	max. file size	bunte.de	Burda Style Freundin.de Instyle.de Elle.de Harpers Bazaar	Burda Home - Food einfachbacken.de mein-schoenes-land.de slowlyveggie.de meine-familie-und-ich.de	daskochrezept.de	haus.de	playboy.de	burdastyle.de	focus-arztsuche.de	guter-rat.de DESKTOP ONLY	superillu.de
MULTISCREEN											
Superbanner + MCA 4:1 od. MCA 6:1	200 KB	728x90 + 320x75 od. 320x50	728x90 + 320x75 od. 320x50	728x90 + 320x75 od. 320x50	728x90 + 320x75 od. 320x50	728x90 + 320x75 od. 320x50	728x90 + 320x75 od. 320x50	728x90 + 320x75 od. 320x50	-	SUPERBANNER ONLY	728x90 + 320x75 od. 320x50
Skyscraper + MCA 4:1 od. MCA 6:1	200 KB	160x600 + 320x75 od. 320x50	160x600 + 320x75 od. 320x50	160x600 + 320x75 od. 320x50	160x600 + 320x75 od. 320x50	160x600 + 320x75 od. 320x50	160x600 + 320x75 od. 320x50	160x600 + 320x75 od. 320x50	160x600 + 320x75 od. 320x50	SKYSCRAPER ONLY	160x600 + 320x75 od. 320x50
Medium Rectangle	200 KB	300x250	300x250	300x250	300x250	300x250	300x250	300x250	300x250	DESKTOP ONLY	300x250
Ad Bundle (Superbanner, Skyscraper, Medium Rectangle)	200 KB	728x90 + 160x600 + 300x250	728x90 + 160x600 + 300x250	728x90 + 160x600 + 300x250	728x90 + 160x600 + 300x250	728x90 + 160x600 + 300x250	728x90 + 160x600 + 300x250	728x90 + 160x600 + 300x250	SKYSCRAPER AND MEDIUM RECTANGLE ONLY	DESKTOP ONLY - 728x90 + 160x600 + 300x250	728x90 + 160x600 + 300x250
Billboard + MCA 2:1	200 KB	800x250 + 320x150	800x250 + 320x150	800x250 + 320x150	800x250 + 320x150	800x250 + 320x150	800x250 + 320x150	800x250 + 320x150	-	DESKTOP ONLY	800x250 + 320x150
Halfpage Ad	200 KB	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	DESKTOP ONLY	300x600
Premium Ad Bundle (Billboard, Halfpage Ad)	200 KB	800x250 od. 970x250 + 300x600	800x250 od. 970x250 + 300x600	800x250 od. 970x250 + 300x600	800x250 od. 970x250 + 300x600	800x250 od. 970x250 + 300x600	800x250 od. 970x250 + 300x600	800x250 od. 970x250 + 300x600	-	DESKTOP ONLY	800x250 od. 970x250 + 300x600
Hero Ad	Video max. 100 MB	1000x450 + 728x450 + 320x450	1000x450 + 728x450 + 320x450	1000x450 + 728x450 + 320x450	1000x450 + 728x450 + 320x450	1000x450 + 728x450 + 320x450	1000x450 + 728x450 + 320x450	1000x450 + 728x450 + 320x450	-	-	1000x450 + 728x450 + 320x450
Sitebar Ad + Halfpage Ad	200 KB	301x601 + 300x600	301x601 + 300x600	301x601 + 300x600	301x601 + 300x600	301x601 + 300x600	301x601 + 300x600	301x601 + 300x600	301x601 + 300x600	DESKTOP ONLY	301x601 + 300x600
Video Wall	-	Video Wall desktop + Understitial mobile	-	-	-	-		-	-	-	-
PreRoll	max. 10 MB	-	Freundin.de only	-	640x360 bzw. 640x480	-	640x360 bzw. 640x480	-	-	-	640x360 bzw. 640x480
DESKTOP											
Billboard	200 KB	800x250 oder 970x250	800x250 oder 970x250	800x250 oder 970x250	800x250 oder 970x250	800x250 oder 970x250	800x250 oder 970x250	800x250 oder 970x250	-	800x250 oder 970x250	800x250 oder 970x250
Sitebar Ad	200 KB	301x601	301x601	301x601	301x601	301x601	301x601	301x601	301x601	301x601	301x601
Fireplace (Depending on screen resolution)	200 KB	1210x250 + 160x600+ 160x600 u. 990x250 + 160x600 + 160x600	-	1024x250 + 160x600 +160x600	1260x250 + 160x600 + 160x600	1010x250 + 160x600 + 160x600	1040x250 + 160x600 + 160x600	-	-	-	-
Understitial Ad Desktop	-	1000x1	1000x1	-	-	-	1000x1	-	-	-	-
Outstream (Desktop)	max. 20 MB	-	1280 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	-	-	-	-	-
Catalogue Ad	500 KB	301x601	301x601	301x601	301x601	301x601	301x601	301x601	301x601	301x601	301x601
Wallpaper	200 KB	728x90 + 160x600	-	728x90 + 160x600	728x90 + 160x600	728x90 + 160x600	728x90 + 160x600	-	-	-	-
MOBILE											
Cube Ad (Mobile)	80 KB per Image	320x250 oder 300x250	320x250 oder 300x250	320x250 oder 300x250	320x250 oder 300x250	320x250 oder 300x250	320x250 oder 300x250	320x250 oder 300x251	320x250 oder 300x250	-	320x250 oder 300x250
Emoji Ad (Mobile)	max. 20 MB	1280 x 720 (16:9) + 600x500px	1280 x 720 (16:9) + 600x500px	1280 x 720 (16:9) + 600x500px	1280 x 720 (16:9) + 600x500px	1280 x 720 (16:9) + 600x500px	1280 x 720 (16:9) + 600x500px	-	-	-	-
Choice Ad (Mobile)	max. 20 MB	2 - 4 Banner a 256x256px + Endcard 300x250px	2 - 4 Banner a 256x256px + Endcard 300x250px	2 - 4 Banner a 256x256px + Endcard 300x250px	2 - 4 Banner a 256x256px + Endcard 300x250px	2 - 4 Banner a 256x256px + Endcard 300x250px	2 - 4 Banner a 256x256px + Endcard 300x250px	2 - 4 Banner a 256x256px + Endcard 300x250px	-	-	-
Social Cards (Mobile)	-	300x250	300x250	300x250	300x250	300x250	300x250	300x250	-	-	-
Mobile Content 2:1 und 4:1	80 KB	320x150 od. 320x75	320x150 od. 320x75	320x150 od. 320x75	320x150 od. 320x75	320x150 od. 320x75	320x150 od. 320x75	320x150 od. 320x75	320x150 od. 320x75	-	320x150 od. 320x75
Outstream (Mobile)	max. 20 MB	1279 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	1280 x 720 (16:9)	-	-	-	-
Catalogue Ad	500 KB	300x600	300x600	300x600	300x600	300x600	300x600	300x600	300x600	-	-
Mobile Understitial Ad	-	1000x1	1000x1	1000x1	1000x1	1000x1	1000x1	-	-	-	-

BCN -TECHNICAL SPECIFICATIONS

CREATIVE DELIVERY

Please make sure to deliver all informations and creatives needed, 3 days prior to start of the campaign. For special ad formats the timeframe is 5 days. For the catalogue Ad at least 10 days.

Please send the following informations to this e-mail address: bcn.campaigning@burda.com

- Advertiser Name
- Campaign Name
- Booking period
- Booked pages or placement
- Ad formats
- Contact person

Please send 3rd party redirects in a separate file as an attachement. All ad material provided has to be SSL-encrypted.

Third-party tracking and viewtime measurements are allowed but have to be SSL-encrypted. We allow tracking pixel and click counters but no JS pixel.

BASIC INFORMORMATION

- Please provide HTML5 formats as redirects and send us additional fallbacks as images (JPEG, GIF or PNG)
- All formats have to be SSL-encrypted
- We do not support expandable ad formats
- Autoplay is not accepted in any case. There has to be an user interaction for example a mouse-over click to play the sound off the video.
- Please be aware that we don't accept ads with a close button
- BCN uses a frequency capping for every campaign.

FILE FORMATS

Mobile Banner

- To ensure a better visual quality for mobile banners, we suggest to deliver the double size of the banner. For example 600x500px for a Medium Rectangle instead of 300x250

Video:

PreRoll:

Format: mp4 (H.264 Baseline), Bitrate 750 KB/sec.

Max. file size: 10 MB

Tags: VAST or VPAID (Version 2.0)

Max. length of spot: max. 30 s

PreRolls are non-skippable.

Outstream/Inread Desktop:

Format: mp4, avi, mov

Max. file size: 20 MB

Tags: 1x1, VAST 2.0, VAST 3.0, VPAID 2.0

Max. length of spot: max. 30 s

FPS: 24

Outstream formats are delivered in autoplay without any sound. The sound can be activated via mouseover in desktop or by activating the mute button on mobile.

Hero Ad:

Format: mp4, mov as h264 Codec

Max. file size: 100 MB

Max. length of spot: max. 30 s

The video has to have at least 1280x720 Pixel.

MORE TO KNOW

HTML5

BCN accepts HTML5 formats only as a redirect including a max. file size of 200 KB. Please make sure to test every creative in all common browsers before sending them to us.

The creator of the ad is responsible for browser compatibility. We don't recommend using a HTML5 converter.

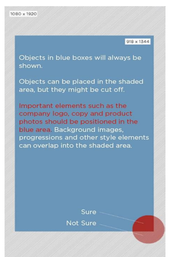
Please make sure to follow the guidelines of BVDW and IAB before sending the creatives to us.

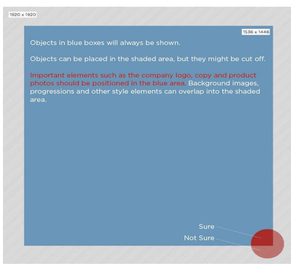
We allow redirects as <script> tags. If you use script tags, note that there is a higher risk of collision on the website as if you use <iFrame> tags. This is particularly the case when HTML5 codes are not properly implemented.

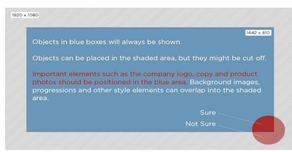
You can prevent that kind of problem by using procedures such as namespaces, prefixes and Iframe enclosure. BCN therefore prefers and demands redirects to be delivered as <iFrame> tags.

SPECIAL AD FORMATS

Understitial Ad:







The hosting of the understitial ad is guaranteed by BCN.

We will need 3 different formats for every creative: 1920x1920, 1080x1920, 1920x1080. Please ensure to not exceed 300 KB file size per image.

Please send us every image in high resolution and additionaly as a JPG.

If you want to implement a video (818x460px, mp4/mov, max. 200 MB), make sure that it has the following allgnment: Center/Top, Center/Bottom or Center/Center.

The alignment of the video on the creative has to be the same for all 3 formats.

Dynamic Sitebar:

The Dynamic Sitebar can only be accepted as a redirect. This ad format adjusts dynamically to the entire available space on the side of the website.

The sitebar will be reduced to 1x1 pixel depending on the screen resolution. We suggest to optimise the ad size to 300x600 pixels.

Fireplace:

The fireplace is delivered starting from a screen width/height of >=1310px on bunte.de and starting from a screen width/height of >=1340px on haus.de

Hero Ad:

The video has to have a min. size of 1280x720px.

We will compress the file size of the video, to optimise loading times.

According to the realisation of the ad, we reserve the right to exclude the Internet Explorer 11 browser as it can lead to a display error.

Emoji Ad (Mobile)

Video 16:9, max. 30sec, (1280x720px, ≥600kbit/s; File type: mp4, mov, mkv) Autoplay no Sound + Endcard 600x500px

Choice Ad (Mobile)

2 - 4 Banner a 256x256 px + Endcard 300x250 px | CI Option: Hot or Not Graphics

Video Wall (desktop):

This format is contains a Billboard (800x250px) and a video, which has to have a min. size of 1280x720px.

If you booked the homepage of bunte.de, we will need a rectangle on top. For the rest of the site, the two other formats are enough.

We recomment creating the billboard with the call to action button and setting it transparent, so that the video can be displayed in the background of the billboard.

Catalogue Ad (Desktop/Mobile)

High-resolution PDF Document (ca. 144 DPI) max. file size 500 KB (max. Creative Size) < 5 MB)

Polite Download:

Polite loading is a process by which a lighter file is initially loaded while the content page is load. Polite downloading is generally used for Flash ad files exceeding 40 ko.

It is used to load and display additional flash content after the host page has finished loading.