

Loudness	Please note the loudness standard EBU R 128, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight:	max. 2 GB

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 or VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST. All three media files have to be delivered within the same < Creative> node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio ===== MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server-side ad insertion.</p> <p>MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps</p> <p>additional prerequisites: –MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. –MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.</p>
Media files	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48 or 44.1 kHz, stereo
Audio format	AAC (LC)
Bit rate mode	constant

Sponsoring Opener und Closer

According to the motto "Advertising as on TV", on Video-on-Demand platforms, advertisers can skillfully harness the advertising advantages of TV and the Internet.

In the free videos, presenter spots are integrated into each as openers and closers into each sequence, as in traditional TV sponsoring.

GENERAL INFORMATION

Lead time	7 working days
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT}>{X}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de
General Information	<p>max. Spot length: 10 seconds (TVNOW max. 7 seconds) Otherwise, the same specifications for Pre-Roll apply</p>

Spot Bundle

The Spot Bundle enables advertisers to run a spot in the In-Stream cosmos (Shuffle-Roll Basic) and to extend the range via Out-Stream (InTXT). In this, there is only a small intersection of contacts for In-Stream and Out-Stream. Only 26 percent of the unique users of both areas intersect - this means maximum net range. The Spot Bundle can be booked with CPCV. The abbreviation stands for a promise, namely that billing only occurs if the spot has been viewed 100 percent (CPCV = cost per completed view). This ought to be very interesting for advertisers, because it's the only way for them to derive 100 percent visibility from their advertising budget.

GENERAL INFORMATION

Lead time	min. 3 working days
Motifs	<p>The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected.</p> <p>As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.</p>
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gppdr=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=va12</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=va12&gdpr_consent=\${GDPR_CONSENT_123}&gppdr=\${GDPR}</code></p> <p>Additional info: here</p>
Questions to	video-ads@ad-alliance.de

VPAID

VPAID allowed?	NO, delivery of VPAID ads is not allowed.
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SSL INFORMATIONEN

SSL required	Yes, guaranteed.
SSL info	<p>Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments.</p> <p>In the case of noncompliance with SSL compatibility, the Ad Alliance assumes no liability for underdeliveries or counting differences.</p>

TRACKING

HTML5 (http und https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers.</p> <p>For this purpose, the "origin" of the request header in the "axis-control-allow-origin" of the response header must be adopted. In addition, "credentials" must be set to "true".</p> <p>Here is an example of a correct CORS header of a server response: Access-Control-Allow-Origin: <code>http(s)://www.rtl.de</code> Access-Control-Allow-Credentials: true</p> <p>Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Flash (http und https)	<p>The prerequisite is the existence of a <code>crossdomain.xml</code> file in the root directory of the external server, containing the following lines:</p> <pre><cross-domain-policy> <site-control permitted-cross-domain-policies="a11"/> <allow-access-from domain="*" secure="false"/> <allow-http-request-headers-from domain="*" headers="*" secure="false"/> </cross-domain-policy></pre> <p>see: http://help.adobe.com/en_US/AS2LCR/Flash_10.0/help.html?content=00000469.html</p>
Instructions on redirects	All resources that in turn redirect to additional resources (301-1302-Redirects) must also fulfill the above <code>crossdomain.xml</code> (Flash) or CORS header (HTML5) requirement.
General Instructions	In the case of physical delivery of ad material and tracking, it should be noted that only 1 set of VTR pixels (start pixel, 25%, 50%, 75%, 100%) is possible.

TECHNICAL REQUIREMENTS PHYSICAL DELIVERY

Loudness	Please observe the EBU R 128 loudness standard, see https://www.ad-alliance.de/download/3218324
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44.1 kHz, 16 or 24 bit, stereo
Weight	max. 200 MB
Bitrate	max. 30000 kbps

TECHNICAL REQUIREMENTS VAST REDIRECT

Delivery	For www.toggo.de a delivery per Redirect is not possible.
Log file	Please deliver VAST 3 oder VAST 4 ad tags.
Video Settings	<p>In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST. All three media files have to be delivered within the same < Creative> node.</p> <p>Format / Codec / Profile / Level Max. Bitrate Auflösung/FrameRate Bitrate Video/Audio =====</p> <p>MP4 / H.264 / Baseline / Level 3.0 750 kbps 640x360 (25fps) 600k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 1500 kbps 960x540 (25fps) 1350k Video + 128k Audio MP4 / H.264 / Main / Level 3.1 2500 kbps 960x540 (25fps) 2350k Video + 128k Audio</p> <p>In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server side ad insertion. MP4 / H.264 / Main or High / - 30 Mbps 1920x1080 (25fps) 30Mbps</p> <p>additional prerequisites: – MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. –MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.</p>
Loudness	Please observe the EBU R 128 loudness standard https://www.ad-alliance.de/download/3218324
Audio properties	48 or 44.1 kHz, stereo
Audio format	AAC (LC)
Bit rate mode	constant

Standard Content Frame

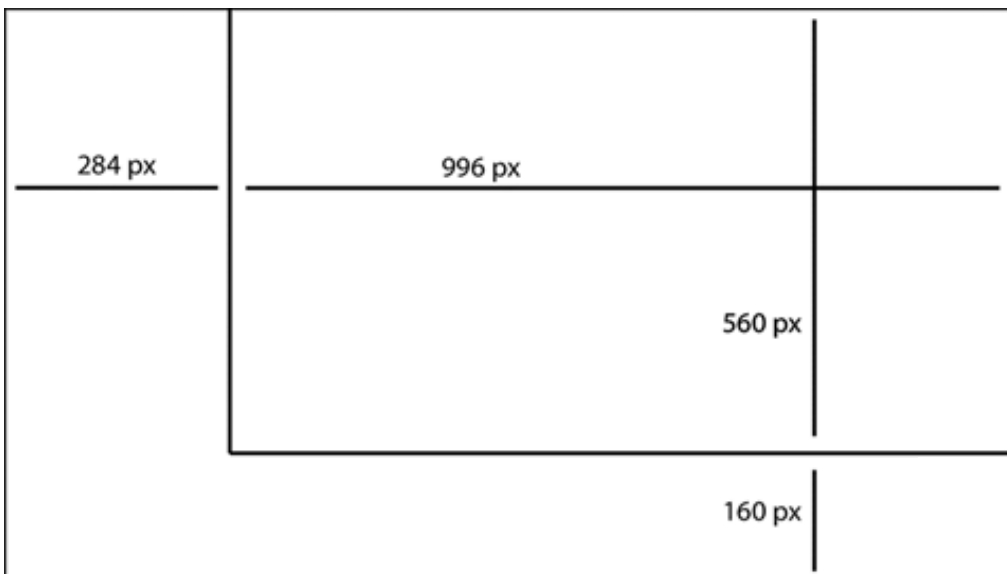
This form of advertising enables customers to advertise without a spot in the moving image premium environment. In addition to the eye-catching placement of the advertising message in the middle of the program, the ad stands out thanks to its variety of creative design possibilities.

DELIVERY

Format	JPG GIF PNG
File weight	250 kB; Please deliver as a file.
Format	HTML5
File weight HTML5	250 kB (total weight incl. all scripts) Please deliver HTML5 ads as iFrame URLs. A click tag can be added to this URL (?clicktag=)

Dimensions and Layout

outside: 1280x720px
inside: see graphics



Advertising

Please insert ad identifier to the right, under the player (see graphics)

Duration of ad: 10 seconds

Lead time: 10 work days before campaign launch.



Contact

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