

# Campaign Specs

The most important information for advertisers



## This is what you need for a successful campaign launch

In order to start the production of your campaign, we need a completed [briefing form](#). 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:
  - 1x IMG-Tracking pixel
  - 1x Click-CMD (optional 1x Click-CMD per Clickout)
- Trackings Display Ads
  - 1x IMG-Tracking pixel
  - 1x Click-CMD
- Wordlink
  - 1x Click-CMD
- (CPM campaign only)
  - 1x Teaser-Tracking pixel

### The course of your campaign at a glance



#### Briefing, data supply

Briefing form  
Visuals  
Display Ads



#### Content production, approval

Production

- Teasers
- Native Articles
- Engagement Ads
- Text Ads

Approval

- Final acceptance 2 days before start



#### Campaign management

Weekly optimization and reporting  
Final reporting  
Debriefing

## Technical specifications for engagement ads

Depending on the booked formats, the following specifications apply.

### Carousel Ad

#### Carousel Ad images:

- min. 4 x 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

### 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: mx4, mp4, mov, webm, mkv

#### Video:

- Codec: h.264, h.265/HEVC, VP8/VP9
- Resolution: 1920 x 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/2KeNbTI>

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

### 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

## 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
<b>Halfpage Ad*</b> (desktop, optional) OR	300 × 600	html5** / gif	max. 200 kB
<b>Skyscraper*</b> (desktop, optional)	160 × 600	html5** / gif	max. 200 kB
<b>Medium Rectangle</b> (mobile)	300 × 250	html5** / gif	max. 200 kB

\* One format has to be delivered \*\*html5 IAB Specifications <https://bit.ly/38MHnKR>

