Campaign Specs







This is what you need for a successful campaign launch

In order to start the production of your campaign, we need a completed <u>briefing form</u>. Images can also be sent to us (for more specifications, see the next page). If there are none, we will be happy to provide you with stock photos at no additional cost.

The finished texts and ads will be sent to you for feedback - please allow time for this. Your campaign can start two days after the content has been approved. Throughout the duration of the campaign, you will receive weekly reports as well as suggestions for optimizing the campaign. At the end of the campaign, we will send you a final report.



What do I have to provide?

What we absolutely need:

Briefing form

If available:

- Visuals
- Display Ads

Optional:

- Tracking Engagement Ad/Text Ad:
 - 1× IMG-Tracking pixel
 - 1x Click-CMD (optional 1x Click-CMD per Clickout)
- Trackings Display Ads
 - 1× IMG-Tracking pixel
 - 1× Click-CMD
- Wordlink
 - 1× Click-CMD
- (CPM campaign only)
 - 1× Teaser-Tracking pixel

Campaign Specs

The most important information for advertisers



Technical specifications for engagement ads

Depending on the booked formats, the following specifications apply.

Carousel Ad

Carousel Ad images:

- min. 4×1 product
- File formats: .jpg, .tif, .png, .psd
- Aspect ratio: ideally 1:1, landscape or portrait format also possible, should not be mixed
- min. 500 pixels width
- no interferers

Carousel Ad Logo:

- File formats: .jpg, .tif, .png, .psd
- Aspect ratio: 1:1 square
- min. 100 pixels width

Product description:

• max. 50 characters incl. spaces

Slider Ad

Slider Ad images:

- 6 images or more
- File formats: .jpg, .tif, .png, .psd
- Aspect ratio: 3:2, Attention: Crop for mobile 1:1 square
- min. 1.000 pixels width
- no interferers

Slider Ad Logo:

- File formats: .jpg, .tif, .png, .psd
- Aspect ratio: 1:1 square
- min. 100 pixels width

Linkbox Ad

Landingpage:

- 3-5 different deep links possible
- available desktop and mobile

Linkbox Ad Logo:

- File formats: .jpg, .tif, .png, .psd
- Aspect ratio: 1:1 square
- min. 100 pixels width

Text Ad

- Images: 2-4 images
- File formats: .jpg, .tif, .png, .psd
- Aspect ratio: 3:2
- min. 300 pixels width
- no interferers

Video

Video files must be delivered physically. Allowed container formats: mxf, mp4, mov, webm, mkv

Video:

- Codec: h.264, h.265/HECV, VP8/VP9
- Resolution: 1920 × 1080 oder higher
- Bitrate: 10 Mbit/s or higher, VBR or CBR

Audio:

- Codec: AAC, VORBIS, OPUS
- Samplerate: 44,1kHz or 48kHz
- Bitrate: 128k and higher



GDPR & TCF2.0 compliant tracking

In order to protect the rights of our readers and to ensure that only DSGVO-compliant data collection can take place, Content Garden relies on the "GDPR Transparency and Consent Framework (TCF 2.0)".

We therefore ask you to use only TCF2.0 listed technology partners. All URL-based components of an advertising medium (e.g. all forms of redirects, pixel trackers) must contain the IAB macro gdpr_consent=\${GDPR_CONSENT_XXX}&gdpr=\${GDPR} for processing the TC string, where XXX represents the numerical vendor ID according to the global vendor list of the IAB.

For more information on TCF, please visit https://bit.ly/2KeNbTl

The current TCF 2.0 certified technology partners can be found at https://bit.ly/3f54ktX

Campaign Specs



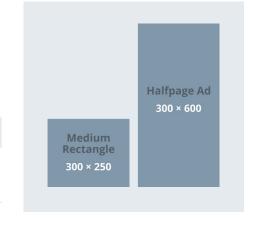


Display Ads

Display Ads must be delivered not later than 5 working days before the start of the campaign. Please note that we only accept physical Display Ads.

- Sound starts only with user interaction
- Sound-On/Off-Button has to be available
- JPG or GIF as fallback

Ad	Size	Format	Weight
Halfpage Ad* (desktop, optional) OR	300 × 600	html5** / gif	max. 200 kB
Skyscraper* (desktop, optional)	160 × 600	html5** / gif	max. 200 kB
Medium Rectangle (mobile)	300 × 250	html5** / gif	max. 200 kB



 $^{^{*}}$ One format has to be delievered ** html5 IAB Specifications $\underline{\text{https://bit.ly/38MHnKR}}$