



Technical specifications

dfv Horeca Media 2022



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General Information

Terms of Delivery / Advertising material

Delivery of advertising material: 3 working days before date of publication to: banner@hotel-gastromedien.de

Additional information must be included in e-mail:

- Company/Customer name
- Campaign name
- Booking Period
- Booked product or page
- Target URL/Landing Page
- Contact details for further inquiries
- Advertising material (Banner, HTML5-Code in Zip-File...)



- Please note that if the **technical specifications** are not met or the **required information** is not delivered on time, the campaign may start at a later date.
- Compensation claims on the part of the customer are no longer applicable.



Please note!

- The website is **fully responsive**, which is implemented using CSS3 media queries and Javascript. In a flexible layout, advertising media can also be scaled. This must be taken into account during the creation and technical implementation of advertisements.
- Please ensure that the advertising material is **scalable to different sizes** and that it automatically adapts to the scaling of the content. Your advertising material will be displayed for some placements on the website and mobile.
- Internet Explorer: We support IE from Version 11 upwards.
- Delivery of ads in iFrames: we deliver all ads in **friendly iFrames**. This means that there can be no conflict between the pages and ad programming. However, this could be the case, when (for example) implementing expanding advertising formats. The advertising material that we display in iframes should be responsive. This means that the content should adapt to the iframe if we scale it due to smaller display sizes.
- **HTTPS**: ahgz and FOOD SERVICE can only be accessed via https. https is the new standard and must therefore be fully supported by all forms of advertising, tracking pixels and 3rd party tags. **Since 2018 we no longer offer delivery via http.**
- **Videos** can be delivered via redirect or HTML5 file - physically or as a VAST redirect.



Spezifikationen for 3rd-Party Tag / Tracking



3rd-Party Tag & Tracking

- The possible provision of 3rd party tags as script, redirect or iframe tags as well as the maximum file weights and file types permitted therein are based on our technical specification. The possibility of transferring a ClickCommand to the Redirect URL must be given and documented so that "clicks" can be measured by FOOD SERVICE, otherwise they cannot be shown in the report.

Please note:

- The 3rd party ad server must have an availability of 99%.
- 3rd party advertising material must not leave the container in which it is loaded. Your tags are not allowed to implement them in the <body> or other HTML elements of the page.
- All content provided by a partner's server (e.g. resources from HTML5 ads, 3rd party tags, tracking pixels) must work in the https environment.
 - **Https has been mandatory since 2018.**
- XSS is not allowed.
- Tracking pixels must always contain the following inline styles in order to rule out layout errors:
 - ``

Fallback Images & Tracking

Fallback Image:

- When do I need fallbacks? For example, in campaigns with special targetings, in programmatic advertising, in campaigns that include trackers - HTML5 and redirects1 click Command.
- Fallback advertising media (or default ads) are created in a GIF, JPG or PNG graphic format and are used to ensure the visibility of campaigns. Default ads are delivered if no other ads are suitable for an advertising space.
- If an agency / customer would like to use tracking, a physical advertising medium without built-in tracking should always be delivered as fallback, or the physical fallback advertising medium without tracking must be stored in the agency / customer ad server.

Tracking:

To provide the best possible result of your ad campaign and due to restrictions by the current law for user consent, please refrain from using too many tracking pixels.

We recommend a maximum of 5 Tracking pixel:

- 2 tracking pixels for impression tracking (media agency and technical service provider)
- 1 click Command
- 1 viewability measurement (e.g. meetrics)
- 1 market research pixel (e.g. GfK)

TCF

Additional information due to TCF:

As soon as a tracking / pixel / TAG is used in a campaign that processes **personal data**, the following points must be taken into account.

All **URL-based components** of an advertising medium (e.g. redirect, pixel tracker) must contain the IAB Makro `gdpr_consent = ${GDPR_CONSENT_XXX}` to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.

Example:

```
<script>document.write ('<scr' + ,ipt type="text/javascript" language="JavaScript,,  
src=„https://ad.yieldlab.net/d/11132400/11132397?ts=%timestamp%&pubref='+encodeURIComponent(window.top.location.href)+'&co  
nsent=${GDPR_CONSENT_70}"></scr' + 'ipt> ');</script>
```

So that we can recognize and find this GDPR macro in the future, **we need at least 5 working days** ahead of the start of the campaign the following information: how and where this GDPR macro is delivered in the redirect, in scripts, iframes and / or any other tracking. Also, all advertising tags / tracking that we use must contain these GDPR macros.



Specification for HTML5 Display Ads

HTML5 Ads: Scalability and file size

Scalability:

- The advertising material must not have a fixed width and height. You have to make sure that the advertising material can be scaled.
- Please ensure that the advertising material is **scalable to different sizes** and that it automatically adapts to the scaling of the content. Your advertising material will be displayed for some placements on the website and mobile.

File Size:

- Like websites, HTML5 advertising material consists of several elements that cannot be combined and compressed in one file in the same way as Flash. These are: HTML files, CSS, libraries (Javascript, JQuery, etc.), images, videos.
- To ensure that the creation of the website and the advertising material is not unnecessarily delayed, the following must be observed during creation:
 - The individual elements of the HTML5 advertising material should be kept as small as possible, both in terms of their number and file size, in order to minimize server processes / requests from server requests.
 - The compilation methods of the code and code optimizations should be applied in one file. This can be achieved through compression and optimization processes as well as the economical use of animations and the integration of external elements such as fonts and libraries, which are also added to the file size.
 - Subdirectory: There may be up to one level of subfolders
 - Max 50 items in zip-file
 - Max 10 clicktags

Max file size: 120 KB

HTML5 Ads: Click count

Click count:

- For the click count, "clicktag" should be included as a URL parameter. If there are more than one click areas, please define them by "clicktag1", "clicktag2", "clicktag3", "clicktag4", "clicktag5", ..., "clicktag9"
- Code examples for the transfer of the clicktag (the pixel information is an example of an advertising form):

Simple Hyperlink Tag

```
<html>
<head>
</head>
<body>
  <a href="#clicktag" id="clicktag" target="_blank">
    <div id="example_element" style="width: 300px; height: 250px">
    </div>
  </a>
  <script>
    document.getElementById('clicktag').setAttribute('href', clicktag);
  </script>
</body>
</html>
```

Important:

The "example_element" area, marked in blue, represents the code of the actual banner or the elements of the banner. This part should not be copied if code is copied from the example. In this example, the banner is enclosed by an HTML anchor tag that makes the link, which in turn is in a subsequent script is set via the clicktag variable.

HTML5 Ads: Click count

For different clickable areas

```
<html>
<head>
</head>
<body>
  <a href="#clicktag" id="clicktag" target="_blank">
    <div id="example_element1" style="width: 300px; height: 250px">
    </div>
  </a>
  <a href="#clicktag1" id="clicktag1" target="_blank">
    <div id="example_element2" style="width: 300px; height: 250px">
    </div>
  </a>
  <script>
    document.getElementById('clicktag').setAttribute('href', clicktag);
    document.getElementById('clicktag1').setAttribute('href', clicktag1);
  </script>
</body>
</html>
```

Important:

The areas marked in blue "example_element1" and "example_element2" represent areas of the banner that should be clickable. This part should not be copied if code is copied from the example

HTML5 Banner: Klickzählung

Additional information:

The click tags can only be filled by the system if they are used in the base file (HTML file). If clicktags are used in external Javascript files, for example, ADITION cannot fill them with values.

The clicktags cannot be recognized if they are written in a different way, e.g. clickTag, clicktag, etc. Therefore, please always use clicktags in lower case, as shown in the example on page 12. It is not necessary to declare Javascript variables. Therefore, code snippets such as the following should be avoided:

```
<script>  
clicktag = "";  
</script>
```

clicktags can't be filled with own data/variables:

```
<script>  
clicktag = "https://www.adition.com";  
</script>
```

Both cases lead to an overwrite by ADITION and therefore the impossibility of your click count.

HTML5 Ads: Fallback / Compatibility / Video

Fallback / Compatibility:

- If a browser does not support a special feature or a library used that is used in the advertising material, a JPG / GIF fallback defined in the advertising material should be displayed.
- For example, if the ad is not supported by IE 11, the agency must ensure that the fallback is displayed in this browser. The creative agency must test the advertising material on all common browsers and notify the marketer of any browsers that should be excluded.

Graphic compression:

- Graphics are to be optimized with regard to the file size. The use of PNG crusher and scalable vector graphics is recommended

Video:

- Videos in HTML5 advertising material should be included throughout the day.
- Ads with videos must be provided with a preview image (poster). The video starts as soon as it is loaded or through user interaction on most mobile devices. It should be noted that no click tags can be placed on videos on mobile devices. The click tag must be stored in an area outside of the video. The video must be optimized in terms of quality and file size and must be streamed in a suitable server environment.
- Max video size: 2,5 MB
- The video is to be provided both in H264 / mp4 and VP8 / WebM.

HTML5 Ads: Animation / Delivery

Animation:

- In the case of animations, care must be taken that they do not unnecessarily load the client CPU. Several parallel animations and overlapping transparent graphics should be avoided. The use of CSS3 or Javascript animations should be chosen with consideration of the CPU and GPU utilization.

Delivery :

- The HTML5 advertising material is delivered as a zip file, which contains all elements of the advertising material, with the exception of externally loaded libraries, videos or fonts.
- **Put all files in a main folder with a maximum of one subfolder. No folder structures or subfolders may be used.**
- The zip file must contain an index.html file as a starting point and root directory. All integrated scripts as well as all elements contained in the zip file must be linked relatively.
- Alternatively, a redirect can be delivered. All of the above requirements, e.g. file size, number of files, also apply here. Depending on the marketer, delivery must be made physically or as a redirect.
- **Please deliver HTML ads 5 working days prior to the start date of the campaign.**



Specifications for Display Ads

Display Ads

Werbeform	Format in Pixel	Dateityp	Max. KB
Superbanner	980 x 150	GIF / JPG / 3rd-Party Tag / HTML5	120
Skyscraper (sticky)	160 x 600	GIF / JPG / 3rd-Party Tag / HTML5	120
Billboard	940 x 250	GIF / JPG / 3rd-Party Tag / HTML5	120
Medium Rectangle	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	120
Content-Ad	617 x 250 300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	120
Stage Banner	617 x 250 300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	120

Special Ads

Werbeform	Desktop-Format in Pixel	Mobile Format in Pixel	Dateityp	Max. KB
Bildergalerie-Werbung	935 x 500	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	120
Poster Ad/Understitial	935 x 500 - 935	320 x 480	GIF / JPG / 3rd-Party Tag / HTML5*	120
Dynamic Sitebar	Mind. 160 x 600 Max. 400 x 900	320 x 480	HTML5*	120

*The function of expanding or extending the advertising medium must already be programmed in the advertising medium.



Specifications for Mobile Ads

Klassische Mobile & AMP Ads*

Werbeform	Format in Pixel	Dateityp	Max. KB
Superbanner / Billboard	300 x 120	GIF / JPG / 3rd-Party Tag / HTML5	20
Medium Rectangle	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	20
Content-Ad	300 x 250	GIF / JPG / 3rd-Party Tag / HTML5	20
Big Content-Ad (Skyscraper / PosterAd)	320 x 480	GIF / JPG / 3rd-Party Tag / HTML5	20

* Can only be booked in conjunction with the corresponding desktop position.



Specifications for Newsletter Ads

Newsletter Ads

Data typ: GIF / JPG / PNG

Max file size: 120KB

- If you want to deliver an **animated gif file**, please note the following:
- In all newsletters (not FOOD SERVICE-dependent) that are displayed via Outlook 2007 or 2010, **only the first frame of the gif file can be displayed**. This is due to the engine used by Microsoft, which is based on "Word". Unfortunately, according to the current status, no additional codes from our side can be integrated into the image in order to bypass the display.

Help?

- Let the first frame of the gif file animate as briefly as possible (approx. 0.1 seconds is the minimum) and display all the important information of the advertising message there. For all those who use the newer Outlook versions mentioned above, appears now (even if only as 1 frame) the complete advertising message. Due to the short animation time of approx. 0.1 seconds, all other users are directed to the 2nd frame at the same time (the first is hardly visible or not at all and is completed within the newsletter loading process). The desired frame order can then run from here.

Newsletter Ads

Werbeformat	Format in Pixel	Dateityp	Max. KB
Top-Banner	630 x 75	GIF / JPG / 3rd-Party Tag	120
Mega-Banner	630 x 250		
Newsletter Banner (on position 2 – 6)	520 x 200 300 x 250	GIF / JPG / 3rd-Party Tag	120
Text ad (on position 2 – 6)	If booked with picture: FS am Morgen: 200 x 175 ahgz hoteldesign: 250 x 140 All other ahgz-NL: 160 x 90	Max. 45 characters for the title and a maximum of 330 characters for the text field - including spaces and special characters	50

Advertorial

Bestandteil	Anmerkung
Logo	250 x 170 px, PNG with transparent background, 300 dpi
Headline	55 Zeichen, incl. spaces, special characters and punctuation marks
Teaser text	Max. 300 characters; incl. spaces, special characters and punctuation alternatively a teaser text is generated from the first 300 characters of the article text
Text	Any length, with paragraphs and, if necessary, subheadings, which are displayed in bold. Formatting in the text can be bold, underline and italic text, ideally in Word/RTF format.
Pictures	Amount: 2, (ideally 16:9, maximum width 1,200 pixels, max. 150KB) One of them named as lead image and one for the body text. Please add source information if they differ from the company name.
Videos	Must be hosted on YouTube or Vimeo
Info box	Max. 300 characters
Contact box	Contact information (e.g. company name, department/contact person, telephone number, e-mail address)
PDF files	Max. 4 MB, can be linked

The advertorial is created in the respective editorial layout. Graphic or design adjustments are not possible. Please ensure that additional elements such as images, videos and boxes are surrounded by sufficient text. Otherwise, we reserve the right to adjust the ratio of text and elements.