General Specifications for Advertising Materials and Delivery Periods

Delivery of advertising materials (preferred as *.zip/*.rar file) as well as technical questions via email to: prpygoch@motorpresse.de
or
cgaa@motorpresse.de

The email should include the name of the customer, the name of the campaign, the advertising medium, allocation of advertising materials in case of individual placements, and a contact person for questions.

Delivery of advertising materials to Motor Presse Stuttgart: In case of standard advertising materials (Leaderboard, Skyscraper, Medium Rectangle etc.), at least three business days prior to publication.

All standard advertising materials should meet the OVK (Circle of Online Marketers) standards.   For   more   detailed   information,   please   see http://www.iab.net/guidelines/508676/508767/displayguidelines

Special formats (e.g. Tandem Ads, Expandable Ads, Layer, Wallpaper / Hockeystick, U-Shape (Fireplace), Banderole Ad, Splitscreen Ad, VAP) must be delivered at least 5 business days prior to publication. These advertising materials may also have to be approved by the publisher.

If advertising materials are being replaced, detailed information must be provided as to exactly what material is being exchanged, delivery deadline at least 3 days prior to the exchange.

The target URL of an ad must be fully functional and (by campaign start) linked to a functional website. It may not be linked to an email address or a file.

The ads may not trigger any software downloads to a user's computer, unless the user is previously, explicitly and conspicuously informed of the installation, operation and removal of the software, and after having received the information, is given the opportunity to decline the installation of the software.

Please note that fake advertising materials (e.g. Windows error messages or non-functional selection boxes) will not be accepted.

If the ads are not in accordance with the technical specifications or content-related principles, the start dates for a particular placement and/or campaign may be delayed

In case the content ad is delivered late or is not in accordance with technical specifications, Motor Presse Stuttgart, in order to achieve the contractually agreed impression / click targets, reserves the right to extend the campaign corresponding to the number of days by which the ad content was delayed.
In the event of a necessary unscheduled break in deliveries during the campaign period, due to maintenance or restructuring work on the target page, or because of a change in advertising materials, that information must be provided in due time.

Since their functionality is currently not supported by all browsers, HTML5 advertising materials can only be utilized to a limited degree. Their integration is possibly only by third party ad-serving (e.g. mediamind, flashtalkling).

Table of content

1. General technical specifications

1.1 Sound

Sound in advertising materials may only be played based upon user interaction. If you intend to use audio in your advertising materials, please consider the following:

- When the advertising material starts, sound effects may not play without user interaction.
- Audio may be started only by click or by mouse-over (upon request, in case of certain placements). In case of mouse-over, a mandatory delay of at least 600 ms is required (user must hold the mouse pointer over the ad material for 600 ms before audio plays).
- The audio may be played only once, and may not repeat itself (no loop).
  The advertising material must contain a clearly visible option to deactivate sound, e.g. designated by the words "Audio on/off, Sound on/off" and/or a speaker symbol.
- Upon closing or clicking on the advertising material (e.g. in case of flash layers), audio must end.

1.2 Redirects / Third-Party-Tags

Redirects are ads that are not physically located on the Motor Presse Stuttgart ad server, but are delivered by another ad server. In principle, Motor Presse Stuttgart therefore includes a 'reference' to the external ad server.
When delivering ads as redirects, please take note of the following:
- Upon delivery, redirects / third-party tags must be available for testing purposes.
- If third-party tags (Adform, Mediamind, Flashtalking, Adition etc.) are being used in an ad, please include specific web traffic instructions (click-counting), as well as third party contact information.
- Layers as redirects should be freely positionable using URL parameters or Javascript variables that may need to be completed
- Expanding ad materials and layers as redirects must switch off any selection boxes that are covered, and subsequently switch them on again.
- Upon the closing or collapsing of expanding ad materials and layers, no transparent surfaces may remain.

1.3 Richmedia / HTML-Banner

- In case of rich media banners, variables and elements must be appropriately named in order to prevent any unintended interaction between the banners of a campaign, or even between the banners and page content.
- If the advertising material contains the form method, please make sure to use only the "GET" function.
- Style class names may consist only of the characters A-Z, a-z, and 0-9.
- Please remove all "Comments, Spaces & Tabs" from the code. More detailed specifications are available upon request.
- For all clicks (e.g. HREF and FORM ACTION) do not forget target="_blank" to ensure that the target URL is displayed in a new window.

1.4 Flash Advertising Material

When delivering Flash ad material, please also include an alternative image (GIF, JPEG). This image will be presented to users who have deactivated or cannot display Flash.

Please do not include any direct URLs in the Flash ad material; otherwise we are unable to provide any click evaluation. When installing the ad materials, we pass the target URL and target window to the material, and perform a click count.

To ensure a smooth click evaluation, please consider the following:

- The linking buttons should always be in the top layer/film (layer) of the Flash timeline. If this is not possible, please assign the variable root.clickTag (ActionScript 2.0) or _level0.clickTag (ActionScript 2.0) to the button.
- If you have written the clickTag in a different form (e.g. clicktag, clickTAG), please make sure to let us know when delivering the ad material.
- The Flash file must be published in Flash version 8 or newer.
- Communication between Flash-Banner and Flash-Skyscraper by "LocalConnection", which controls the structure or sequence of the ad form, is permitted
- Communication between Flash-Banner and Flash-Skyscraper by "LocalConnection", which controls the structure or sequence of the ad form, is permitted http://help.adobe.com/en_US/FlashPlatform/reference/actionscript/3/flash/net/LocalConnection.html

```
Example (ActionScript 2.0):
on (release) {
getURL(clickTag, "_blank");}
```

```
End result with root (ActionScript 2.0):
on (release) {
getURL(_root.clickTag, "_blank"); }
```

```
End result (Actionscript 3.0):
The function call for the clickTag is based on event-listener.
An instance name must be assigned to the button, e.g. "Button", and the following script is included
in the key image of the timeline:

    import flash.external.ExternalInterface;
    var clickUrl:String = new String(root.loaderInfo.parameters.clickTag);
    var clickTarget:String = new String(root.loaderInfo.parameters.clicktarget);
    var clickUrlRequest:URLRequest = new URLRequest(clickUrl);
    // Action to execute upon click
    function clickHandler(event:MouseEvent):void {
        // Check whether external interface available, if not, navigateToUrl
        if (ExternalInterface.available) {
            // Browser Check
            var isIe:Boolean = ExternalInterface.call("function() { return /Trident/.test(navigator.userAgent)
}");
            // Browser = IE?
            if (isIe) {
                ExternalInterface.call("window.open", clickUrl, clickTarget);
            } else {
                navigateToURL(clickUrlRequest, clickTarget);
            }
        } else {
            navigateToURL(clickUrlRequest, clickTarget);
        }
    }
    // ClickHandler of click surface
    clickButton.addEventListener(MouseEvent.MOUSE_UP, clickHandler);
```

When delivering Flash files, please note the following:

```
Activation:
//MouseOver Actionscript:
on (rollOver) {fscommand("expStart", "");}
```

```
End:
//MouseOut Actionscript:
on (rollOut) {fscommand("expEnde", "");}
```

- These Flash commands merely ensure that the surface is made available to the expanding area, this does not, however, control the Flash movie.
- When delivering Flash ad material, please also include a fallback GIF.

- When delivering redirects, please note the following:

    o A layer must be freely positionable using URL parameters that may need to be completed
    o Expanding ad materials and layers as redirects must switch off any selection boxes that are covered, and subsequently switch them on again
    o Upon collapsing expanding ad materials and layers, no transparent surfaces may remain.

1.5 Expandable Ads

- It is possible to open and/or close the ad material with OnClick (requires a Close button) or by mouse-over.
- As soon as the user removes the mouse from the ad surface, the ad material must return to its original state.
- Transparent surfaces may not be clickable.
- The ad material must be delivered as a file (a surface that is initially partly hidden).
- A trigger delay of 600 ms must be included (user must hold the mouse-pointer over the ad material for 600 ms before it expands) - this also applies to animation/sound.
- Pre-Expanding: The ad material opens automatically once, and independently closes after a max. of 10 seconds. A clearly visible Close button must allow the user to close it sooner.

2. Overview about the different ad formats

2.1 Standards (Banner, Sky, Rectangle, etc)

	Format (Pixel)	File size
Fullbanner	468x60	40 kB
Superbanner	728x90	40 kB
Double Superbanner	728x180	80 kB
Medium Rectangle	300x250	40 kB
Skyscraper	120x600	40 kB
Wideskyscraper	160x200/200x600	40 kB
HalfpageAd	300x600	80 kB
Maxi Ad	640x480	80 kB

You can deliver the standard formats to us as redirects or physical ad material.

Please note Item 1.2

2.2 Layer

Format (Pixel)	File size
400x400 (Standard)	60 kB

Please note that for our children's channel, the layer must include the additional designation "Advertisement" (font size: 15-16 pt.), positioned on the upper left side.

- Well visible closing button with the word "Close" on it

- Automatic closing after a maximum of 20 seconds (in the case of video streaming, after the video has played)
- Automatic closing upon clicking the ad material
- No transparent clickable surfaces
- Upon closing the Flash layer, no transparent surfaces may remain.
- Close function in Flash is called as follows:

```
//Closebutton

on (release){ fscommand("adlayerhider");}
```

- When delivering redirects: The ad material must be freely positionable using URL parameters that may need to be completed.
- Flash layers must switch off any selection boxes which are covered, and subsequently switch them on again.
- Further special formats are available upon request

2.3 Interstitial (Prestitial)

- Layer 100% width/height, incl. coloured background with centred Flash container (swf)
- The ad material may not include its own Close button, this will be integrated by Motor Presse Stuttgart
- Automatic closing after 15 seconds (in the case of video streaming, after the video has played)
- Ad materials can only be delivered as iFrame or physical AM, not, however, as Javascript redirect
- When delivering redirects: The ad material must be freely positionable using URL parameters that may need to be completed.

2.4 Pop-under

Format (Pixel)	File size
800x600 (Standard)	60 kB

- If the content of a pop-under is a customer's website, this may not, under any circumstances, contain any other pop-ups or pop-unders.
- Ad materials can only be delivered as iFrame or physical AM, not, however, as Javascript redirect
- Further special formats available upon request

2.5 FullscreenVideoInterstitial

Fullscreen layer incl. streaming video: transparent layer 100% width/height with centered streaming video 4:3 or 16:9. (Standard)
- Only the video file must be delivered! (see Item 2.17)
- Optionally as redirect (incl. all functions, Close button)
- Further special formats are available upon request

Please note Item 1.1

2.6 Expandable Ad

	Format (Pixel)	File size
Exp. Superbanner	728x90 > 728x300	80 kB
Exp. Skyscraper	120/160/200x600 >600x600	80 kB
Exp. Medium Rectangle	300x250 individuelll	80 kB

- It is possible to open and/or close the ad material with OnClick (requires a Close button) or by mouse-over.

Please note Item 1.5

2.7 Tandem Add

	Format (Pixel)	File size
Leaderboard + Layer	728x90 + 400x400 (Standard)	80 kB
Skyscraper + Layer	120x600 + 400x400 (Standard)	80 kB
Mrect + Layer	300x250 + 400x400 Standard	80 kB
Leaderboard + Mrect	728x90 + 300x250 (Standard)	80 kB
Leaderboard + Skyscraper	728x90 + 160x600) (Standard)	80 kB

- A tandem ad consists of at least two standard banners, or one standard banner + layer (see Items 2.1 + 2.2).
- It is possible to open and/or close the ad material with OnClick (requires a Close button) or by mouse-over.
- Further special formats available upon request

2.8 Banderole Ad

	Format (Pixel)	File size
Banderole Ad	770x250	80 kB
Remindergrafik gif, jpeg (optional)	21x250	80 kB

- The banderole ad looks like a printed paper strip that is "wrapped" around the content.
- We require standard Flash ad materials, incl. fallback with an optional reminder GIF.
- The positioning of the ad material and all functions (collapsing and expanding, reminders) is handled by our ad material template.

- Ad material can be delivered as iFrame or physical AM - however, without functions (collapsing and expanding, reminders). Optionally as redirect (incl. all functions - expanding and collapsing, transparent background, reminders)
- A Javascript redirect is not possible.
- Automatic closing after a maximum of 15-20 seconds (in the case of video streaming, after the video has played)

Please note Item 2.2

2.9 Wallpaper/Hockeystick

	Format (Pixel)	File size
Wallpaper	page dependent	100 kB
Exp. Wallpaper	page dependent	120 kB

- When delivering a wallpaper, please observe the respective specifications of the individual ad material formats (banner & skyscraper):
- The physical ad material (swf + fallback) must always be individually delivered.
- Optionally, leaderboards and skyscrapers can be delivered in separate tags: as iFrames or Javascript redirects (only if these can be freely positioned using URL parameters)
- Depending on placement, redirect single-tag solutions are available upon request.
- In the course of creating these, please note whether the skyscraper is attached to the banner on the right side or from below. It is helpful to include a note when delivering the ad materials. Either solution can be implemented by Motor Presse Stuttgart, independent of the website.
- In the case of colouring, please include the corresponding colour code. (e.g.: #000000)
- Depending on placement, a clickable background is available upon request.
- "LocalConnection" communication between Flash banner and Flash skyscraper is permissible
- Further special formats and placements are available upon request

2.10 Splitscreen Ad

	Format (Pixel)	File size
Splitscreen Ad	300x600	80 kB
Remindergrafik gif, jpeg (optional)	100x20	80 kB

- The splitscreen ad (positioned over the skyscraper space) overlays the page and can then be minimised/maximised using the reminder button.
- We require standard Flash ad materials, incl. fallback with an optional reminder GIF.
- The positioning of the ad material and all functions (collapsing and expanding, reminders) is handled by our ad material template.

2.11 U-Shape (Fireplace)

Format (Pixel)	File size
upon request	120 kB

- In the course of creating these, please make sure that the skyscraper is attached to the top banner from the right or left side, or from below. It is helpful to include a note when delivering the ad materials. Either solution can be implemented by Motor Presse Stuttgart, independently of the website; however, the same variant must be used for both skyscrapers.
- <u>The ad material must always be individually</u> delivered.
- Depending on placement, redirect single-tag solutions are available upon request.
- Current, maximum U-shaped formats are available upon request - these refer to the solution "skyscraper docks to banner on the right or left side" - therefore, the banner is exactly as wide as the content
- In case of colouring, please include the corresponding colour code (e.g.: #000000)
- "LocalConnection" communication between Flash banner and Flash skyscraper is permissible
- Further special formats and placements are available upon request

2.12 Footer Ad (Floor Ad)

Format (Pixel)	File size
1260x1300 > 1260x350	80 kB

The following points should be considered when creating the ad materials:

- In both the expanded as well as the closed/collapsed state: well visible Close button, including the word "Close" (placed on the bottom right in the ad material).
- In the closed/collapsed state: well visible Expand or Open button
- Automatic closing or collapsing upon clicking the ad material
- No transparent clickable surfaces
- Upon closing or collapsing the footer ad, no transparent surfaces may remain.
- A trigger delay of 600 ms must be included (user must hold the mouse-pointer over the ad material for 600 ms before it expands) - this also applies to animation.
- You can deliver the footer ad to us as a redirect (incl. all functions) or as physical ad material (also possible in 2 parts*).

* In the case of separately delivered files, please note that the activation must be integrated into the standard ad material, while the termination must be integrated into the expanded ad material.

Please note Item 2.2

2.13 Billboard

Format (Pixel)	File size
770x250 Standard	100 kB

You can deliver the billboard to us as a redirect or as physical ad material.

Further special formats and placements are available upon request

2.14 Sidebar

Format (Pixel)	File size
200/300x600 Standard (Dynamically scalable, free)	80 kB

- A minimum scaling to 50% of the original width is recommended (readability).
- Delivery is preferably possible as physical ad material - or redirect, following testing - (please allow five business days lead time for successful testing).
- Respective placements available upon request.

2.15 Pushdown

Format (Pixel)	File size
728(up to page width)x90 > 728(up to page width)x300 770(up to page width) x250 > 770(up to page width) x 500	80 kB

- The initial and automatic expansion of the pushdown ad may last a maximum of seven seconds, following which the ad form must automatically close.
- The repeated expansion- or pushdown-effect may only occur upon user interaction (mouse over/out).
- When a user moves the mouse over the ad material, the surface expands. When the user leaves the entire surface with the mouse, the ad form reverts to its original format.
- A trigger delay of 600 ms must be included (user must hold the mouse-pointer over the ad material for 600 ms before it expands) - this also applies to animation/sound.
- Well visible closing button with the word "Close" on it
- The pushdown ad should automatically close following a click on the Close button,
- Transparent surfaces may not be clickable.
- Redirects are also possible; however, these should be coordinated in detail with our AdOperations-Team.
- Further special formats and placements are available upon request

For expansion, the AM must call a fsCommand:

```
fscommand ("pushdownstart")
```

This should take place no sooner than three seconds following the initial automatic pushdown. No delay is required for the repeated expansion by mouse-over.

```
Zum Schließen:

fscommand ("pushdownstop")
```

This fsCommand must be called upon mouse-out, activation of the Close button, and following seven seconds of expansion.

2.16 Sidekick

Format (Pixel)	File size
160/200x600 > 800x600	100 kB

- *Only* possible by Redirects (incl. all functions), however, these should be coordinated in detail with our AdOperations-Team.
- The expansion-or sidekick-effect may occur only upon user interaction (mouse over / out).
- When a user moves the mouse over the ad material, the surface expands. When the user leaves the entire surface with the mouse, the ad form reverts to its original format.
- Well visible closing button with the word "Close" on it
- The sidekick ad should automatically close following a click on the Close button,
- Transparent surfaces may not be clickable
- Further special formats and placements are available upon request

2.17 InStream Video Ad (Pre-, Mid-, Postrolls)

- For the best possible quality, please deliver one of the following formats: MP4 ,AVI, MPEG or MOV
- The quality of the delivery should always be in a higher resolution than it is on the web
- The necessary encoding and resizing of video ads will be handled by Motor Presse Stuttgart
- As it is not possible to adjust these, MP4 files must be delivered in the correct resolution (16:9; 640x360 px) and bitrate (max. 900 kbit/s).
- The raw format is ideally provided as a web server download (max. file size 100 MB)
- Maximum spot duration of video ads must be observed
- Delivery of the ad spot will be exclusively as a progressive download from the Motor Presse Stuttgart ad server
- Installation of a tracking pixel is of course possible
- This is basically in the form of a single pixel (integrated by an <image> tag).
- Javascript calls are declined
- Respective placements available upon request.