

Axel Springer Online Technical specification



General terms and conditions

All advertisements to be broadcast on Axel Springer websites must meet the requirements defined in technical specification for advertisements to be published in Axel Springer.

Axel Springer may verify advertisements in the area of their technical compliance with the specification and it reserves the rights to stop the broadcast of any advertisement which does not comply with technical specification.

While deciding about the functionality of its websites and considering how they are perceived by the users, Axel Springer reserves the right to reject the broadcast of any advertisement if it is considered to be harmful or annoying for website users.

The set of materials necessary for broadcasting the advertisements on Axel Springer websites must be delivered not later than within 3 working days prior to the planned broadcast, or in non-standard advertising forms, 5 working days prior to the planned broadcast.

In the case of materials in flash format, it is necessary to deliver a substitute in jpeg or gif format. Substitute creatives will be broadcast to users whose browsers are not compatible with flash formats.

Materials delivered in the form of a compressed archive must be compressed as a zip archive.

Axel Springer reserves the right to update or amend this technical specification.

General terms and conditions of producing advertising creatives

The terms and conditions below must be applied for production of all advertising forms designed for publishing on Axel Springer websites. Apart from general conditions, specific terms and conditions for certain types of advertisements must be adhered to. Specific terms and conditions are presented in the further part of this document.

1. Advertisements which while being displayed on Axel Springer websites call external sources, either in part or in whole, are not permitted. All advertisements are broadcast from Axel Springer servers.
2. Advertisements displayed on Axel Springer websites must not contain elements redirecting to advertiser's website (or any other websites) automatically and without the user's knowledge, nor they may automatically call additional elements from external sources while the advertisement is being broadcast. Additional files may be redirected or called only after clicking the advertisement or its relevant element by the user.
3. Apart from cases defined in the further part of Axel Springer Online technical specification, audio in advertisement may not be initiated automatically. The advertisement must contain a button for switching the audio on/off. Regarding extended advertisements, it is possible to play audio after a user action which results in extension of the advertisement (clicking or moving the cursor on the advertisement). In such a case, the audio must be automatically switched off after folding back the advertisement.
4. It is forbidden to use scripts tracing interaction and altering or reading cookies.
5. The advertisement must not disrupt the operation of the website on which it will be displayed.
6. Names of files must not include Polish characters or symbols other than '.', '_' and '-'
7. Apart from cases mentioned in the further part of this Axel Springer Online technical specification, the displayed advertisements, regardless of their format, must not exceed 50kB in size.
8. The set of materials must include URL destination, to which the user will be redirected after clicking the advertisement.
9. Due to diversity of ad types, every time the advertisement must be tested and accepted by Axel Springer Online.

Image type

Axel Springer accepts advertisements prepared in jpg or gif formats. Detailed assumption concerning the specific advertising forms are included in the further part of this document.

Flash advertisements

1. Advertisements in .swf format must be saved in Macromedia Flash format version 9 or earlier with defined actions ActionScript 2.0
2. If the creative has not been prepared on transparent background, the advertisement must contain background in the form of a single-colour rectangle of the advert size in its bottom layer.
3. Flash animation must not significantly impede the operation of CPU or make it difficult or impossible for the user to work with other applications. A 2 GHz single core CPU is considered to be the standard. Maximum load of the CPU is 30% for standard, non-extended and non-closing banners, and 40% for the remaining creatives.
4. .swf advertisements must be delivered with .fla source file and the set of relevant fonts. .swf files cannot be protected against debugging.
5. If the advertisement is to be clickable, i.e. after clicking it or its specific element the user is to be redirected to advertiser's website, it must contain a clickable layer with a button including the following defined action:

```
on (release)  
{  
  getURL(_root.clickTag, "_blank");  
}
```

If the advertisement is to include several independent clickable areas, each clickable area must contain a separate button with the following defined action:

```
on (release)  
{  
  getURL(_root.clickTagx, "_blank");  
}
```

where 'x' means the number of action. In such a case, the creative must be delivered together with all destination URLs and explanation which URL corresponds to the given action number (clickTag1, clickTag2 etc.).

Javascript code

1. It is forbidden to use scripts altering the browser window and tracing interaction on Axel Springer websites.
2. The code cannot handle global events, such as *window.onload*

Standard advertisements

General assumptions

All standard advertising forms must be prepared according to general terms and conditions (p.3) and general terms and conditions of producing advertising creatives (pp.4-6).

Acceptable formats (unless specific assumptions of these specifications stipulated otherwise) are: jpeg, gif or swf. Maximum weight of the creative is 50kB.

Billboard/ Double billboard

A graphic advertising form placed at the top of the site, of the following sizes: 750x100 pixels for Billboard and 750x200 pixels for Double Billboard.

Rectangle/Box/Vertical rectangle/Rectangle premium

An advertising form placed in the right or left column of the site. Sizes of the boxes: 300x100 pixels, 300x150 pixels and 300x200 pixels. Rectangles: 300x250 pixels. Vertical Rectangle: 300x600 pixels, Rectangle Premium: 300x400 pixels.

Intertext Rectangle

A rectangle 300x250 in size, placed in the middle of the site, in the content of an article.

Skyscraper/Half Skyscraper

An advertising form of the following sizes: 160x600 for Skyscraper and 160x300 for Half Skyscraper, placed in the right or left column of the site.

Banner

An advertising form placed in the central or bottom part of the site. Banners displayed on Axel Springer sites may be of the following sizes: 690x100 pixels, 600x100 pixels, 600x80 pixels, 598x80 pixels, 468x60 pixels, 468x68 pixels or 420x100 pixels.

Bar

An advertisement placed directly under the main menu of the site. The Bar size is 100% x30 pixels. The bar must be adjusted to the width of the site, and it is different depending on a specific site.

Wallpaper/Clickable wallpaper

A graphic advertisement in the form of a background displayed on the margin of the site. Concerning wallpapers, the only acceptable formats are jpeg and gif. Weight of the creative cannot exceed 50kB. Axel Springer does not specify the size of the wallpaper; it must be adjusted to the site on which it is to be displayed or delivered in the form of a graphic element to be copied, not smaller than 80x80 pixels. Together with materials for the wallpaper, the set must contain visualisation of the wallpaper on the site. If the wallpaper is to redirect the user to advertiser's site after clicking, destination URL must be provided together with the set of materials.

Test link

A test advertisement in the form of a link placed on the site. Provide us with a text of maximum 35 characters (with spaces), which will be used in the link.

Expanded advertisements

General assumptions:

All expanded forms except the Corner must be prepared according to the following guidelines:

Accepted formats: jpeg, gif and swf.

Concerning advertisements delivered in jpeg/gif formats, two files are required: one for the folded back version and the other for the expanded form. The weight of each of the files cannot exceed 50kB.

Regarding swf files, a single swf file, a substitute creative in jpeg/gif format and fla file must be delivered. The weight of swf file cannot exceed 50kB.

The creative must contain the following defined actions:

```
for expanding  
on (rollOver) {  
getURL(" javascript:pub_ist_expand()");  
}
```

```
for folding back:  
on (rollOut) {  
getURL("javascript:pub_ist_collapse()");
```

The creative may also be folded back and expanded after clicking. In such case the following defined actions must be added:

```
for expanding  
on (release) {  
getURL(" javascript:pub_ist_expand()");  
}
```

```
for folding back:  
on (release) {  
getURL("javascript:pub_ist_collapse()");
```

Moreover, in clickable layer a button must be placed with the following defined action:

```
on (release){  
getURL(_root.clickTag, "_blank");  
}
```

Expandable Billboard/Double billboard

Interactive Billboard 750x100 pixels or Double billboard 750x200 pixels in size, expanded on mouse over to the maximum size of 750x300.

Expandable Skyscraper

Interactive Skyscraper 160x600 pixels in size, expanded on mouse over to maximum size of 320x600.

Expandable Box/Rectangle

Expandable interactive Box 300 pixels in width, 100-200 pixels in height, or 300x250pixels The Rectangle is expanded on mouse over to the maximum size of 600x500 pixels.

Directions of advertisement expansion depend on the site on which it is to be placed.

Corner

An interactive creative with a default setting in the top right corner (it is acceptable to place it in the top left corner) of the browser, expanded on mouse over. In the folded form its size is 50x50 pixels, in the expanded form it is maximum 500x500.

The following defined actions must be added in the creative:

for expanding after moving a cursor:

```
on (rollOver) {  
  getURL("javascript:corner_show()", "");  
  gotoAndPlay();  
}
```

or after clicking:

```
on (release) {  
  getURL("javascript:corner_show()", "");  
}
```

```
gotoAndPlay( );  
}
```

for folding back or moving a cursor:

```
on (rollOut) {  
  getURL("javascript:corner_hide()", "");  
  gotoAndPlay( );  
}
```

or after clicking:

```
on (rollOut) {  
  getURL("javascript:corner_hide()", "");  
  gotoAndPlay( );  
}
```

More information on constructing Corner creatives can be found on the following website:

http://www.smartadserver.com/gestion/corner/corner_en.htm

Video

Standard video

A 30-second advertising spot/film. The video is to be delivered in flv format, in 300x250 pixels resolution or its multiple. The weight of the file cannot exceed 800kB.

Alex Springer makes its own video players available, but if advertisers decide to use their own video player, they should also send the player additionally in swf format; its weight cannot exceed 50kB. The swf file has to include a clickable layer (button) with the defined action:

```
on (release){  
getURL(_root.clickTag, "_blank");  
}
```

The player must include the "audio off" and "stop/play" buttons. Buttons are to be visible and clearly marked. Looped films/spots are not accepted; after the animation is played once it has to stop.

Double Billboard Video

Double billboard of 700x250 pixels in size is at the same time a video player. The set of creatives for this advertising form should include an flv file in 180x135 pixels resolution or its multiple and an swf file of 700x200 pixels in size, as a player for the flv file. The flv file should weigh up to 800kB and the swf file up to 50kB.

The swf file must include a clickable layer (button) with the defined action:

```
on (release){  
getURL(_root.clickTag, "_blank");  
}
```

The player must include the "audio off" and "stop/play" buttons. Buttons are to be visible and clearly marked. Looped films/spots are not permitted; after the animation is played once it has to stop.

Expandable Video

A 30-second advertising spot/film. Size of the creative is 300x250 pixels and with the mouse over it expands to 600x500 pixels.

The material is to be delivered in the form of a flv file in 600x500 resolution and the maximum weight of 800kB.

Other products

Toplayer

An animated graphical advertisement placed over the content of the webpage. The only acceptable format for toplayers is swf. The animation cannot be looped. Maximum duration of the animation is 20s; after this time the creative must close automatically. The creative must have a visible cross for closing of minimum 15x15 pixels with the defined action:

```
on (release) {  
    getURL("javascript: onFinishedPlayingCross();", "_self");  
}
```

and a clickable layer with the defined action:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

Transparent elements of the creative cannot be clickable.

Brandmark

An animated graphical advertisement placed over the content of the webpage of maximum 400x500 pixels in size and the weight up to 50kB. The only acceptable format for brandmark is swf. The creative must have a visible cross for closing of minimum size of 15x15 pixels with the defined action:

```
on (release){  
    flash.external.ExternalInterface.call(_root.fClose);  
}
```

and a button for minimizing initiation of the following function while minimizing:

```
on (release){  
flash.external.ExternalInterface.call(_root.fName, 1);  
}
```

and the following function while restoring to the original size:

```
on (release){  
flash.external.ExternalInterface.call(_root.fName, 1);  
}
```

The brandmark should also have a clickable layer with the defined action:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

Scroller

A graphic advertising form placed at the bottom of the browser, adhering to its bottom edge regardless of scrolling the site. The creative must be exactly as wide as the website and its height should be 30 pixels. Acceptable formats are swf and jpeg/gif.

Interstitial

An advertisement in the form of a full-screen animation which entirely covers the site. Maximum size of this creative is 650x400. Acceptable formats are swf and jpeg/gif.

Regarding the swf creative, maximum duration of the animation is 6s. If the creative has the cross for closing, it must have the defined action:

```
on(release){  
  
flash.external.ExternalInterface.call("pub_ist_hd");  
}
```

Creatives in swf format must also have a clickable layer (button) with the defined action:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

Splash Page

An advertisement in the form of a full-screen animation which entirely covers the webpage. Maximum size of this creative is 650x400. Acceptable formats are swf and jpeg/gif. Unlike Interstitial, Splash Page does not disappear automatically. To go to the main page, the user has to perform an action: click on the cross or other button.

It is also possible to use a swf creative with a video ad in the flv format. The maximum weight of flv file is 800kB.

Maximum weight of the creative is 50kB for jpeg/gif and swf files.

The swf file must have a clickable layer (button) with the defined action:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

The swf creative must also have the defined action for the closing button:

```
on(release){  
  
flash.external.ExternalInterface.call("pub_ist_hd");  
}
```

French Door

An advertisement form created as a combination of XHTML and the rectangle (300x250) or premium rectangle (300x400). While entering the webpage the user sees the rectangle, then the central part of the page slides away and a 5-second long advertisement appears.

Two creatives are necessary to prepare the French Door properly; a rectangle or premium rectangle weighting up to 50kB in jpeg/gif or swf format and a file for the central part of the animation in jpg/gif, of 480x422 in size and weight up to 50kB.

If the rectangle or the rectangle premium is delivered in swf format, it must have a clickable layer (button) with the defined action:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

Screening

An advertisement form created out of two elements: billboard/double billboard or rectangle/vertical rectangle and a wallpaper. Technical details concerning preparation of individual screening elements are set out on pages 7 and 8 of this specification.

Look&Feel (only ofeminin.pl)

The site branding consisting of clickable background and banners placed on the webpage, and changes in colours of the website itself.

Look&Feel is prepared by Axel Springer on the basis of materials supplied by the customer.

In order to prepare this advertisement form, the customer should deliver graphics in psd or eps formats in possibly the highest resolution, containing:

the company's logo

photographs and information on advertised products.

Double Page Ad/ Double Page Spread/ Full Screen

Two creatives are necessary to prepare this advertisement properly:

1. A big creative of 100kB weight, jpeg/gif or swf format.

If this is to be an animation of a webpage being opened/closed, it must be produced using an appropriate animation in an swf file.

The size of the creative should be adjusted to the visual concept, bearing in mind that it is worth making it bigger. Maximum animation time is 6 seconds.

If the swf animation is to be clickable then in its highest clickable layer (button) it must have the embedded defined action:

```
on (release) {  
  getURL(_root.clickTag, "_blank");  
}
```

The button for closing in the form of a caption selected by the customer is created by Axel Springer Polska.

2. A small creative is a megabaner 300x600 pixels of up to 50kB weight, in jpeg/gif or swf format. The swf creative in its top clickable layer (button) must have the embedded defined action:

```
on (release) {  
  getURL(_root.clickTag, "_blank");  
}
```

Mailing/Newsletter

The maximum weight of mailing is 50kB. The condition necessary for sending the letter is to provide the sender's name and e-mail, subject of the letter, a content and a signature. The signature has to identify the sender of the letter in a clear and true way. The subject of the mailing and sender's name cannot mislead the receiver; in particular it cannot imitate regular correspondence with the user (for example RE, FW) or imply that the message is a private correspondence. The subject of mailing should not be

written entirely in small caps (it breaches the rules of the so called netiquette). All components of mailing (graphic files, audio files, texts, HTML files) are to be delivered to Axel Springer Polska as finished advertising materials because they are downloaded from Axel Springer Polska servers. The width of the mailing should not be larger than 700 pixels – it relates mainly to mailings prepared with the use of a non-scalable table. It is forbidden to include in the mailing code JavaScripts, frames, dynamic HTML elements or Active X objects (such as flash animations). Style Sheets (CSS) cannot be saved in a separate file – styles must be defined directly in mailing HTML code. Style Sheets also cannot include elements of positioning (“position” declaration). HTML code cannot include the <TEXTAREA> marker, and in the <INPUT> marker it cannot have type=“Image” attribute. The code cannot include <TITLE> and <META> marker, other than font encoding declaration, it cannot include <!DOCTYPE ...>, neither. HTML code must be error-free. Mailing prepared in HTML format should comply with W3C standard for HTML 4.01 (<http://www.w3.org/TR/html401/>). Mailings encoded in XML, XHTML standards or MS word format will not be accepted for releasing. Polish fonts should be encoded in Windows-1250 or ISO-Latin-2 (ISO 8859-2) standard; html must include a declaration compliant with the actual document encoding. Some mailing applications do not display properly graphic element of mailings until the user uses the “download pictures” option.