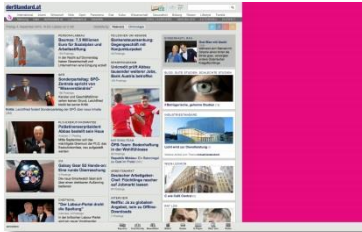


Online Ad Formats

Handbook

Overview: Fixed Ad Placement On The Homepage

Everything starts here. Advertise on our homepage.



Sitebar



Billboard



Medium Rectangle (left/right)



Sitelink



Promotion

These ad formats have a static/permanent position on our homepage and are visible on every page impression.

Your ad will be visible for 24 hours – **400,000 AIs guaranteed.***

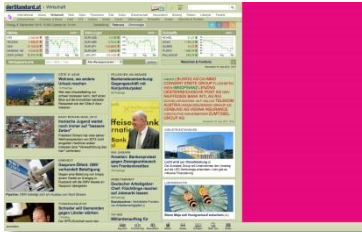
By booking a combined ad delivery on desktops and mobile devices, we can guarantee 500.000 AIs in the course of 24 hours. The combined booking is available for the following ad formats: Sitebar/Understitial, Medium Rectangle and Sitelink/Promotion.

Ads on left and middle positions are also bookable in the scroll area of our homepage (desktop) – incl. visibility guarantee. Your ad is displayed from 0 a.m. until the guaranteed 100,000 ad impressions have been delivered. All left/middle/right positions of our homepage are also bookable on channel front pages.

* The guarantee includes all ad impressions on the homepage for 24 hours. Potentially missing AIs based on the given guarantee will be supplemented dynamically ROS with FC4 either the same or the following days.

Overview: Dynamic Ad Placement (1)

Big or small – advertising works



Sitebar (sticky)



Billboard



Leaderboard



Medium Rectangle



Half Page Ad, Skyscraper



In-Read-Video

Throughout the booked timespan your ad is evenly distributed across the page views of our website.

We offer two pricing options for each product:

a) Run of Site – your ad is distributed among all pages of our website (incl. FC4/week).

b) Targeted advertising – Desktop: Your ad is delivered only to sites that are of interest to your target audience. Targeting options contain share of voice (unique user targeting), editorial environment (sections, subjects), time (e.g. Wednesday., 6pm), socio-demographic criteria (e.g. age, gender, salary), buyer's interest (e.g. mobile phones, cars, travel). Combining up to three criteria is possible.

On **mobile** devices we currently offer channel and operating system targeting.

Overview: Dynamic Ad Placement (2)

Big or small – advertising works



Banner



Sitelink



Promotion



Skyscraper next to forum



Forum Banner

Throughout the booked timespan your ad is evenly distributed across the page views of our website.

We offer two pricing options for each product:

- a) **Run of Site** – your ad is distributed among all pages of our website (incl. FC4/week).
- b) **Targeted advertising – Desktop:**
Your ad is delivered only to sites that are of interest to your target audience. Targeting options contain share of voice (unique user targeting), editorial environment (sections, subjects), time (e.g. Wednesday., 6pm), socio-demographic criteria (e.g. age, gender, salary), buyer's interest (e.g. mobile phones, cars, travel). Combining up to three criteria is possible.

On **mobile** devices we currently offer channel and OS targeting.

Overview: Special Formats

Leave your mark on our website



Mutation full Homepage



Mutation light Homepage



Channel Mutation

Your brand and derStandard.at – a match made in heaven: Surprise our users with creative ad solutions and profit from the image transfer that goes along with this special form of advertising.

To receive a bespoke concept/offer, please, contact us at any time.

Also ask us about:

- Raffles
- Features
- And other individual advertising solutions



Article Page Exclusive



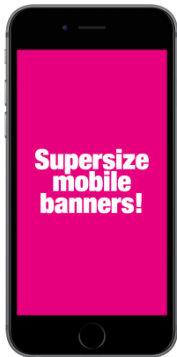
Live Ticker



Button

Overview: Mobile Ad Formats

Reach our users on the road



Understitial



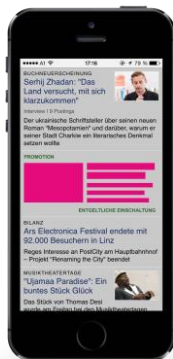
Mutation



Medium Rectangle
e.g. with video or cube integration



Banner



Sitelink, Promotion

Mobile ads accompany our readers on their personal gadgets: everywhere – all day long.

Advertise with very little distribution losses and reach your exact and highly involved target group with our targeting options.*

* Mobile targeting options: Channel or operating system targeting only.
Due to technical circumstances we are presently unable to offer any mobile visibility readings.

Sitebar

The large ad format for diverse, creative ad solutions

The screenshot shows the derStandard.at website with the Sitebar ad format. The Sitebar is a large, vertical ad unit on the right side of the page, featuring a pink background and the word 'LIVE' in a white box. The website content includes market data, news articles, and a search bar.

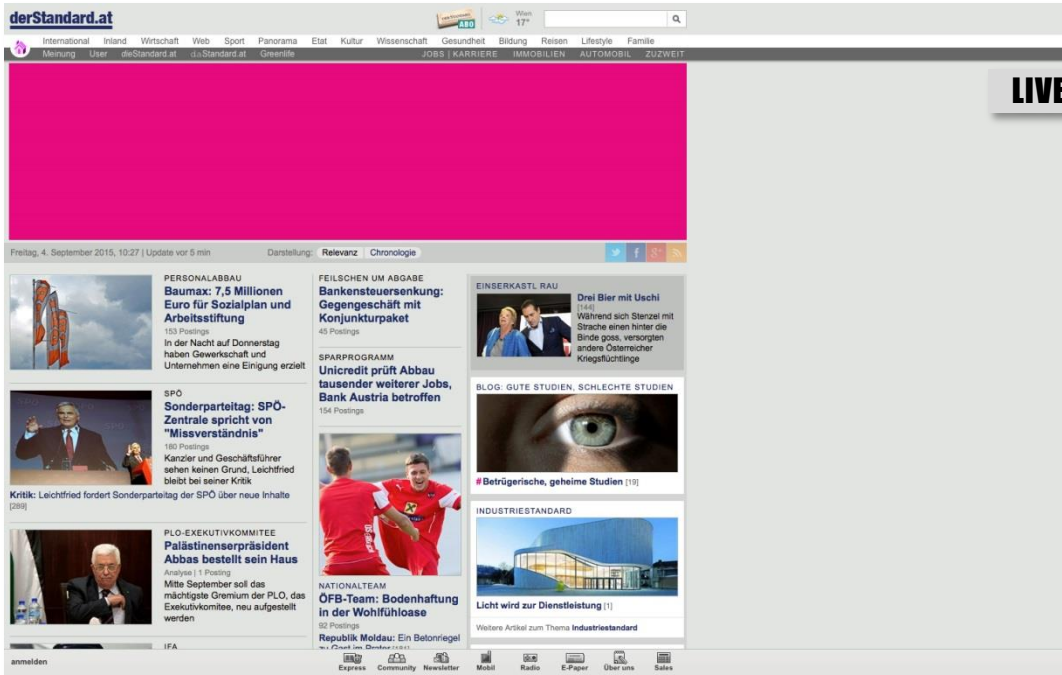
The Sitebar is our largest ad format. For an ideal depiction, it automatically adapts to the browser's size (ad needs to be scalable). As soon as the width of the depicted website in a browser exceeds 1,280 px, the Sitebar is displayed with at least 250 px width.

Specs

Placement	• Fixed on homepage • Dynamic on overview pages and in articles
Components	Picture, animation, video
Dimensions and Formats	min. 300 x 600 px (scalable – ad adapts to browser's size) .jpg/.gif, HTML5
Frequency Capping	FC1/5 minutes

Billboard

Large canvas above the page's content



The billboard is one of the largest and most prominent online ad units. It is as wide as the page's content, placed just under the horizontal site navigation and is therefore visible immediately upon loading.

Specs

Placement

- Fixed on homepage
- Dynamic in articles

Components

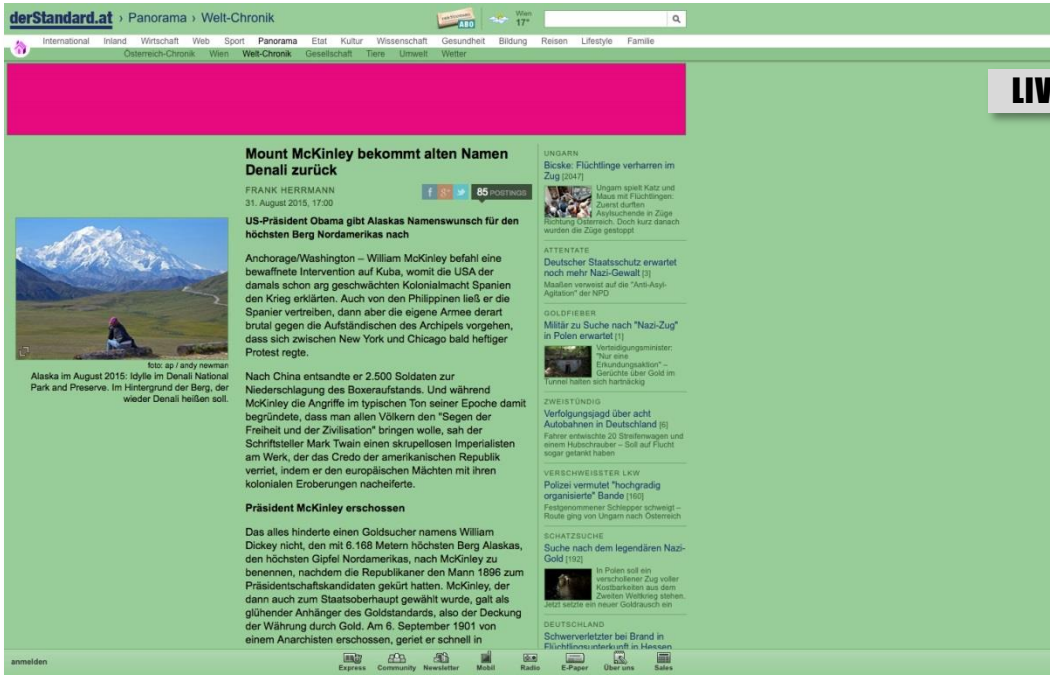
Picture, animation, video

Dimensions and Formats

970 x 250 px
.jpg/.gif, HTML5

Leaderboard

The classic online banner on large scale



The leaderboard is the width of the page and placed between site navigation and content. It holds a rather prominent position and therefore is visible immediately upon loading.

Specs

Placement	Dynamic on overview pages and in articles
Components	Picture or animation
Dimensions and Formats	960 x 100 px or 728 x 90 px .jpg/.gif, HTML5

Medium Rectangle

A true all-rounder



Fixed ad placement on homepage...

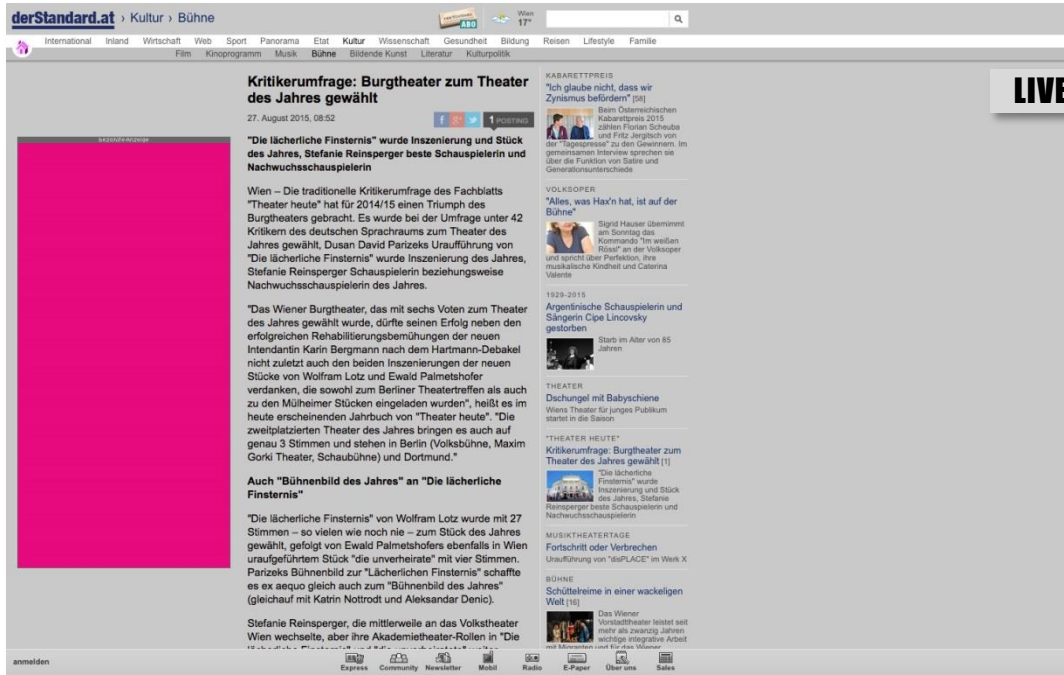
... and dynamic placement in article.

The Medium Rectangle offers the possibility of placing your ad flexibly on all (sub-)sites of derStandard.at (homepage, overview pages, article pages)

Specs	
Placement	- Fixed on homepage (left/right) - Dynamic on overview pages (left/right) and in articles (left)
Components	Picture, animation, video
Dimensions and Formats	Article: 300 x 250 px Homepage/overview pages: 300 x 250 px or HD 420 x 240 px (left only) .jpg/.gif, HTML5

Half Page Ad, Skyscraper

Large canvas meets long contact periods



The Skyscraper is placed on article pages (to the left of the content). This is where our users spend the longest periods of time on our website.

Specs

Placement	Dynamic in articles
Components	Picture, animation, video
Dimensions and Formats	max. 300 x 600 px .jpg/.gif, HTML5

In-Read-Video

Extend your TV campaign successfully online



At first, the forum appears without any alterations.

As soon as the user scrolls down far enough for the video to open out, it is displayed (per usual after the third post)...

... and starts to play. It only pauses when less than 50 % of the ad are viewable on screen.

The video unit is embedded in our forum's content – a place of high involvement and interactivity. The video automatically starts when at least 50 % of the ad are visible.

Visibility Guarantee:
An AI will only be charged when it was fully delivered.



Specs

Placement	After 3rd post (unless there are fewer posts)
Video length	max. 30 seconds (min. 10 seconds)
Counts as delivered	When 25 % of the video have been viewable on screen
Dimensions/Quality	16:9, HD
File Weight	max. 2 MB
Formats	MP4/MOV/FLV
Sound	At mouse roll-over

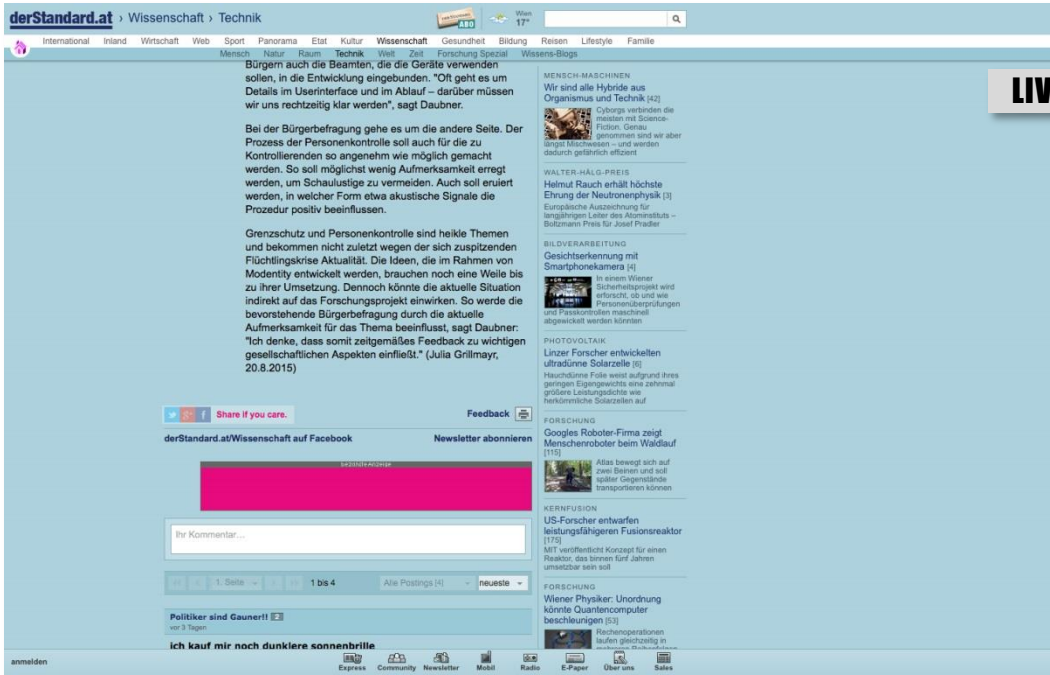
Targeting also available. For details on targeted advertising see page 3.

derStandard.at



Banner

The classic online banner unit



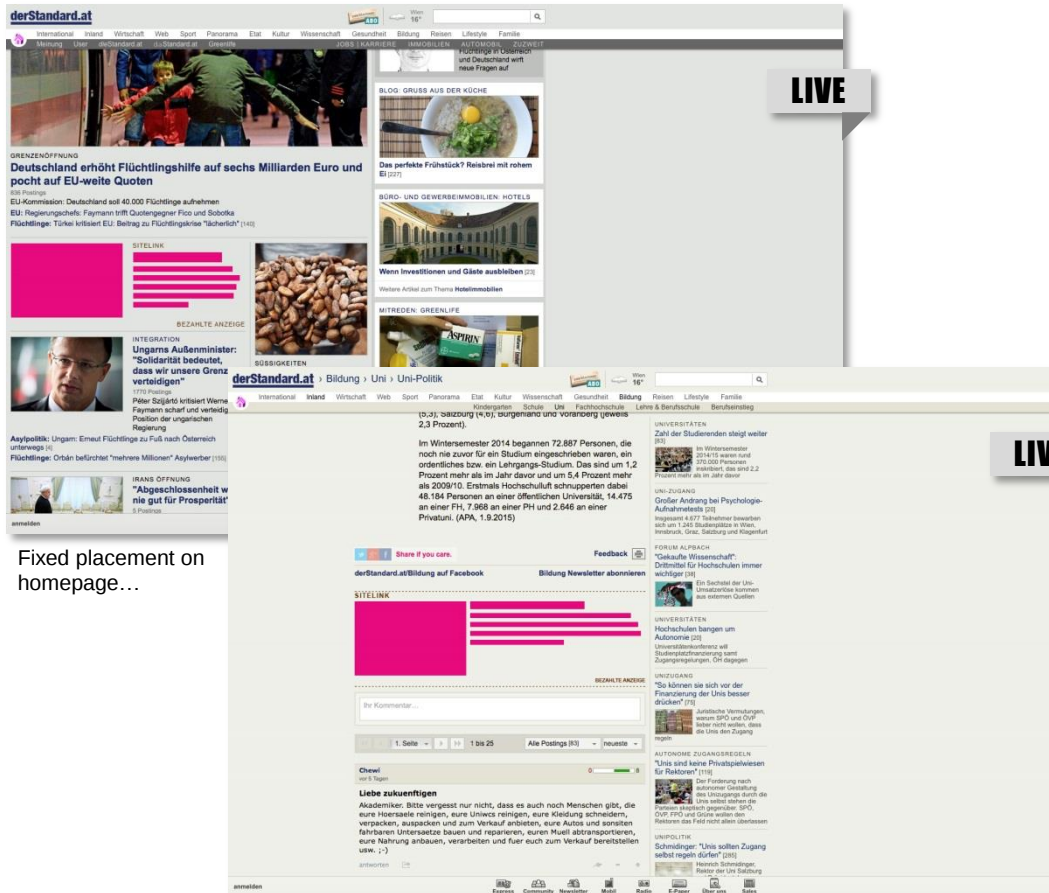
The Banner is placed at a point of the very high involvement: between article and forum.

Specs

Placement	Dynamic in articles
Components	Picture or animation
Dimensions and Formats	468 x 60 px .jpg/.gif, HTML5

Sitelink

Your message in our Look & Feel – links to your website



Fixed placement on homepage...

... and dynamic placement in article.

This ad format is surrounded by editorial content and leads the user directly to a landing page of your choice. The contents of that external web page are provided by you.

Specs

Placement

- Fixed on homepage
- Dynamic on overview pages and in articles

Teaser Format

Picture:

Left/middle: 200 x 133 px

Right: 133 x 89 px

Copy text: 200 characters (incl. spaces)

Promotion

Corporate Content on derStandard.at



Fixed placement on homepage and/or dynamic placement in article.

The Teaser either links to a promotion page...

... or a single article.

This ad format offers the ideal solution to present your message in our look & feel.

The Promotion Teaser links to an article, a slideshow or an entire promotion page with numerous articles. You provide the contents (texts, pictures, links etc.) – upon request we can provide pictures or commission a copywriter for an extra charge.

Specs

Placement

- Fixed on homepage
- Dynamic in channels and articles

Teaser Format

Picture:
Left/middle 200 x 133 px
Right: 133 x 89 px
Copy text: 200 characters (incl. spaces)

Article

max 1.500 characters (incl. spaces)

Skyscraper next to forum

Keep our community company



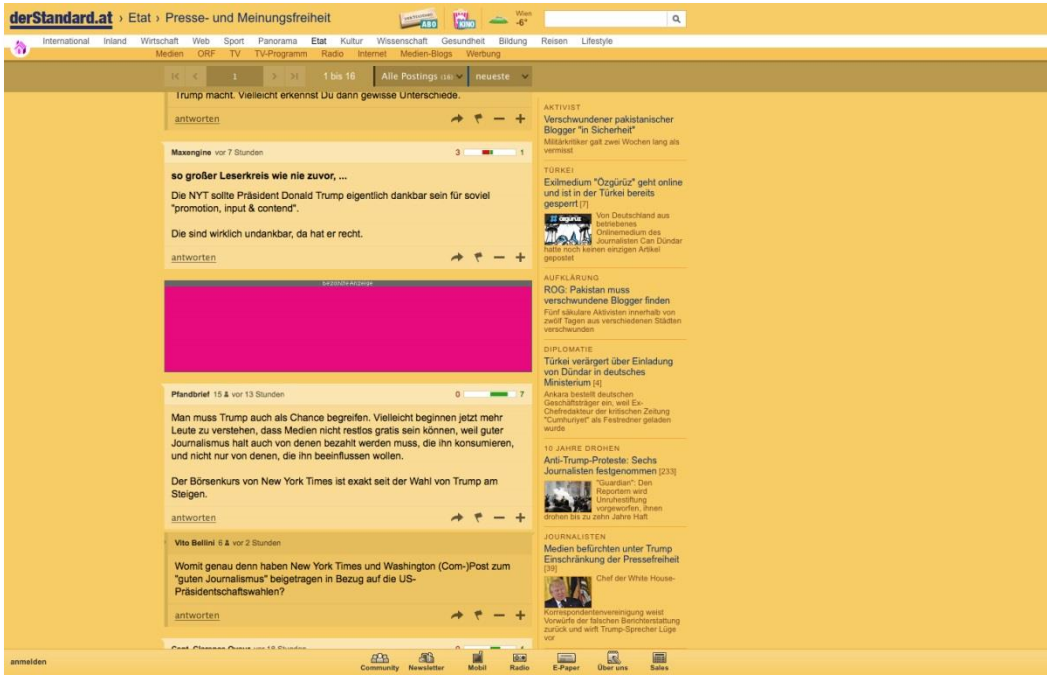
This skyscraper is placed on the left side of the forum where the above article is being discussed.

Specs

Placement	Dynamic in articles
Components	Picture or animation
Dimensions and Formats	160 x 600 px .jpg/.gif, HTML5

Forum Banner

Your ad meets community in action



This banner is placed between user comments in our forum where it reaches highly involved posters and curious readers.

Specs

Placement

Dynamic in articles

Components

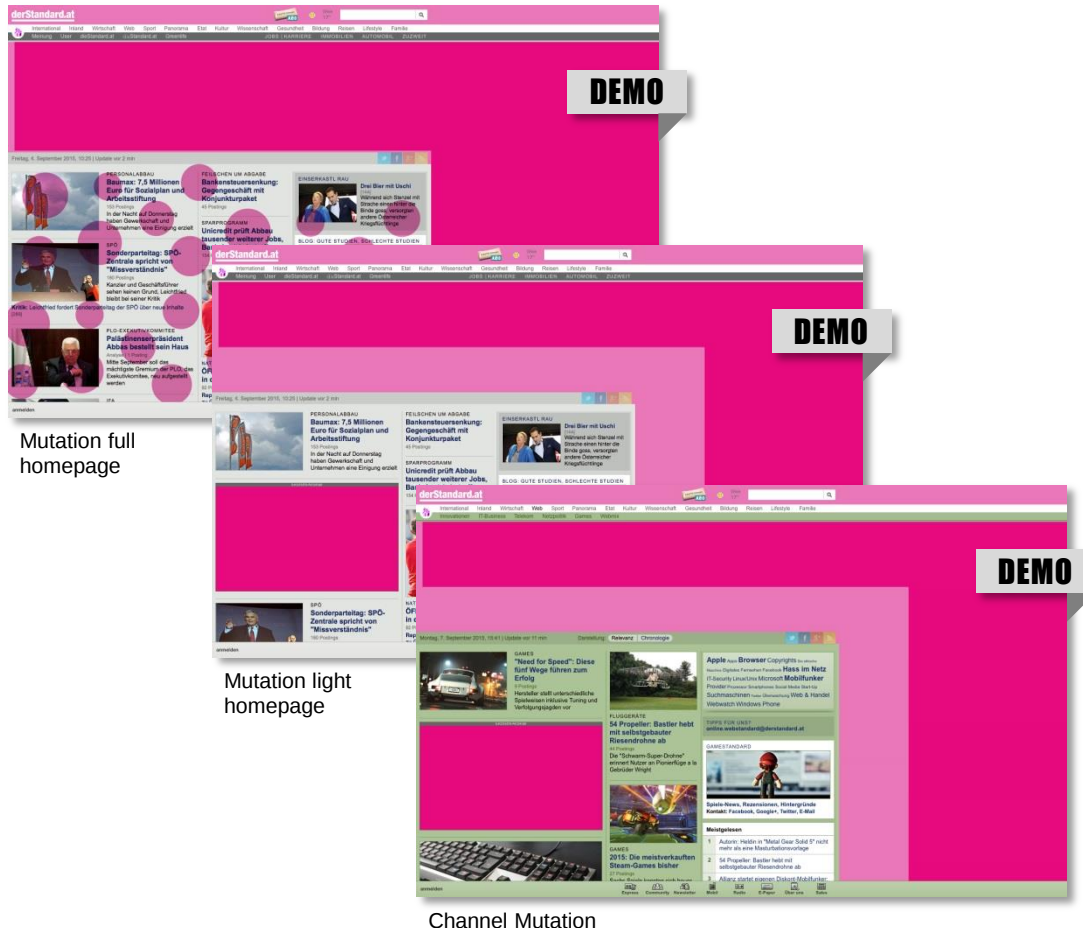
Picture

Dimensions and Formats

519 x 120 px
.jpg/.gif

Mutations

Our website in the look of your choice

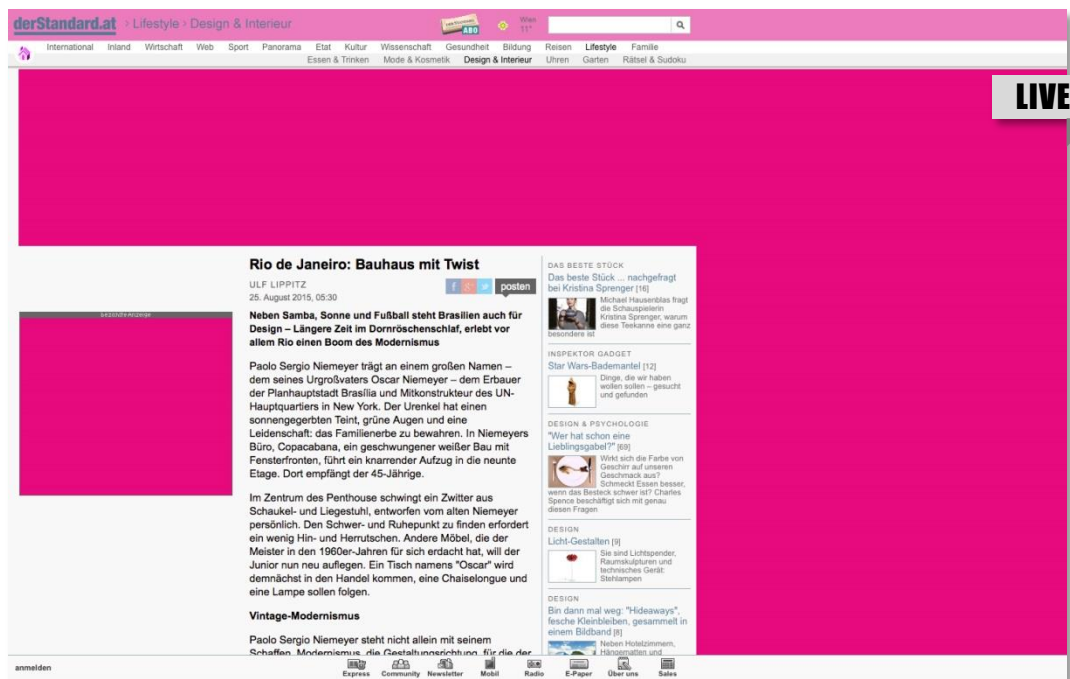


Mutate our homepage or our channel overview pages for one day and 'dress' our website to your liking.

Specs	
Mutation full homepage	Our homepage is adapted to your campaign design for one day – your creativity knows hardly any bounds (e.g. special ad formats, background color/background picture etc.)
Mutation light homepage	This Mutation contains a Wallpaper (XL), a Medium Rectangle (left) as well as a matching background color behind the Wallpaper and the derStandard.at logo.
Channel Mutation	This Mutation contains the elements of a Mutation light on channel overview pages + a Medium Rectangle on article pages.

Article Page Exclusive

Brand our article pages with your ad format of choice



This ad format gives you the opportunity to book all available ad units on our article pages. We guarantee exclusiveness and high involvement on the page.

Specs

Placement

Article pages

Components

Picture, animation, video

Formats

Wallpaper (or Wallpaper XL), Medium Rectangle, matching background color behind Wallpaper and derStandard.at logo

Live Ticker

Get in touch with our exceptionally active community



Medium Rectangle in Live Ticker.

Live Ticker are a popular form to publish ongoing current events in sports, politics, economics or culture and society. Constant user interaction and high involvement are guaranteed.

Specs

Placement	On Live Ticker page
Sitebar	Picture, animation, video Dimensions: min. 300 x 600 px (scaling) Formats: .jpg/.gif, HTML5
Medium Rectangle	Picture, animation, video Dimensions: 300 x 250 px or 420 x 240 px Formats: .jpg/.gif, HTML5 It is placed after the first editorial post* in the second column and scrolls along with the content. After 30 seconds and some sort of user interaction (e.g. rating of a post), the Medium Rectangle reloads (a different ad may appear).

* Due to technical circumstances, loading the live ticker for the first time, the Medium Rectangle will be placed on the bottom position and move up to the second position after 30 seconds and some sort of user interaction.

Live Ticker

Get in touch with our exceptionally active community

derStandard.at » Sport » Wintersport » Ski Alpin: Damen-Weltcup

Anna Fenninger holt den Gesamtweltcup
LIVETICKER
22. März 2015, 13:27
Salzburgerin sichert sich mit dem Tagesieg im letzten Rennen großes Kristall und auch die RTL-Spezialwertung

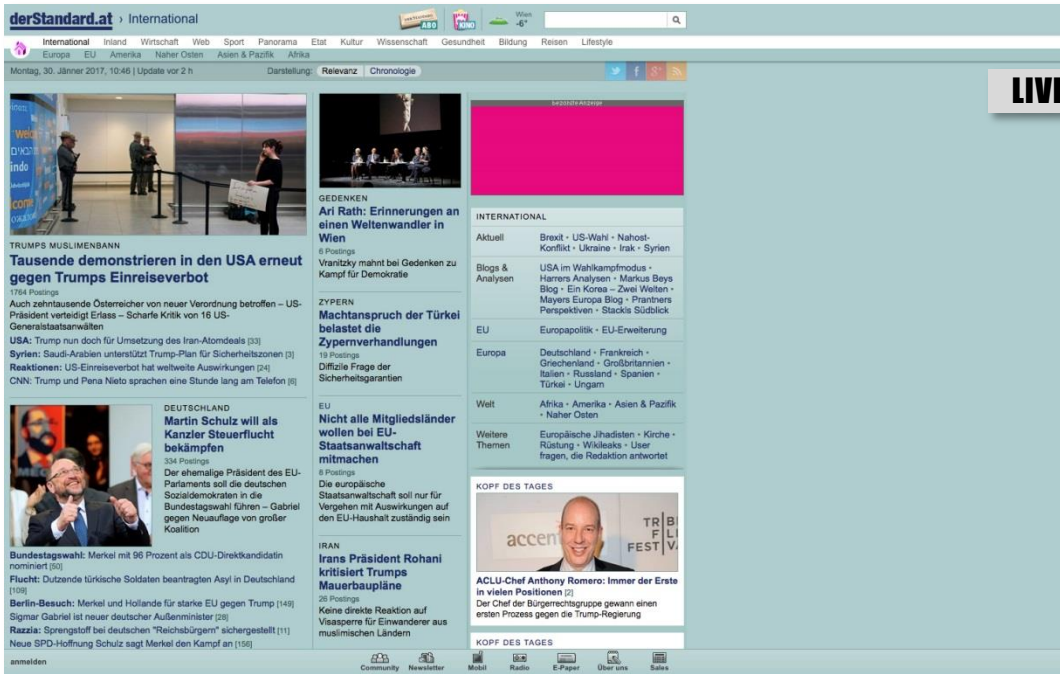
Damen Riesentorlauf, Murbur
1234 Postings NACHLESE

Platz	Name	Nationalität	Zeit
1.	Anna Fenninger (3)	AUT	2:26,91
2.	Eva-Maria Brem (7)	AUT	+0,38
3.	Tina Maze (5)	SLO	+0,46
4.	Sara Hector (4)	SWE	+1,55
5.	Lindsey Vonn (23)	USA	+1,63
6.	Nadia Fenchin (6)	ITA	+1,70
7.	Mikaela Shiffrin (2)	USA	+1,85
8.	Tessa Worley (16)	FRA	+2,76
9.	Frída Hansdotter (11)	SWE	+3,12
10.	Marta Bassino (21)	ITA	+3,18

Philip Bauer
22.3.2015, 13:28
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 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1822 1823 1824 1825 1826 1827 1828 1829 1830 1831 1832 1833 1834 1835 1836 1837 1838 1839 1840 1841 1842 1843 1844 1845 1846 1847 1848 1849 1850 1851 1852 1853 1854 1855 1856 1857 1858 1859 1860 1861 1862 1863 1864 1865 1866 1867 1868 1869 1870 1871 1872 1873 1874 1875 1876 1877 1878 1879 1880 1881 1882 1883 1884 1885 1886 1887 1888 1889 1890 1891 1892 1893 1894 1895 1896 1897 1898 1899 1900 1901 1902 1903 1904 1905 1906 1907 1908 1909 1910 1911 1912 1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 2035 2036 2037 2038 2039 2040 2041 2042 2043 2044 2045 2046 2047 2048 2049 2050 2051 2052 2053 2054 2055 2056 2057 2058 2059 2060 2061 2062 2063 2064 2065 2066 2067 2068 2069 2070 2071 2072 2073 2074 2075 2076 2077 2078 2079 2080 2081 2082 2083 2084 2085 2086 2087 2088 2089 2090 2091 2092 2093 2094 2095 2096 2097 2098 2099 2100 2101 2102 2103 2104 2105 2106 2107 2108 2109 2110 2111 2112 2113 2114 2115 2116 2117 2118 2119 2120 2121 2122 2123 2124 2125 2126 2127 2128 2129 2130 2131 2132 2133 2134 2135 2136 2137 2138 2139 2140 2141 2142 2143 2144 2145 2146 2147 2148 2149 2150 2151 2152 2153 2154 2155 2156 2157 2158 2159 2160 2161 2162 2163 2164 2165 2166 2167 2168 2169 2170 2171 2172 2173 2174 2175 2176 2177 2178 2179 2180 2181 2182 2183 2184 2185 2186 2187 2188 2189 2190 2191 2192 2193 2194 2195 2196 2197 2198 2199 2200 2201 2202 2203 2204 2205 2206 2207 2208 2209 2210 2211 2212 2213 2214 2215 2216 2217 2218 2219 2220 2221 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2422 2423 2424 2425 2426 2427 2428 2429 2430 2431 2432 2433 2434 2435 2436 2437 2438 2439 2440 2441 2442 2443 2444 2445 2446 2447 2448 2449 2450 2451 2452 2453 2454 2455 2456 2457 2458 2459 2460 2461 2462 2463 2464 2465 2466 2467 2468 2469 2470 2471 2472 2473 2474 2475 2476 2477 2478 2479 2480 2481 2482 2483 2484 2485 2486 2487 2488 2489 2490 2491 2492 2493 2494 2495 2496 2497 2498 2499 2500 2501 2502 2503 2504 2505 2506 2507 2508 2509 2510 2511 2512 2513 2514 2515 2516 2517 2518 2519 2520 2521 2522 2523 2524 2525 2526 2527 2528 2529 2530 2531 2532 253

Button

Brand one of our Channels

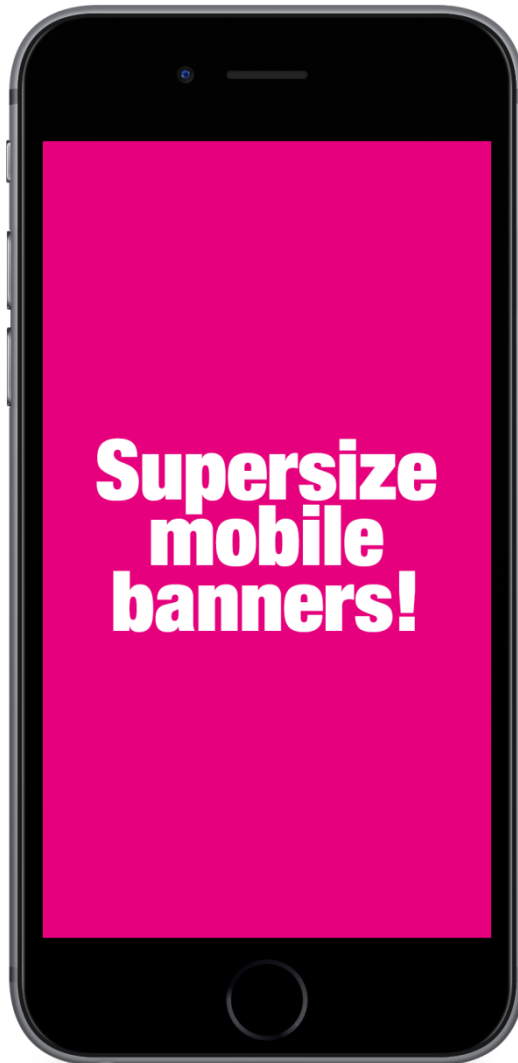


Heighten your visibility by branding one of our news channel with this ad format. The button will be placed on all overview pages of the channel.

Specs

Placement	One week on channel overview pages
Components	Picture
Dimensions and Formats	300 x 125 px .jpg/.gif

Understitial



For everyone who wants to go big on mobile ads we offer the „mobile sitebar“.

Specs

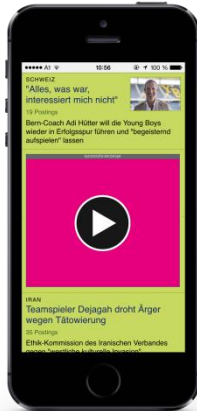
Placement	Dynamic on overview pages and in articles
Components	Picture, animation
Dimensions	300 x 600 px (respectively a 1:2 ratio)
File Weight	Max. 40 KB
Formats	.jpg/.gif, HTML5

Mobile Advertising

Reach our users on the road.



Medium Rectangle



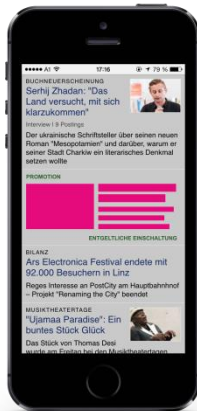
Video Rectangle



Cube



Banner



Sitelink, Promotion



Mutation

Specs

Medium Rectangle/ Video Rectangle

Embedded in article, scrolls along with the content
300 x 250 px
max. 20 kB / video max. 2 MB
.jpg/.gif/HTML5

Cube

Combines four ad surfaces in one; spins around automatically or on user interaction; video embedding possible; scrolls along with content
300 x 250 px
max. 20 kB / video max. 2 MB
.jpg/.gif/HTML5

Banner

Embedded in article; scrolls along with content
300 x 50 px, max. 20 kB
.jpg/.gif/HTML5

Sitelink, Promotion

Embedded in article; scrolls along with content
Picture: 133 x 89 px, max. 20 kB
Copy Text: 200 characters (incl. spaces)

Mutation

Mobile homepage or a channel is branded in your design for 24 hours (or according to your booked AIs) incl. Background color + Medium Rectangle, Promotion, Sitelink, Banner

The mobile ad links to a landing page of your choice that ought to be optimized for mobile usage.
Targeted Advertising for mobile ad formats = Channel or Operating System Targeting only.
Due to technical circumstances we are currently unable to offer any mobile visibility readings.

395.000 readers per issue*

1.031.000 mobile unique users per month**

1.991.000 unique users per month**

79.000 cross media decision makers per day***



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