

**Online Ad Formats**

# Handbook

# Overview: Fixed Ad Placement On The Homepage

Everything starts here. Advertise on our homepage.



Sitebar



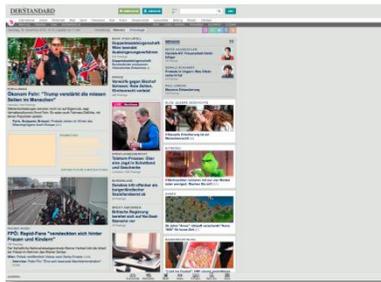
Billboard



Medium Rectangle



Sitelink



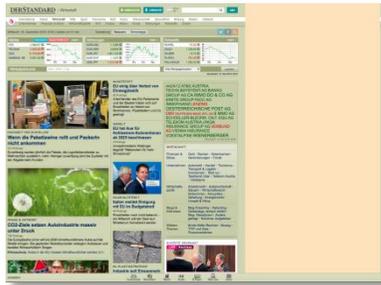
Promotion-Teaser

- › 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 600.000 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

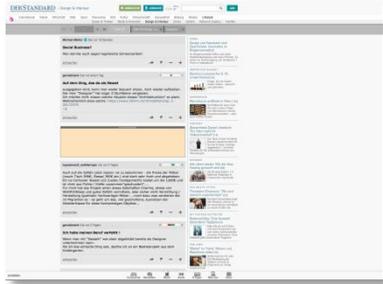
Throughout the booked timespan your ad is evenly distributed across the page views of our website.

**We offer two pricing options for each product:**

- › **Run of Site (ROS):** Your ad is distributed among all pages of our website (incl. FC4/week).
- › **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), socio-demographic criteria (e.g. age, gender, salary), buyer's interest (e.g. mobile phones, cars, travel). A combination of up to three criteria is possible.

# Overview: Dynamic Ad Placement (2)

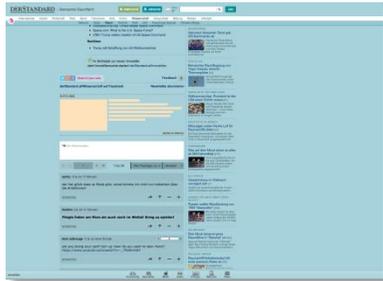
## Big or small – advertising works



Forum Banner



Skyscraper next to forum



Sitelink



Promotion-Teaser

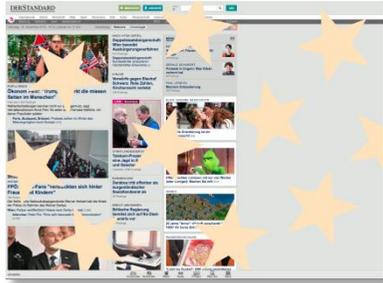
Throughout the booked timespan your ad is evenly distributed across the page views of our website.

**We offer two pricing options for each product:**

- › **Run of Site (ROS):** Your ad is distributed among all pages of our website (incl. FC4/week).
- › **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), socio-demographic criteria (e.g. age, gender, salary), buyer's interest (e.g. mobile phones, cars, travel). A combination of up to three criteria is possible.

# Overview: Special Formats

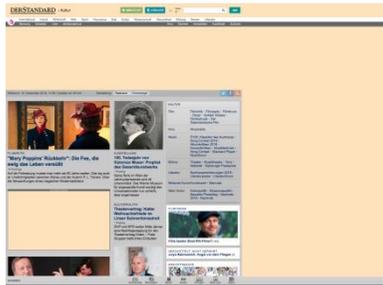
Leave your mark on our website



Mutation Full Homepage



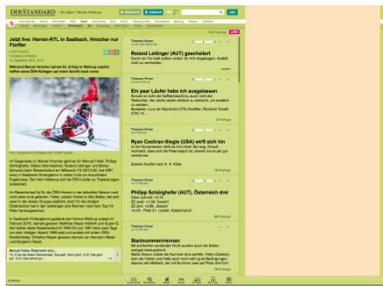
Mutation Light Homepage



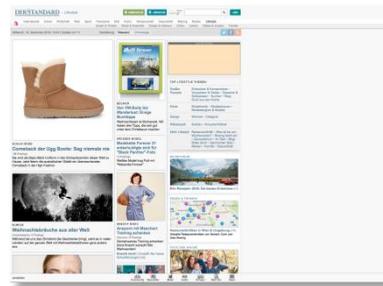
Mutation Channel



Article Page Exclusive



Live Ticker

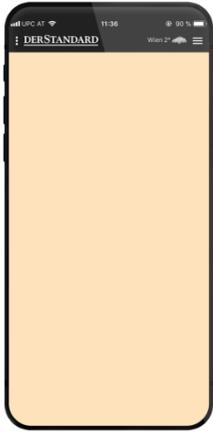


Button

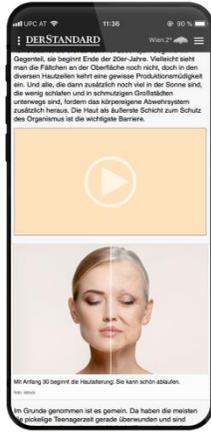
- › Your brand and derStandard.at – a match made in heaven: Surprise our users with creative ad solutions and profit from the image transfer that goes along with this special form of advertising.
- › To receive a bespoke concept/offer, please, contact us at any time.
- › Also ask us about: Raffles, Features and other individual advertising solutions.

# Overview: Mobile Ad Formats

Reach our users on the road



Understitial



In-Read-Video



Mutations



Medium Rectangle



Cube



Sitelink, Promotion-Teaser

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

We offer two pricing options for each product:

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

The mobile ad leads to a landing page of your choice. Please note that your website should be optimized for all optional devices. 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 website interface. At the top, there's a navigation bar with 'DERSTANDARD' and 'Wirtschaft'. Below it, there are various menu items like 'International', 'Inland', 'Wirtschaft', etc. The main content area is divided into several sections: market data (Märkte, Währungen, Rohstoffe), news articles (e.g., 'EU einig über Verbot von Einwegplastik'), and a sidebar with 'WIRTSCHAFT' and 'Unternehmen' categories. A large orange vertical bar on the right side of the page contains the word 'LIVE' in white, representing the Sitebar ad format.

- › The Sitebar is our largest ad format.
- › For an ideal depiction, it automatically adapts to the browser's size (the 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

<b>Placement</b>	<ul style="list-style-type: none"> <li>› <b>Fixed</b> on homepage</li> <li>› <b>Dynamic</b> on overview pages and in articles</li> </ul>
<b>Components</b>	Picture, animation, video
<b>Format</b>	min. 300 x 600 px (scalable – the ad adjusts to the screen size) .jpg/.gif, HTML5
<b>Frequency Capping</b>	FC1/5 minutes

# Billboard

## Large canvas above the page's content

The screenshot shows the top section of the DERSTANDARD website. At the very top is a large orange rectangular area, which is the billboard. Below it is the site's navigation bar with categories like 'International', 'Inland', 'Wirtschaft', 'Web', 'Sport', 'Panorama', 'Eist', 'Kultur', 'Wissenschaft', 'Gesundheit', 'Bildung', 'Reisen', 'Lifestyle', 'Krankheit', 'Therapie & Medikamente', 'Familie & Gesundheit', and 'Gesund bleiben'. A search bar and 'ABO' button are also present. A 'LIVE' badge is positioned to the right of the billboard. The main content area features an article titled 'Zu viel, zu intensiv: Wenn das Training ins Burnout führt' by Franziska Zoidl, dated 16. Dezember 2018, 14:00. The article includes a photo of a runner and text discussing overtraining and recovery. To the right of the main article is a sidebar with several smaller article teasers, including 'ANTI-AGING: Laufen und Schwimmen lassen Zellen langsamer altern (33)', 'VIDEO SERIE, TEIL SIEBEN: Mit Yoga auf den Wintersport vorbereiten (25)', 'STUDIE: Kaffee und Tee fördern Sportlichkeit (42)', 'MUSKELAUFBAU: Krafttraining: Am besten kurz und intensiv (374)', 'BEWEGGRÜNDE: Wer körperlich aktiv ist, spart jährlich 187 Euro Krankheitskosten (25)', and 'TREND: Floating: Entspannung in der Schwerelosigkeit (25)'.

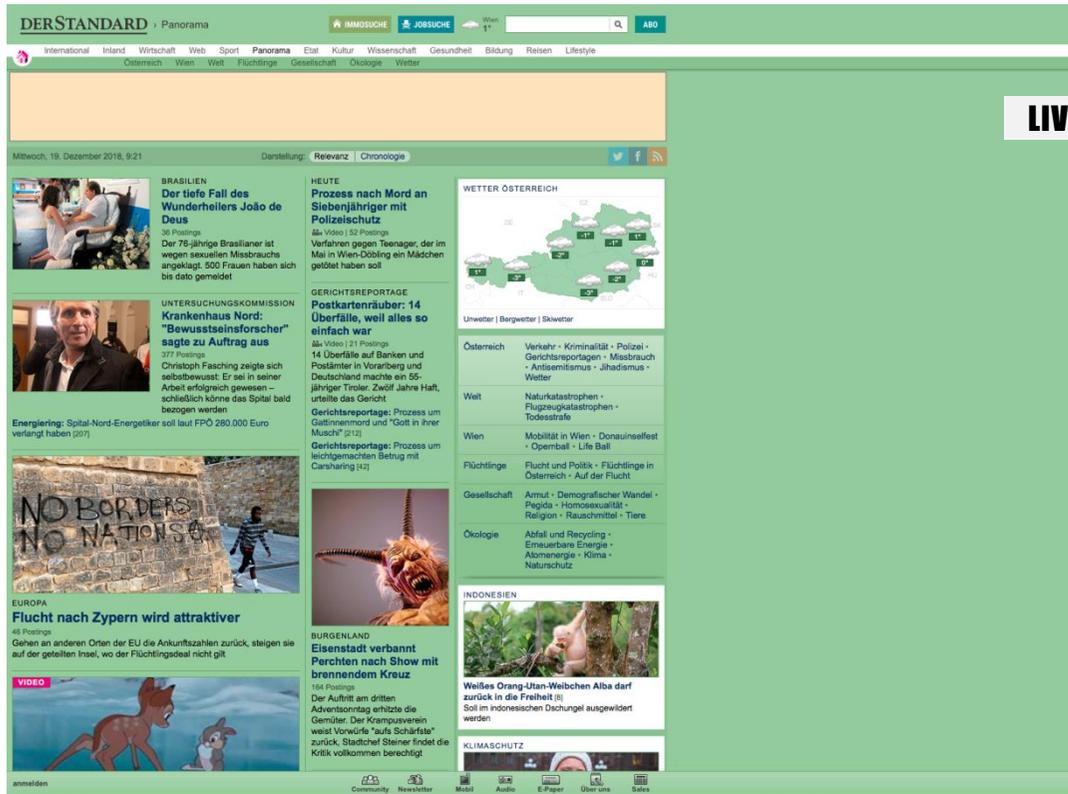
- > The billboard is one of the largest and most prominent online ad units.
- > It is as wide as the page's content, placed just under the horizontal site navigation and is therefore visible immediately upon loading.

Specs	
Placement	> <b>Fixed</b> on homepage > <b>Dynamic</b> on overview pages and in articles
Components	Picture, animation, video
Format	950-970 x 250 px .jpg/.gif, HTML5

# Leaderboard

The classic online banner on a large scale

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

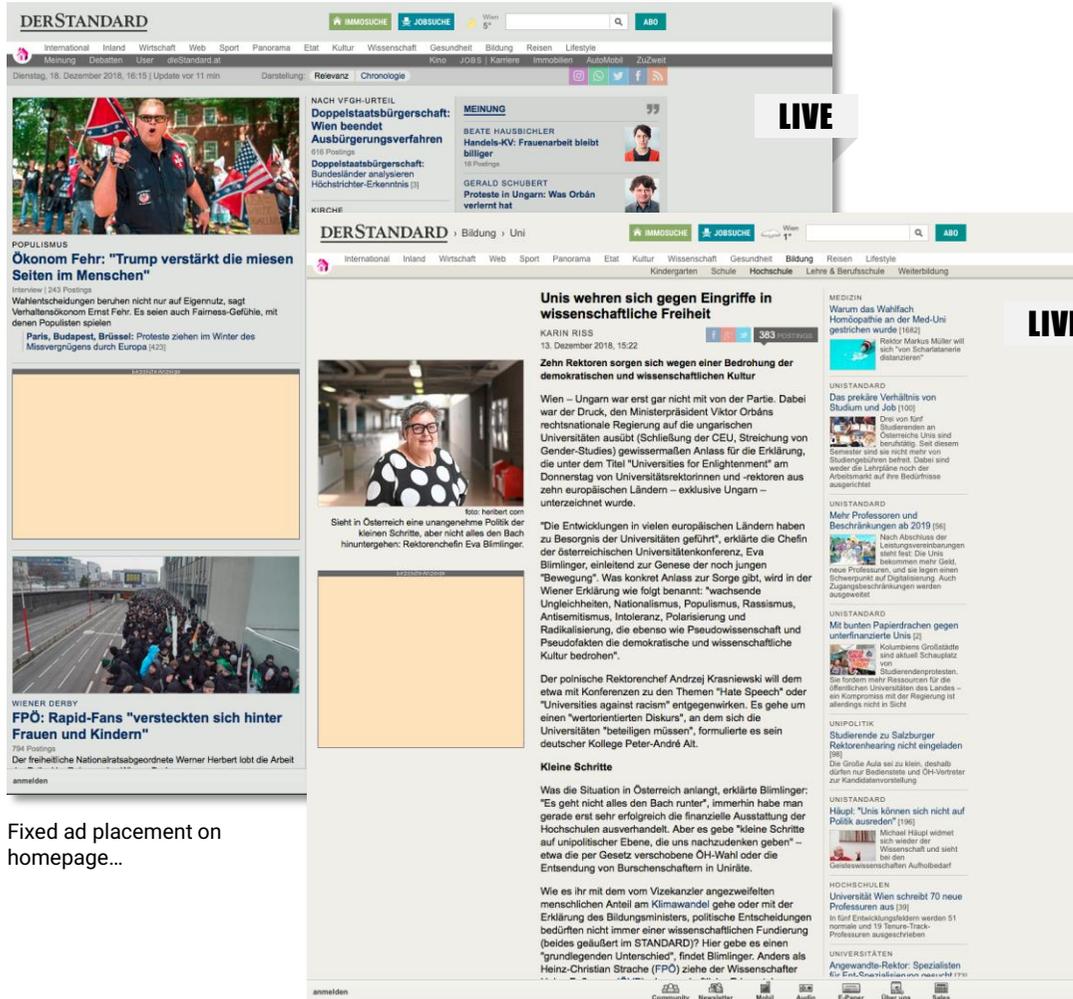


Specs	
Placement	Dynamic on overview pages and in articles
Components	Picture, animation, video
Format	960 x 100 px oder 728 x 90 px .jpg/.gif, HTML5

# Medium Rectangle

## A true all-rounder

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



Fixed ad placement on homepage...

... and dynamic placement in article.

Specs	
Placement	› Fixed on homepage › Dynamic on overview pages and in articles
Components	Picture, animation, video
Format	Article: 300 x 250 px Homepage/overview pages: 300 x 250 px oder 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.

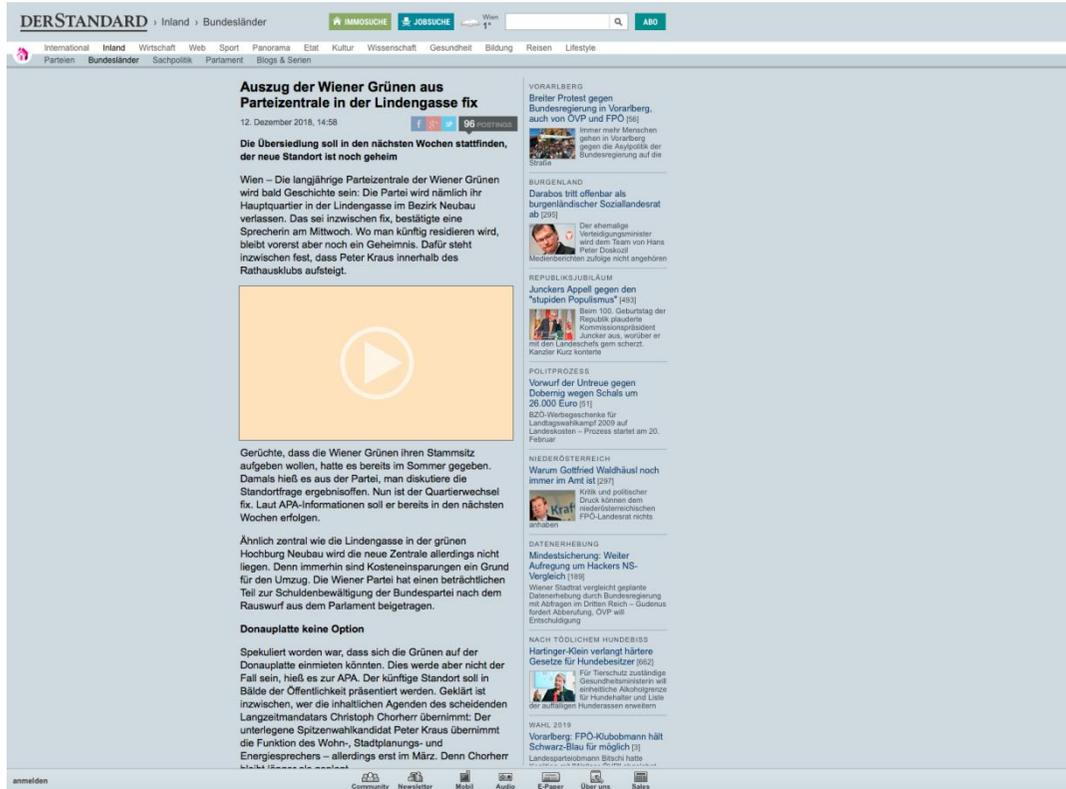
The screenshot shows a news article on the website DER STANDARD. The main article is titled "Cranberries veröffentlichen ein Jahr nach Tod ihrer Sängerin neuen Song". It features a video player for the song "All Over Now (Edit)". A "LIVE" badge is positioned to the right of the article's main text. The page layout includes a navigation bar at the top, a sidebar with various news snippets, and a footer with social media and service links.

Specs	
Placement	Dynamic in articles
Components	Picture, animation, video
Format	max. 300 x 600 px .jpg/.gif, HTML5

# In-Read-Video

## Extend your TV campaign successfully online

- For an affective user experience the video unit is embedded in our content. The video starts automatically when the better part of it is visible.
- Visibility Guarantee: An AI will only be charged when it was fully delivered.

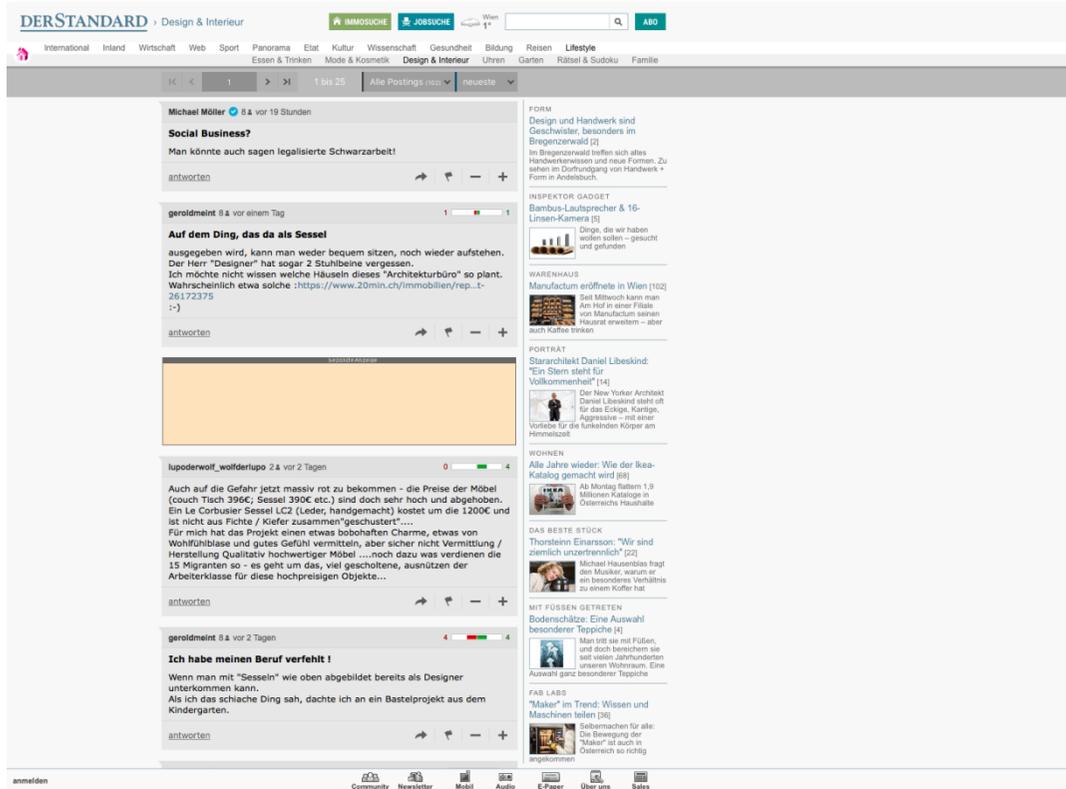


Specs	
Placement	after the 1 <sup>st</sup> paragraph
Video length	min. 10 seconds – max. 30 seconds
Counts as delivered	When 25 % of the video have been viewable on screen
Special Features	<ul style="list-style-type: none"> <li>the video starts automatically when 50% of the ad are visible on screen, pauses when less than 50% are visible and closes upon completion</li> <li>sound at mouse roll-over</li> <li>targeting and exclusion of competing ads (on the same PI) possible</li> <li>no close button necessary</li> </ul>
Dimensions	16:9, HD / 400 x 225 px / max. 2 MB
Formats	MP4/MOV/FLV, max. 1 video per campaign

# Forum Banner

## Your ad meets community in action

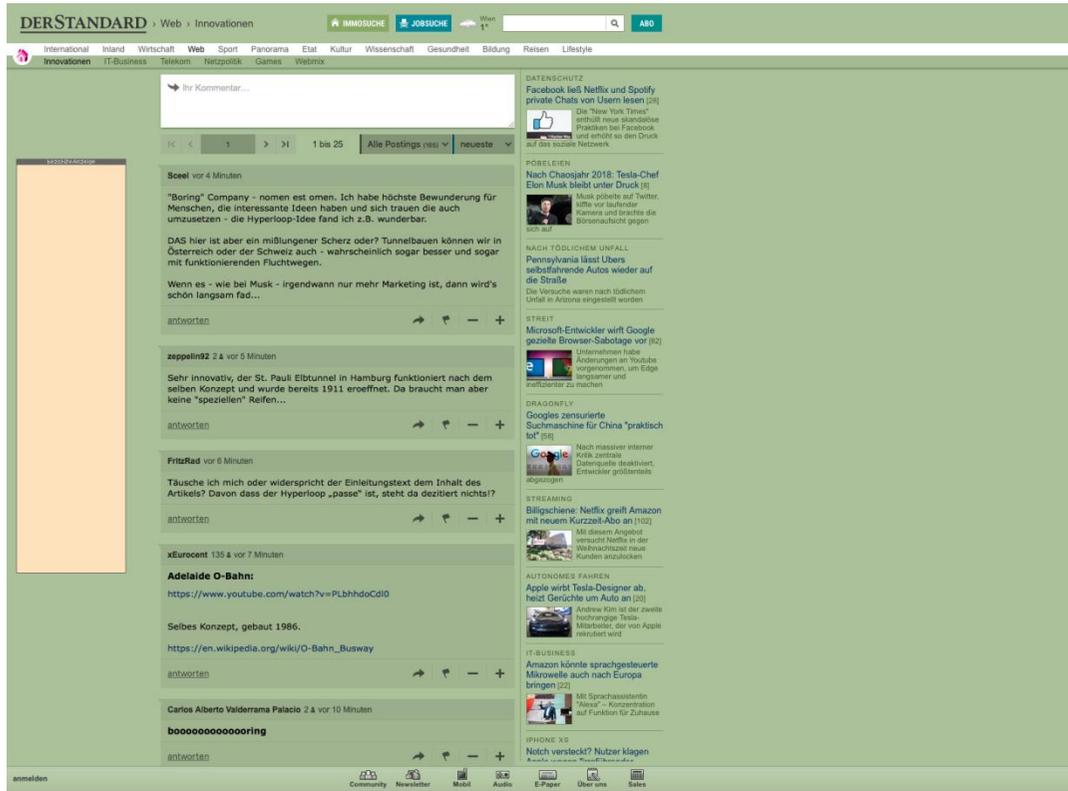
- › This banner is placed between user comments in our forum where it reaches highly involved posters and curious readers.



Specs	
Placement	Dynamic in articles
Components	Picture
Format	468 x 60 px .jpg/.gif, HTML5

# Skyscraper next to Forum

## Keep our community company



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

Specs	
Placement	Dynamic in articles
Components	Picture or animation
Format	160 x 600 px .jpg/.gif, HTML5

# Sitelink

## Your message in our look & feel – links to your website

- › 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.

The screenshot shows the DERSTANDARD website interface. At the top, there's a navigation bar with categories like 'International', 'Inland', 'Wirtschaft', etc. Below that, a search bar and social media icons are visible. The main content area is divided into several sections. On the left, there's a 'SITELINK' section with a yellow header and a blue body. The ad content includes a 'Share if you care' button and a 'Feedback' button. To the right of the ad, there's a 'BEZAHLTE ANZEIGE' section with a blue header and a blue body. The main article is titled 'Ökonom Fehr: "Trump verstärkt die miesen Seiten im Menschen"'. The ad is placed on the left side of the page, between a main article and a 'BEZAHLTE ANZEIGE' section. The ad is surrounded by editorial content, including a 'LIVE' banner and a 'MEINUNG' section.

Specs	
Placement	<ul style="list-style-type: none"> <li>› Fixed on homepage</li> <li>› Dynamic on overview pages and in articles</li> </ul>
Teaser-Format	<p><b>Left/Middle/Article:</b> Picture 200 x 133 px + 200 characters (incl. spaces)</p> <p><b>Right:</b> Picture 133 x 89 px + 200 characters (incl. spaces)</p>

# Promotion

## Corporate Content at derStandard.at

- › 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.

The screenshot shows the derStandard.at homepage with a prominent 'LIVE' promotion banner. The banner features a colorful graphic of books and headphones, with the text 'Bildungspfade stärken Fachkräfte und Unternehmen'. Below the banner, there is a detailed article about the WKO initiative, including a sub-section 'Vernetzte Bildungsangebote' and 'Bildungspfade für mehr Durchlässigkeit'. The article text discusses the need for better qualifications and the role of the WKO in providing training opportunities.

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

The Teaser either links to a promotion page...

... or a single article.

Specs	
Placement	<ul style="list-style-type: none"> <li>› Fixed on homepage</li> <li>› Dynamic on overview pages and in articles</li> </ul>
Teaser-Format	<p><b>Left/Middle/Article:</b> Picture 200 x 133 px + 200 characters (incl. spaces)</p> <p><b>Right:</b> Picture 133 x 89 px + 200 characters (incl. spaces)</p>
Article	max 1.500 characters (incl. spaces)

# 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.



Mutation full homepage

Mutation light homepage

Channel Mutation

Specs	
<b>Mutation full homepage</b>	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.)
<b>Mutation light homepage</b>	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.
<b>Channel Mutation</b>	The Channel Mutation is equivalent to a Mutation light within a certain channel, complemented with a Medium Rectangle on article pages.

# Mobile Mutation Homepage/Channel

Present our mobile homepage or a channel in your campaign design



- › Change of background and font colour possible.
- › Up to 4 ad spaces available.

## Specs

<b>Options Homepage</b>	Change of background and font colour possible. Up to 4 ad spaces available.
<b>Options Channel*</b>	Change of background and font colour possible on overview pages, up to 2 ad spaces available (on overview and article pages)
<b>Possible Ad Formats</b>	Understitial, mobile Medium Rectangle, mobile Sitelink or Promotion-Teaser
<b>Format</b>	.jpg, .gif, HTML5

\* Mobile Mutation Channel possible upon request.  
Visibility measurements on mobile devices are not available.

**DERSTANDARD**

# Mobile Site Exclusive

Full attention for your advertisement on mobile devices

› Up to 2 ad spaces available.



Visibility measurements on mobile devices are not available.

Specs	
Placement	Run-of-Site or Targeting (without mobile homepage)
Ad formats available	Understitial, mobile Medium Rectangle, mobile Sitelink or Promotion-Teaser
Format	.jpg, .gif, HTML5

**DERSTANDARD**

# 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.

**DERSTANDARD** › Kultur › Filmkritik

IMMOBILIEN JOBSUCHE Wien 2°

International Inland Wirtschaft Web Sport Panorama Etat Kultur Wissenschaft Gesundheit Bildung Reisen Lifestyle

Film Kinoprogramm Musik Bühne Bildende Kunst Literatur Kulturpolitik

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**"Mary Poppins' Rückkehr": Die Fee, die ewig das Leben versüßt**

DOMINIK KAMALZADEH  
19. Dezember 2018, 07:51

**Auf die Fortsetzung musste man mehr als 50 Jahre warten. Das lag auch an Unstimmigkeiten zwischen Disney und der Autorin P. L. Travers. Über die Verwandlungen eines magischen Kindermädchens**

Bei der Premiere von *Mary Poppins* 1964 im Chinese Theatre in Hollywood saß P. L. Travers, die Autorin der Vorlage, im Auditorium und weinte. Es waren allerdings keine Freudentränen. Vielmehr war sie über die Veränderungen der Disney-Adaption entsetzt. Travers hatte zwar vertraglich zugesichert bekommen, das Drehbuch selbst abzunehmen. Doch der Film machte ihr bewusst, wie man ihrer Geschichte um ein so viel kantigeres Kindermädchen die Zähne gezogen hatte. Auch dass man aus der Mutter eine einfühlige Frauenrechtlerin gemacht hatte, missfiel Travers. Die australisch-britische Autorin, die gerne Hosen trug und nie geheiratet hatte, vertrat keineswegs traditionelle Werte.

**HD TRAILER**

Eine hübsche Anekdote besagt, dass Travers Walt Disney noch auf der Premiereparty aufgefordert haben soll, die Animationszenen im Film wieder zu entfernen. "Paradeis".

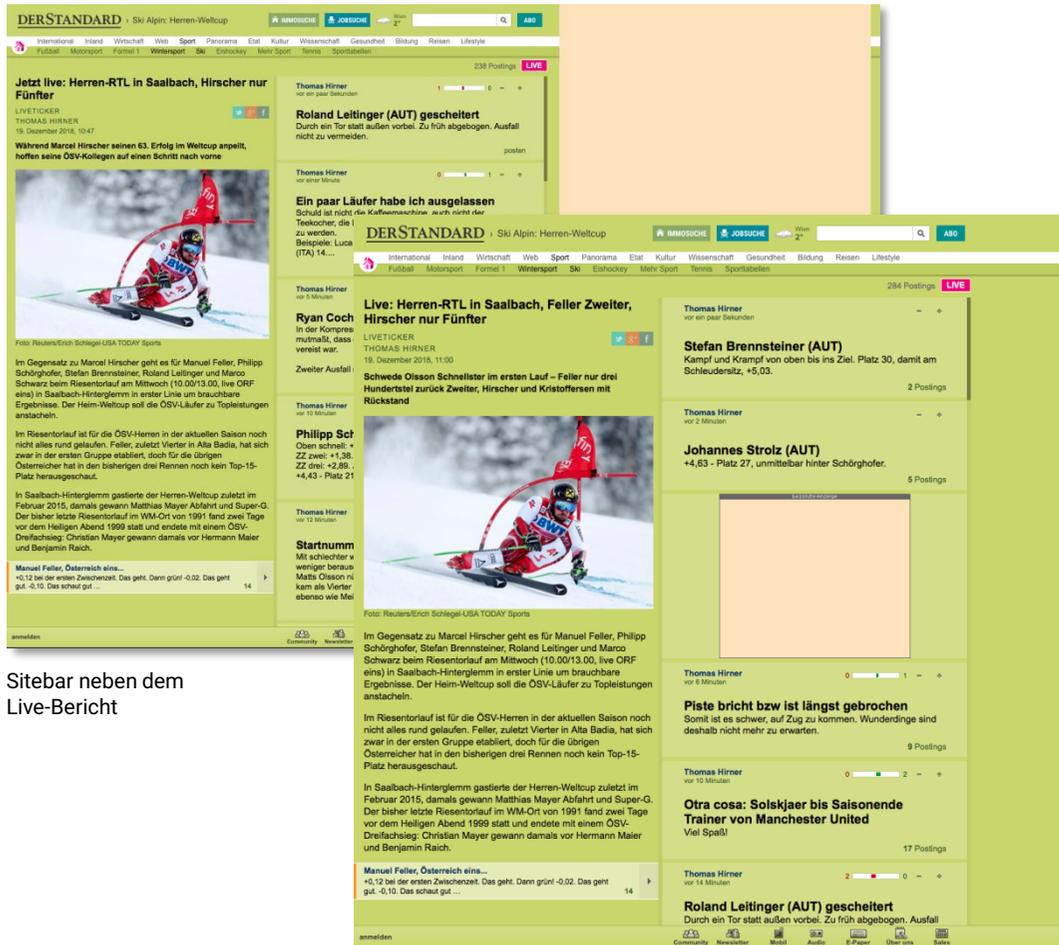
anmelden Community Newsletter Mobil Audio E-Paper Über uns Sales

Specs	
Placement	Placement in Articles in a channel of your choice
Components	Picture, animation, video
Formats	L-Ad (L-Ad XL), Sitebar, Billboard, Medium Rectangle, choice of background colour to L-Ad

# Live Ticker

## Get in touch with our exceptionally active community

- 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.



Sitebar neben dem Live-Bericht

Medium Rectangle innerhalb des Live-Berichts

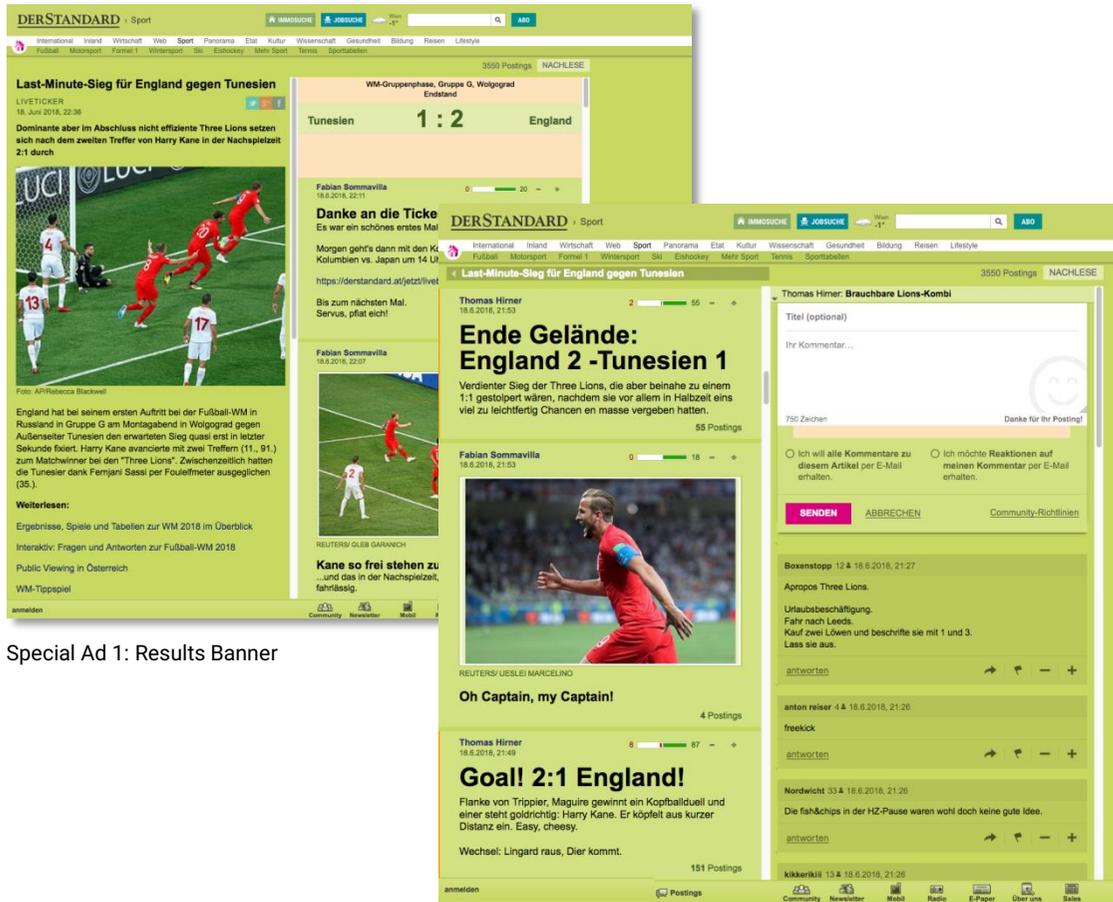
\* When loading the live ticker for the first time, the Medium Rectangle will be placed on the bottom position and move up to the second position after 30 seconds and some sort of user interaction, due to technical circumstances.

Specs	
Placement	All Live Tickers in a sub-section of a channel (e.g. skiing, football...)
Sitebar	Picture, animation, video Dimensions: min. 300 x 600 px (scalable), .jpg/.gif, HTML5
Medium Rectangle	Picture, animation, video Format: 300 x 250 px or 420 x 240 px, .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).

# Live Ticker

Get in touch with our exceptionally active community

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



Special Ad 1: Results Banner

Special Ad 2: Posting Banner

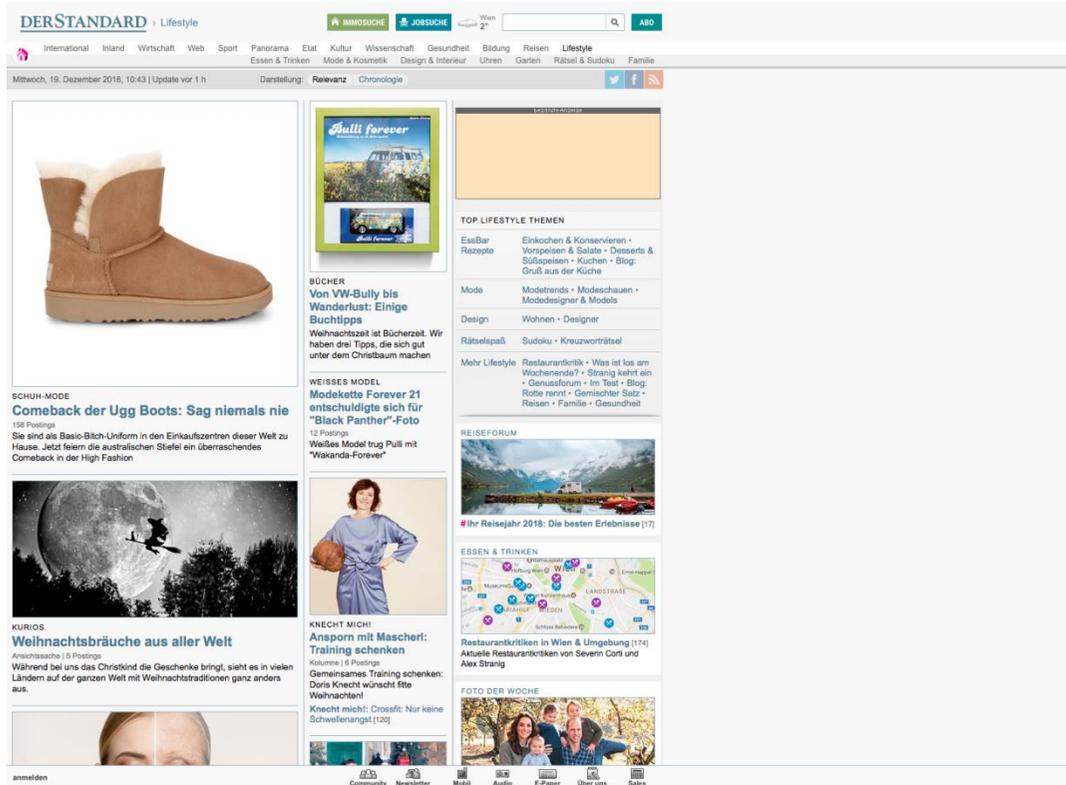
\* Your background branding of the Results and Posting Banners will be depicted in all live tickers of the booked sub-section. They serve as branding elements only and are not clickable. Bookable only in combination with a Medium Rectangle in Live Tickers.

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. The banner is placed beneath the results.
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

# Button

## Brand one of our channels

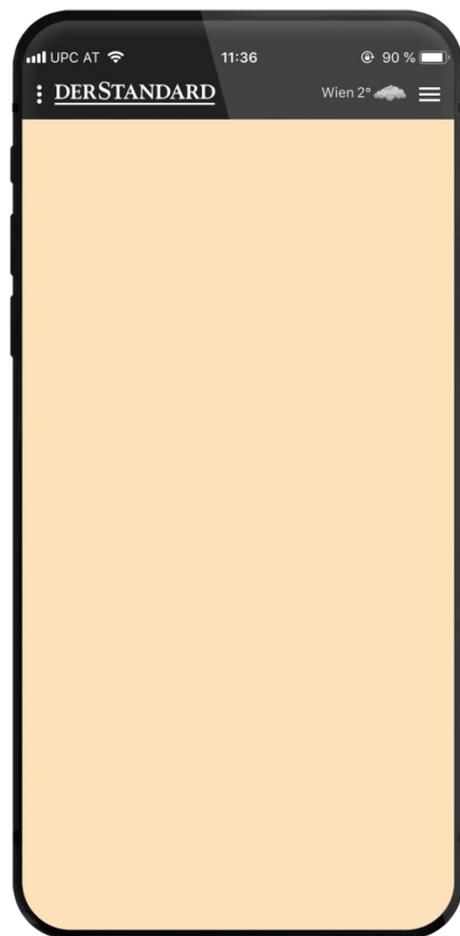
- › Increase your visibility by branding one of our news channels with this ad format. The button will be placed on all overview pages of the channel.



Specs	
Placement	One week on channel overview pages
Components	Picture
Format	300 x 125 px .jpg/.gif

# Understitial

## Supersize mobile advertisement



The understitial fills the entire screen

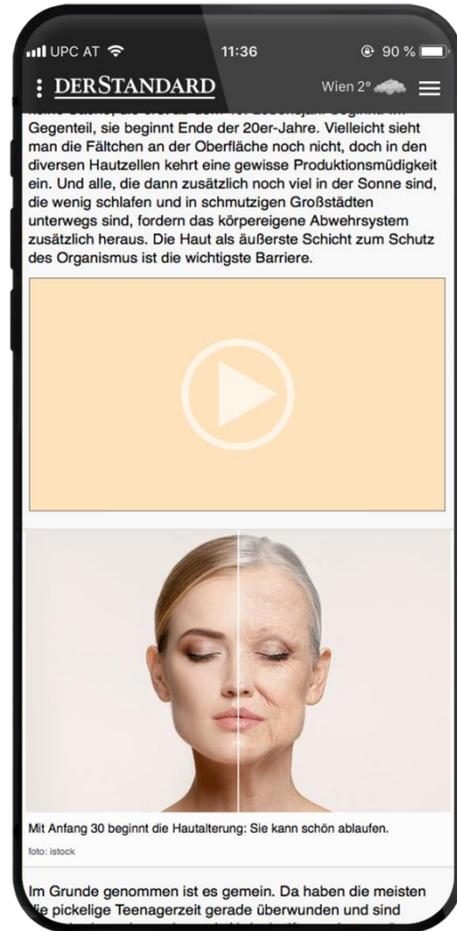
- › The Understitial is placed beneath the content and unfolds to its whole size while scrolling.
- › It fills the entire screen of your smartphone (min. size: 300 x 600 px) and thereby offers the perfect combination of a large-scale ad and optimal user acceptance.

Specs	
<b>Placement</b>	in text, scrolls with the content
<b>Format</b>	300 x 600 px (respectively a 1:2 ratio)
<b>File Weight</b>	max. 40 KB
<b>Formats</b>	.jpg, .gif, HTML5

This mobile ad unit leads to a landing page of your choice. Please note that your website should be optimized for all optional devices. Visibility measurements on mobile devices are not available.

# Mobile In-Read-Video

## Extend your TV campaign successfully online



Your ad  
placed within  
the content

- > Your spot is exclusively placed in an article and thereby gets all the attention.

Specs	
<b>Placement</b>	after the 1 <sup>st</sup> paragraph
<b>Video Length</b>	min. 10 seconds – max. 30 seconds
<b>Delivery</b>	video counts as delivered when 25% of the video had been viewable on screen
<b>Special Features</b>	<ul style="list-style-type: none"> <li>&gt; the video starts automatically when 50% of the ad are visible on screen, pauses when less than 50% are visible and closes upon completion</li> <li>&gt; sound at mouse roll-over</li> <li>&gt; targeting and exclusion of competing ads (on the same PI) possible</li> <li>&gt; no close button necessary</li> </ul>
<b>Dimensions</b>	300 x 169 px
<b>Formats</b>	MP4/MOV/FLV

This mobile ad unit leads to a landing page of your choice. Please note that your website should be optimized for all optional devices. Visibility measurements on mobile devices are not available.

**DERSTANDARD**

# Mobile Medium Rectangle

## A mobile advertising classic



- › The mobile Medium Rectangle is placed directly in the article for highest attention.

### Specs

<b>Placement</b>	in text, scrolls with the content
<b>Dimensions</b>	300 x 250 px
<b>File Weight</b>	max. 40 kB / Video max. 2 MB
<b>Formats</b>	.jpg, .gif, HTML5

This mobile ad unit leads to a landing page of your choice. Please note that your website should be optimized for all optional devices. Visibility measurements on mobile devices are not available.

# Mobile Cube

A lot of information in one ad



**Animated  
4-sided Cube**  
The Cube is rotating  
automatically every  
3 seconds or via user  
interaction

- › The mobile Cube combines four ad spaces in one which are rotating on their own or can be rotated via user interaction.
- › One of the ad spaces can also contain a video.

Specs	
<b>Placement</b>	in text, scrolls with the content
<b>Dimensions</b>	300 x 250 px 3 pictures + 1 video or 4 pictures without video
<b>File Weight</b>	max. 40 kB / video max. 2 MB
<b>Formats</b>	HTML5 or if created by DER STANDARD: .jpg, .gif

This mobile ad unit leads to a landing page of your choice. Please note that your website should be optimized for all optional devices. Visibility measurements on mobile devices are not available.

**DERSTANDARD**

# Mobile Sitelink/Promotion-Teaser

These ad formats can be booked on mobile devices



Promotion-Teaser/  
Sitelink  
within the content

- > The **Sitelink** is placed in the editorial content and leads to a landing page of your choice.
- > The **Promotion-Teaser** leads to an article, a slideshow or a full promotion site with several articles. Upon request we can provide pictures or commission a copywriter for an extra charge.

Specs	
Placement	in text, scrolls with the content
Image Format	200 x 133 px
File Weight	max. 10 KB
Text	200 characters (incl. headline and spaces)

This mobile ad unit leads to a landing page of your choice. Please note that your website should be optimized for all optional devices. Visibility measurements on mobile devices are not available.

**DERSTANDARD**



# Thank you for your interest!

## Sales

Phone: +43 1 531 70 – 615 | Fax: DW 485  
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