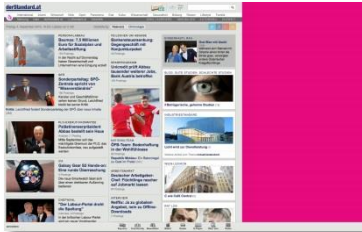


Online Ad Formats

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.***

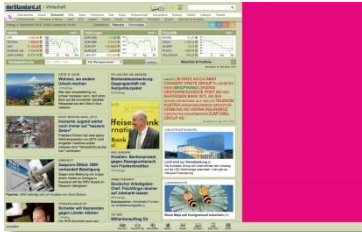
By booking a combined ad delivery on desktops and mobile devices, we can guarantee 500.000 AIs in the course of 24 hours. The combined booking is available for the following ad formats: Sitebar/Understitial, Medium Rectangle and Sitelink/Promotion.

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 (ROS):** Your ad is distributed among all pages of our website (incl. FC4/week).
- b) **Targeting:** 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), sociodemographic criteria (e.g. age, gender, salary), buyer's interest (e.g. mobile phones, cars, travel). Combining up to three criteria is possible.

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



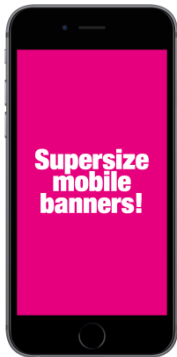
Live Ticker



Button

Overview: Mobile Ad Formats

Reach our users on the road



Understitial



Mutations



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. 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 a navigation bar, a search bar, and various news articles and financial data.

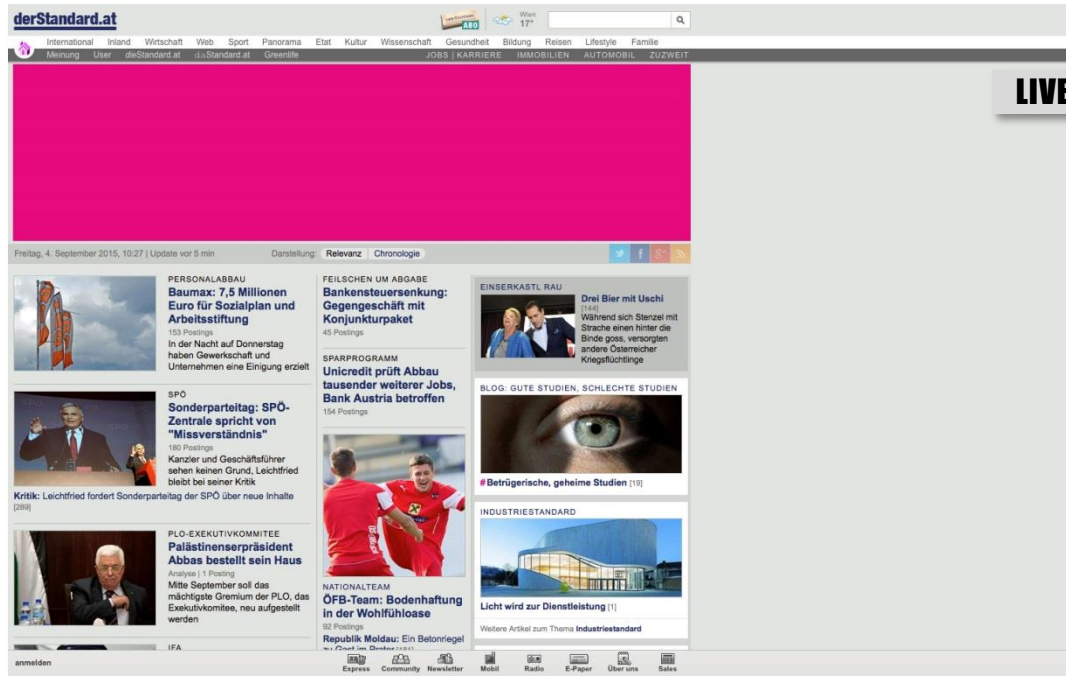
The Sitebar is our largest ad format. For an ideal depiction, it automatically adapts to the browser's size (ad needs to be scalable). As soon as the width of the depicted website in a browser exceeds 1,280 px, the Sitebar is displayed with at least 250 px width.

Specs

Placement	<ul style="list-style-type: none"> 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

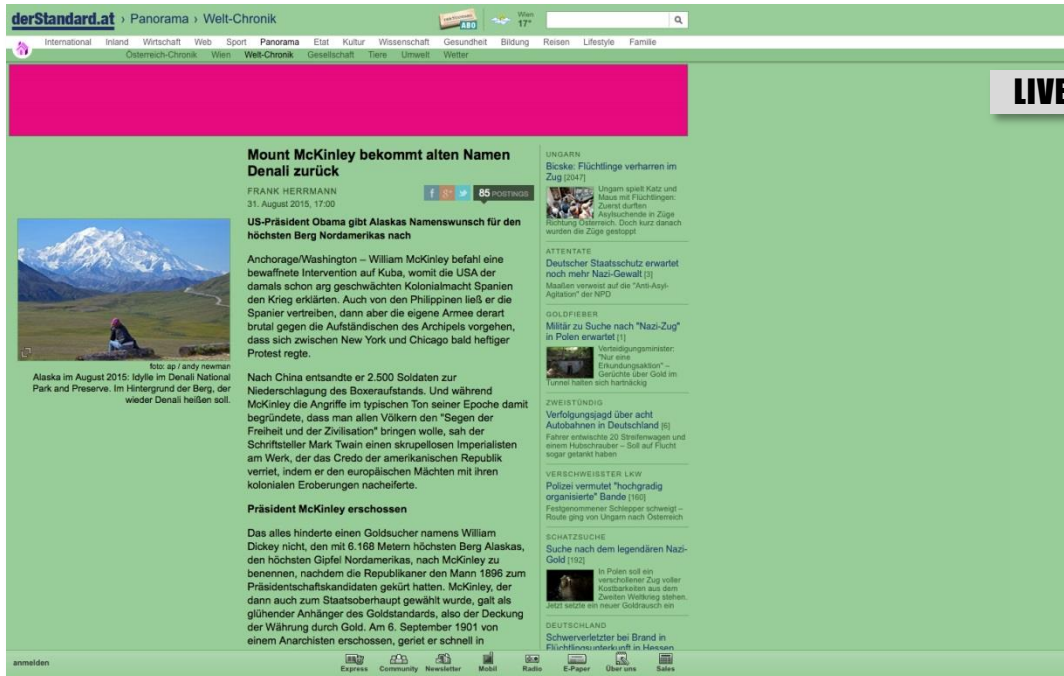
Picture, animation, video

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...

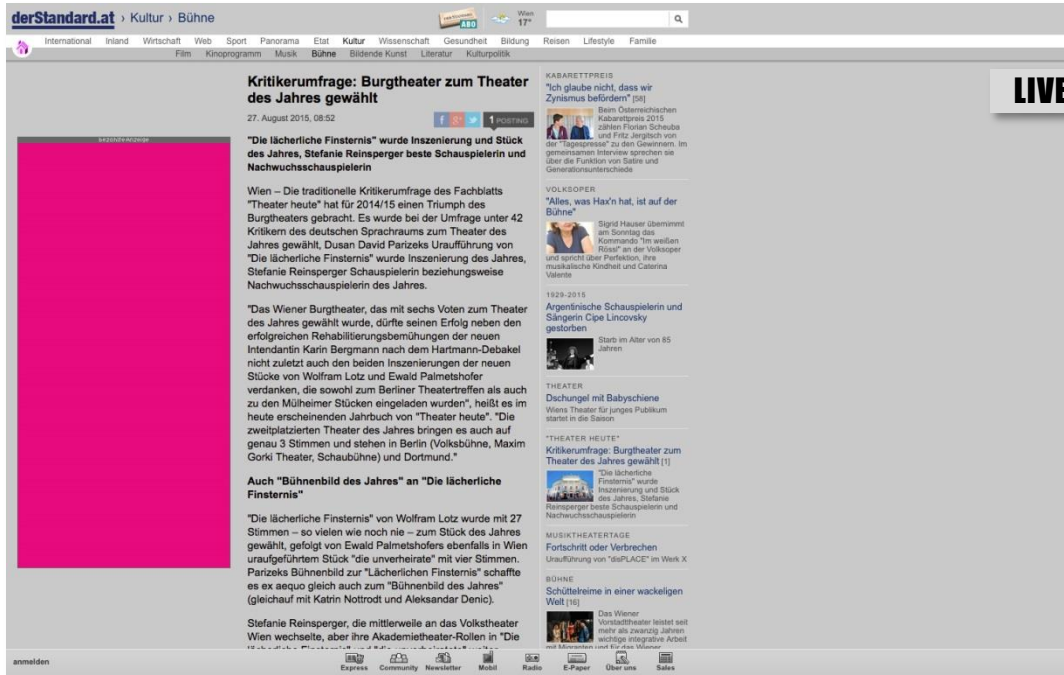
... and dynamic placement in article.

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	<ul style="list-style-type: none"> Fixed on homepage (left/right) Dynamic on overview pages (left/right) and in articles (left)
Components	Picture, animation, video
Dimensions and Formats	<p>Article: 300 x 250 px</p> <p>Homepage/overview pages: 300 x 250 px or HD 420 x 240 px (left only)</p> <p>.jpg/.gif, HTML5</p>

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

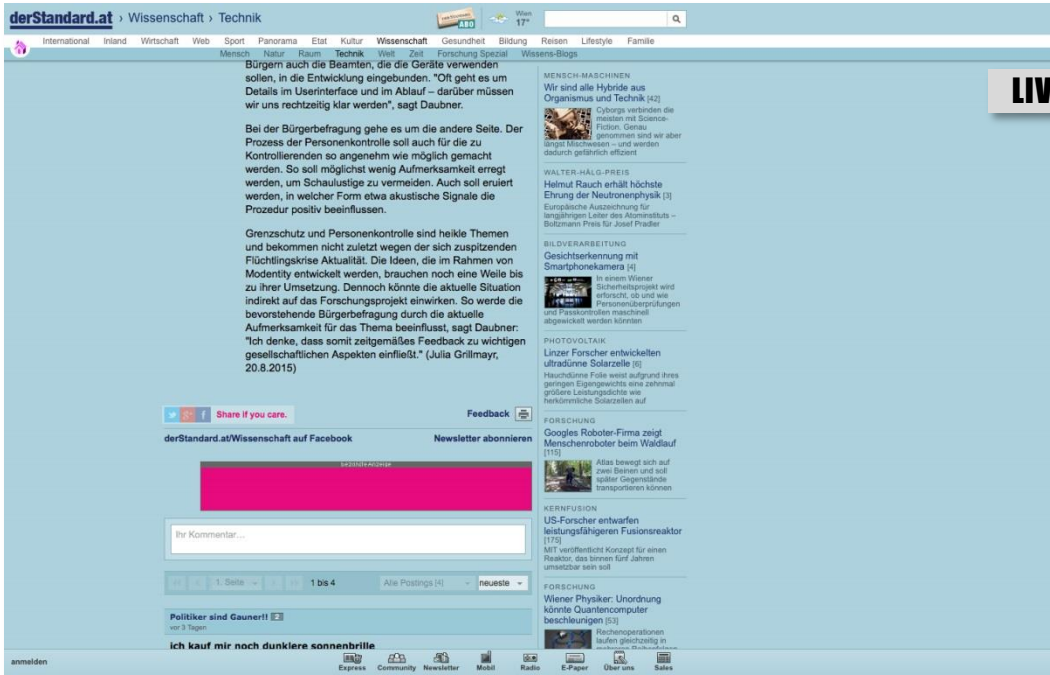
Targeting also available. For details on targeted advertising see page 3.

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

The top screenshot shows the derStandard.at homepage. A pink box highlights the 'SITELINK' section, which contains a list of links. A 'LIVE' callout points to this section. The bottom screenshot shows an article page. A pink box highlights the 'SITELINK' section, which contains a list of links. A 'LIVE' callout points to this section.

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

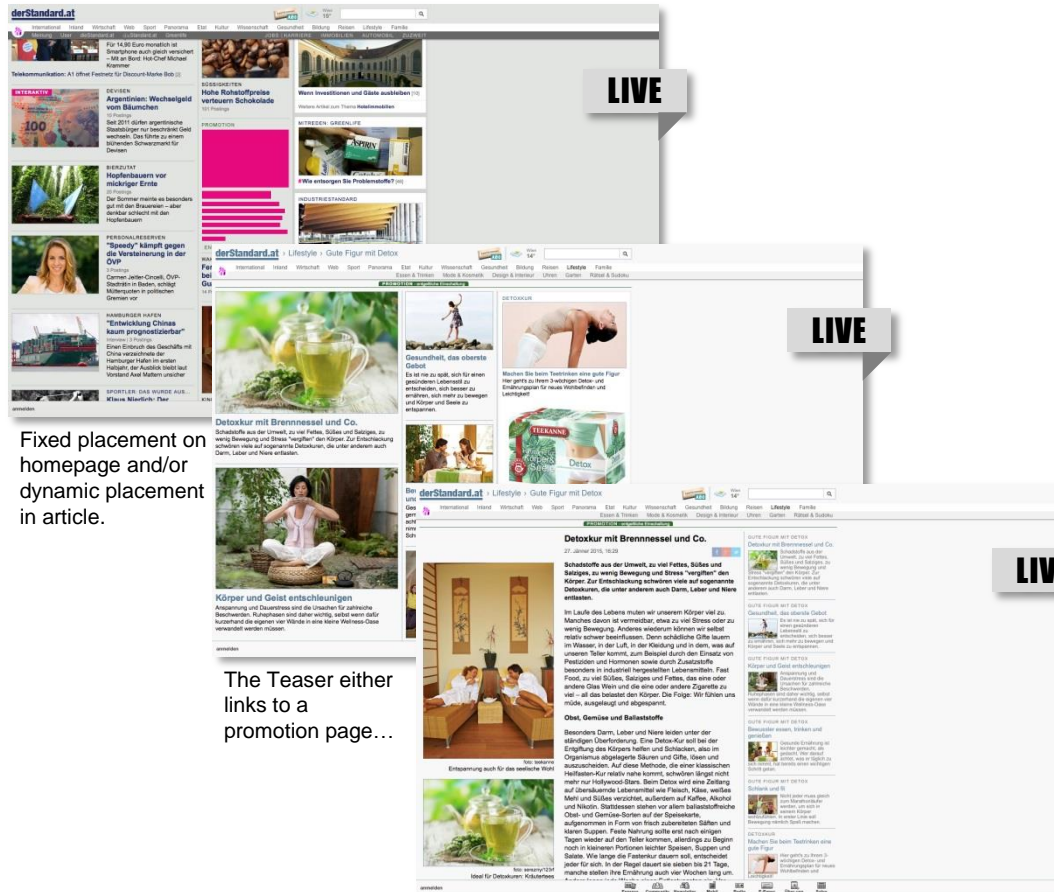
Picture:

Left/middle: 200 x 133 px
Right: 133 x 89 px

Copy text: 200 characters (incl. spaces)

Promtion

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 Promtion 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

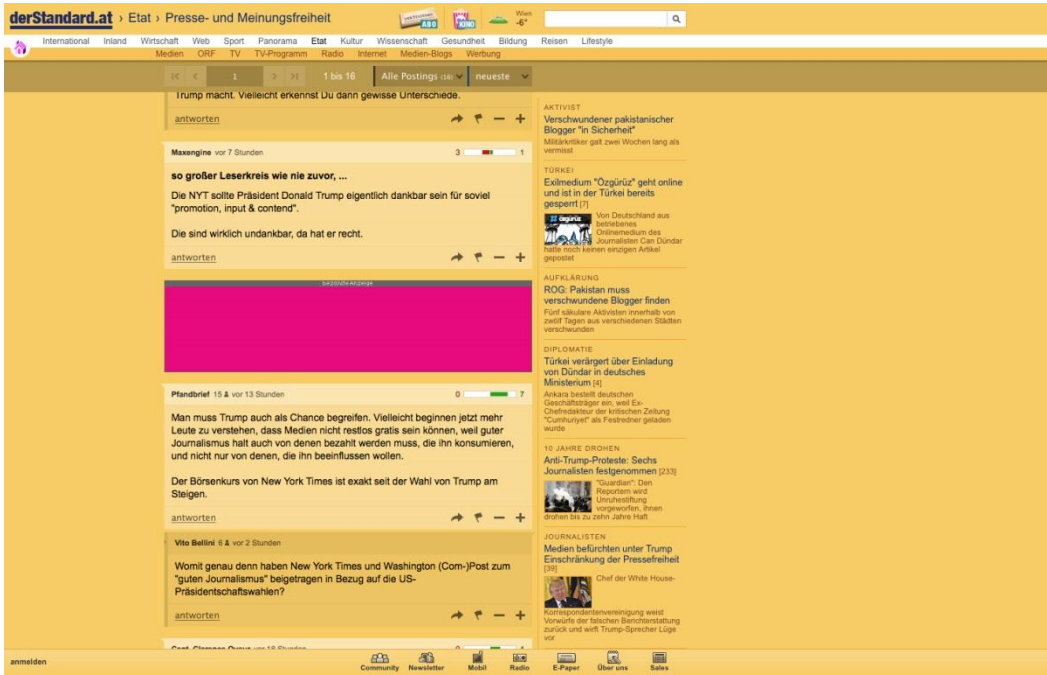
Picture or animation

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

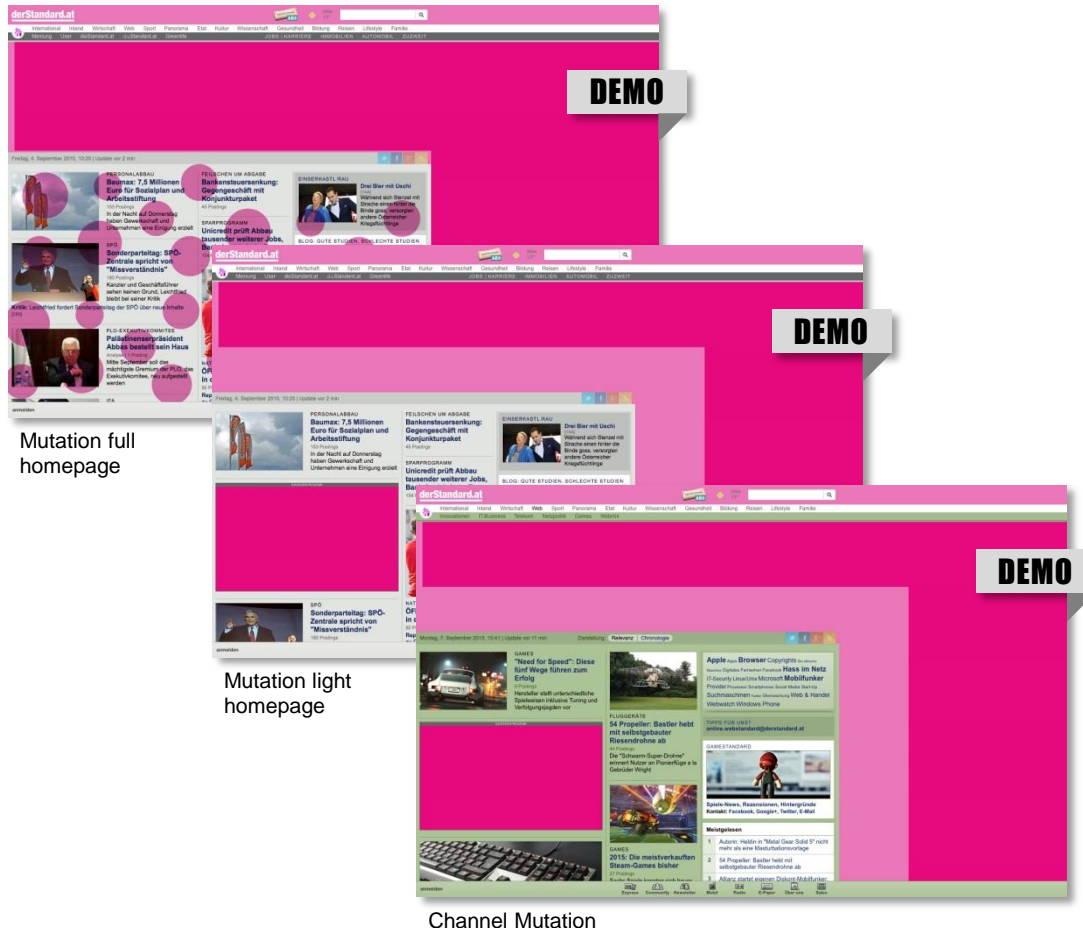
Picture

Dimensions and Formats

519 x 120 px
.jpg/.gif

Mutations

Our website in the look of your choice

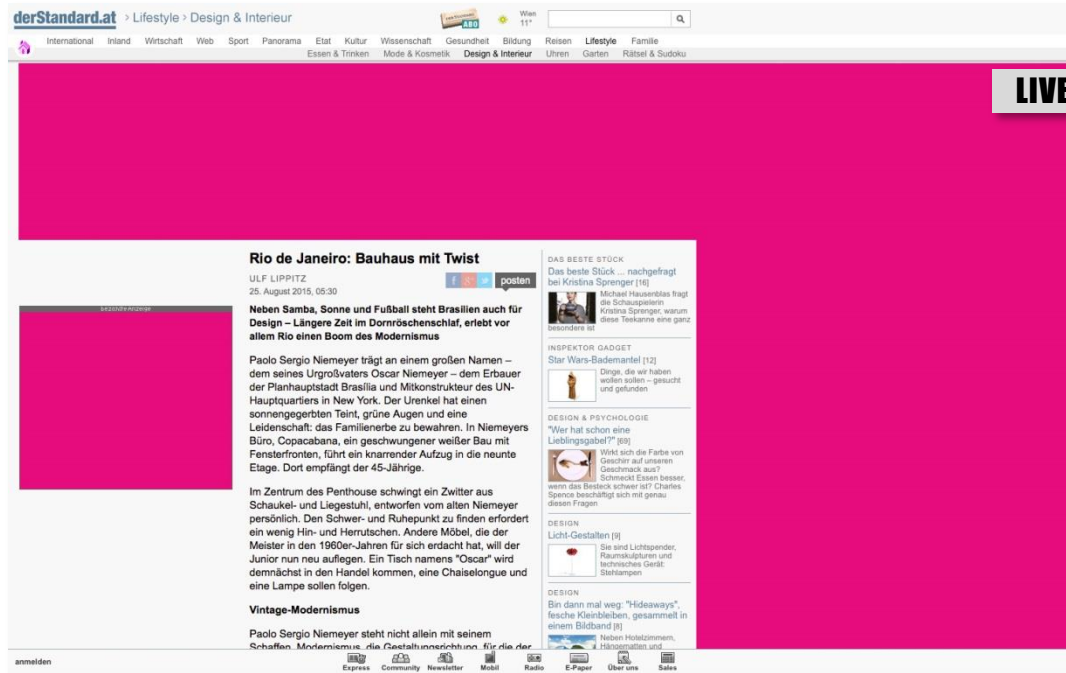


Mutate our homepage or our channel overview pages for one day and 'dress' our website to your liking.

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), Sitebar, Billboard, Medium Rectangle, matching background color behind Wallpaper

Live Ticker

Get in touch with our exceptionally active community



Sitebar next to Live Ticker.

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

Special Ad 1: Results Banner

Special Ad 2: Posting Banner

Seize the high involvement of our users while following a Live Ticker and place your ad right in the middle of the buzz.

Specs

Placement	All Live Tickers in a sub-section of a channel (e.g. skiing, football...)
Results Banner	The background of the results element can be adapted. Beneath the results we place your banner.
Posting Banner	This banner* is placed directly beneath the input box of our forum and reaches our users while typing a post.
Formats	Upon request

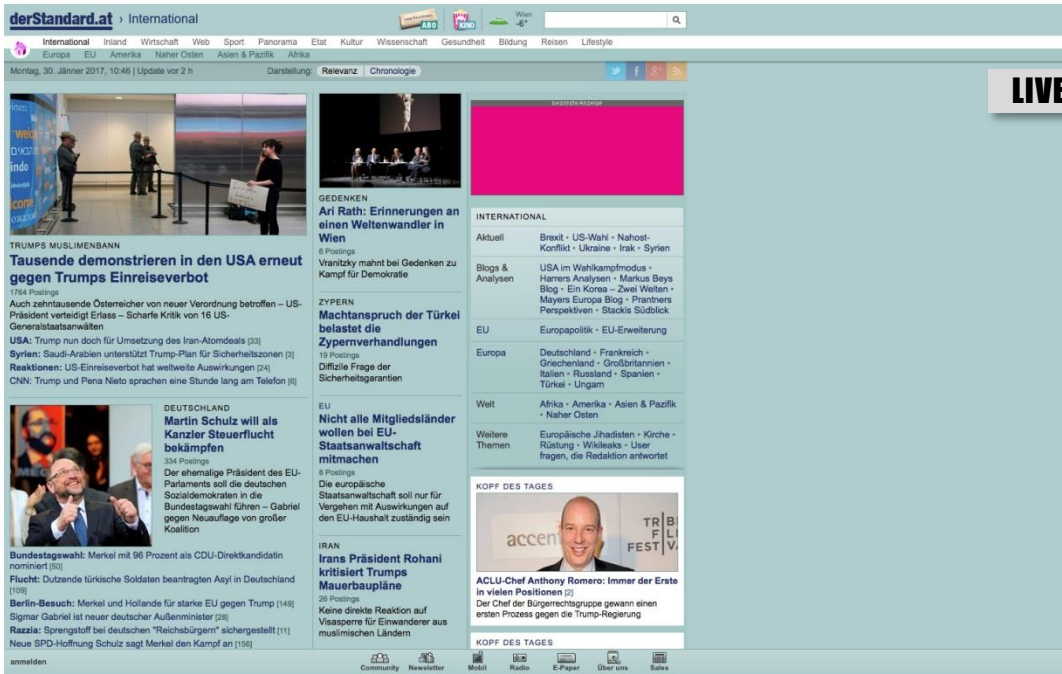
* Your background branding of the Results and Posting Banners will be depicted in all live tickers of the booked sub-section. They serve as branding elements only and are not clickable. Bookable only in combination with a Medium Rectangle in live tickers.

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Button

Brand one of our Channels

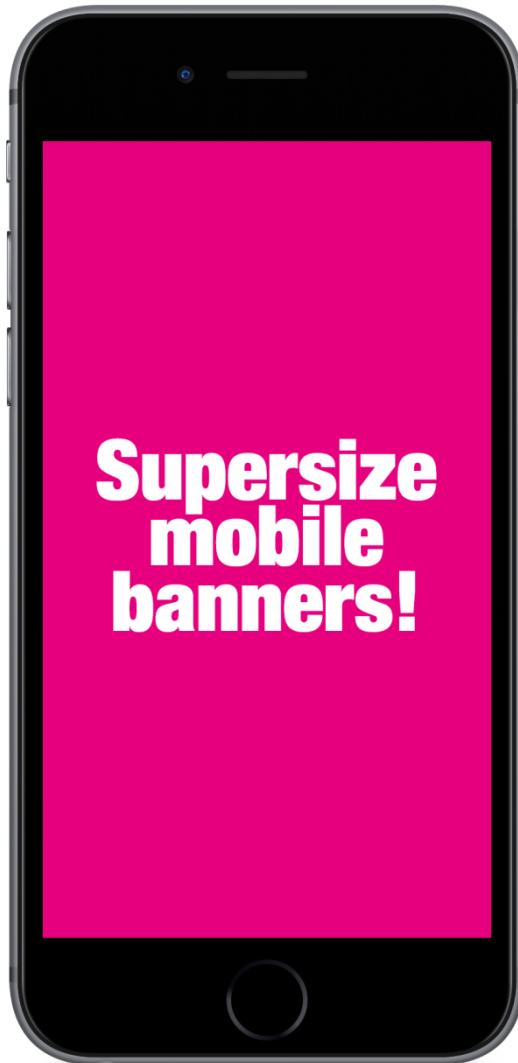


Heighten your visibility by branding one of our news channel with this ad format. The button will be placed on all overview pages of the channel.

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 Mutations



Brand our mobile homepage, channel or article page in the layout of your choice.

Specs

Mobile Mutation Homepage	Change of background and font colour, background image, up to 4 ad spaces available, 24 hours runtime
Mobile Mutation Channel*	Change of background and font colour/background image on channel overview pages possible, up to 2 ad spaces available (on overview and article pages), channel of choice, 24 hours runtime
Mobile Page exclusive	Up to 2 ad spaces available, ROS
Ad formats available	Understitial, Mobile Medium Rectangle, Mobile Sitelink or Promotion-Teaser, Mobile Banner

* Prior consultation necessary.

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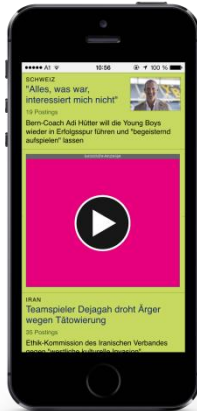
24

Mobile Advertising

Reach our users on the road.



Medium Rectangle



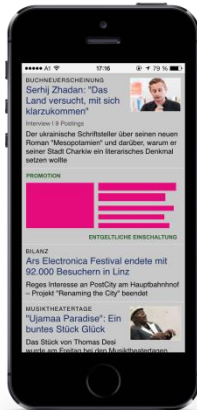
Video Rectangle



Cube



Banner



Sitelinke, 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.



**Do you have
further ideas?
Contact us!**

Thank you for your interest!

We are looking forward to hearing from you.

