

Technical Specifications

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1. Delivery of the advertising material

The delivery of the advertising means you shopped at last, 3 days before the campaign starts to the email address admanagement@webcombi.de

The following information should be contained in your e-mail:

- ▶ Name of the customer
- ▶ Name of the campaign
- ▶ Reservation period
- ▶ Reservation volume
- ▶ Targetings
- ▶ Booked platform
- ▶ Advertising format
- ▶ Contact for further inquiries

2. Maximum size of standard advertising material

Format	Pixel	Size GIF/JPG	Size Flash
Universal Ad Package			
Super Banner	728 x 90	20 K	30 K
Medium Rectangle / ContentAd	300 x 250	20 K	30 K
Rectangle	180 x 150	15 K	20 K
Wide Skyscraper	160 x 600	20 K	30 K
Layer			
Universal Flash Layer	400 x 400	–	35 K
Flash Layer	individuell	–	40 K
additional Standards			
Full Banner	468 x 60	15 K	20 K
PopUp	200 x 300	15 K	20 K
PopUp	250 x 250	15 K	15 K
Standard Skyscraper	120 x 600	20 K	25 K
Banderole	770 x 250	–	50 K

3. General Flash-spezifikationen

The following information is necessary to delivery Flash advertising:

- ▶ Fallback Image
- ▶ Click-URL
- ▶ Countpixel
- ▶ informations about Actionscript

Click metering

The Click-URL is available in Flash Form in the value clickTAG.
It is necessary that the way of writing stays the same.

ActionScript für Flash Version 6 und niedriger:

```
on(release){
    getURL(clickTAG, "_blank");
}
```

ActionScript für Flash Version 7 und höher:

```
on (release){
    getURL(_root.clickTAG, "_blank");
}
```

Should several Target-URLs be used in a Flash, the variables clickTAG1 to clickTAG10 can be used for this.

ActionScript:

```
on(release){
    getURL(clickTAG1, "_blank");
}
```

Sound

Usually the sound integration is allowed, but this may be activated only by the visitor!

4. General Flash-spezifikationen

All Flash-Layer must contain a functioning Close badge which must be well visible any time!

Close-funktion for Flash-Layer

The variable closeTAG contains the URL, which is necessary to shutdown the layer.

ActionScript:

```
on(release){
    getURL(closeTAG, "_self");
}
```

5. Specifications for expandables

The variable **expandTAG** contains the URL, to reduce expandable Flash to the folded up size. The opened out and folded up size can be given with the reservation.

ActionScript:

```
on(release){
    getURL(expandTAG, "_self");
}
```

The variable **expandTAG** contains the URL, to reduce expandable Flash to the folded up size. The opened out and folded up size can be given with the reservation.

ActionScript:

```
on(rollOut){
    getURL(collapseTAG, "_self");
}
```

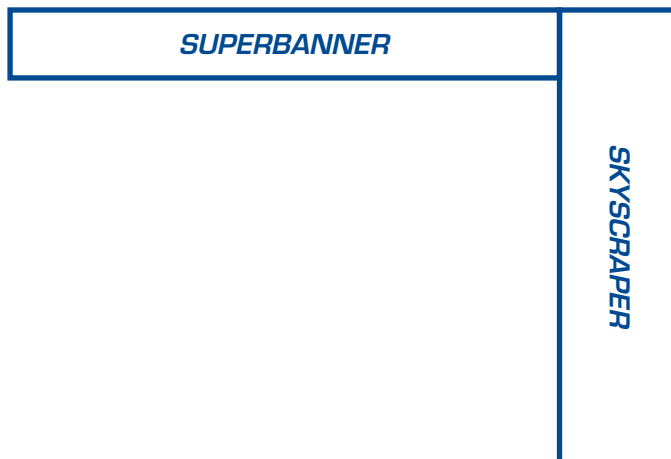
6. Spezifikationen für Wallpaper

For a wallpaperintegration the following advertisings are necessary

- ▶ Superbanner (728 x 90 - GIF / JPG / SWF)
- ▶ Skyscraper (max. 160 x 600 - GIF / JPG / SWF)

For the homepage background colouring we need an HEX-Code. In addition, the general Flash specifications are to be followed.

Arrangement of the advertising:



7. Specifications for advertorials

Delivery deadline of the datas: at last 5 workdays bevor abatement

Measurement of special advertising

The integration of measuring elements with special advertising forms is only possible after previous consultation and provided technically practicable.

Teaser at nachtagenten.de:

- ▶ Teasergraphic (120 x 90 - JPEG / GIF)
- ▶ Textlength: ca. 150 characters

Teaser at remainder Channel-Websites:

- ▶ Teasergraphic (min. 200 x 200, max. 250 x 200 - JPEG / GIF)
- ▶ Textlength: ca. 150 characters

Advertorial / HotNews:

- ▶ Advertorialgraphic (min. 290 x 200, max. 290 x 600 - JPEG / GIF)
- ▶ Textlength: 300 - 400 words recommended
- ▶ Youtube-Streams at nachtagenten.de possible

Advertorial (full-page):

- ▶ Advertorialgraphic integrated
- ▶ Advertorialgraphic normal (650 Pixel width- JPEG / GIF)
- ▶ alternativ Advertorialgraphic big (698 Pixel width - JPEG / GIF)

Superadvertorial (Teaserbranding):

The data are requested specifically for project. Besides, the conversion can occur through the SOMA 2 GmbH.

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8. Specifications for Eventpromotions

- ▶ Flyer in digital form (min. 400 x 400 - JPEG / GIF)
- ▶ Presstext (textlength 300 - 400 words)

9. Specifications for Directmailings / Newsletter

Directmailings:

We recommend the following specifications for material to be delivered:

- ▶ CI default for the creation
- ▶ You bet mainly as a vector (AI, EPS)
- ▶ Fonts (PC)
- ▶ Product pictures and campaign pictures which should be used (JPEG, PNG)
- ▶ If available: existing presentations from the campaign (Flyer, Print etc.) for Recognition
- ▶ Texts should be short and crisp (100-300 words)
- ▶ Link to the targetpage

With pleasure we also take over available announcements directly as graphics. These graphics are integrated in a width by from 600 to 650px. Besides, the writing should be still readable.

With a delivery as a complete HTML file, including the graphics, they save on production costs, which are usually reported as Techfee needs.

Weaklynewsletter:

- ▶ Bannergraphic (max. 400 x 200 - JPEG / GIF)

10. Specifications for Sitebrandings

Rohdaten:

The supply of raw data is the best way to make the pages as site branding themselves.

Following specifications for materials to be delivered, we recommend:

- ▶ Briefing essential - for best results
- ▶ Pictures - JPEG, PNG or PSD (CS4):
Campaign / Product pictures and more
300dpi photo material (in certain cases up to 72 dpi is possible)
- ▶ Fonts - Basically for PC, True Type Font (TTF) or OpenType font (OTF)
- ▶ Product images - for detailed views / min clips. 300 dpi or higher
- ▶ Mock-up - should look to the orientation of the site operator as the result

Sitebranding



Wallpaper with background color



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BLZ: 700 800 00

Account-Nr.: 781 004 000

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