



Retail Media Group

Technical Specifications

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Retail Media Group (a CECONOMY company)
Torstr. 75, 10119 Berlin, Germany



RMG

General Requirements

Ads have to be delivered to this e-mail address:
adops@retailmedia.group

To make sure that we can correctly identify your ad, please include the following information:

In your email subject

- Name of client
- Name of campaign

In your email content

- Campaign period
- Type of Creative: Display / Video / Mobile
- Ad Size / Video Length
- Motive of Creative
- Contact Person

Note:

- Creatives must be sent at least **5 business days** before the launch date of the campaign, in order to check creatives compliance.
- We can no longer accept any Flash-based creative for any campaigns.
- We reserve the right to remove Ads partially or completely, if they doesn't meet our specifications.

Tracking Requirements

For conversion-based campaigns, we will need to implement tracking pixels on the campaign websites.

Different types of conversion based campaigns:

Cost per Visits (CPV): Tracking pixels need to be implemented on the landing page of the campaign, in order to track visits driven by RMG. The pixels need to be placed at least **3 working days** prior to the campaign start date.

Cost per Acquisitions (CPA): Tracking pixels need to be implemented on the confirmation page / button in order to track final conversion. Will also need to place tracking pixels all along the conversion funnel for optimization purposes. Those pixels need to be implemented at least **5 working days** prior to the campaign start date.

If you are also using a tracking solution, please make sure to send us a daily report with campaign basic statistics (impressions, clicks, visits, post-click and post-view conversions per day).

Content Requirements

- Ads must have proper brand notification, i.e. be distinguishable from a publisher's content.
- Must include a visible border of a contrasting color to the majority background color of the ad.
- Trick to click: Ad cannot trick users into clicking on it, e.g. by resembling a Windows dialog box.
- Strobing, flashing backgrounds, or otherwise distracting ads are not allowed.
- 4th Party Calls: You may only call certified vendors.

The following content is prohibited:

- Tobacco, weapons, nudity, defamatory/hate content, illegal activities, profanities, spyware.
- Offers of free gifts, links to quizzes and surveys, misleading claims, and references to sex or sexuality.
- Autoplay video/audio, auto expand
- Pop-ups, including surveys
- Malware: No landing pages may contain code to install malware.

Display Specifications

Desktop

Ad Type	Dimension	Redirect	Image	Size
Superbanner	728x90	Javascript or HTML	JPG or GIF	150KB
Wide Sky	160x600	Javascript or HTML	JPG or GIF	
Medium Rectangle	300x250	Javascript or HTML	JPG or GIF	
Billboard	800x250 or 970x250	Javascript or HTML	JPG or GIF	
HalfPageAd	300x600	Javascript or HTML	JPG or GIF	

Mobile

Ad Type	Dimension	Redirect	Image	Size
Mobile Banner 6:1	320x50 or 300x50	Javascript, MRAID or HTML	JPG or GIF	40KB
Mobile Banner 4:1	320x75 or 300x75	Javascript, MRAID or HTML	JPG or GIF	40KB
Mobile Banner 2:1	320x150 or 300x150	Javascript, MRAID or HTML	JPG or GIF	40KB
Mobile Medium Rectangle	300x250	Javascript, MRAID or HTML	JPG or GIF	40KB
Mobile Interstitial*	Portrait 320x416 Landscape 480x268	Javascript, MRAID or HTML	JPG or GIF	40KB

The details of the file sizes also apply to advertisements that are delivered via 3rd party redirects.

*Retina resolution: double size = portrait 640x832 and landscape 960x536

Display Specifications

- Max. Image frequency: 5 fps or 200 frames per millisecond
- Animation length: strictly under 30 seconds
- Loops: 3 (maximum)
- Should end on a fixed image without any animation
- 3rd Party Redirects should be delivered as a separate file in the attachment as a .txt file
- all 3rd Party Redirects must be SSL-compliant
- All creatives must be free of applications including, but not limited to, ActiveX, viruses, exit pops, spyware, and malware.
- Creative coding may not use cross-domain scripting or set cookies in unapproved domains.
- All creatives must open in new windows. The target window for the click-through URL must be set to "_blank" so the click-through will open in a new window. Do not leave the target statement undeclared.
- All sound and animation (including video) must stop upon exit click.
- A fallback file of the respective format size must be delivered in .JPG or .GIF

HTML 5 Specifications

- **Flash content and Flash fallback (SWFs and FLVs) are not allowed to serve with an HTML5 Ad.**
- Please deliver a zip file with all components of the ad.
- HTML5 Ads must include:
 - HTML5 advertisements must contain a fallback Ad (e.g. .JPG or .GIF)
 - `<!DOCTYPE html>` declaration and must contain a `<html>`, `<head>` and `<body>` tag.
 - Ad dimensions must match the placement dimensions to prevent distortions. Add an Ad size `<meta>` tag within the `<head>` tag.
 - If your HTML5 Ad includes video content, you must provide video assets in an MP4 format as well as either WebM or Ogg formats to ensure compatibility across all major browsers.
 - HTML5 creatives must have at least one standard ClickTag
- The number of files / elements of an HTML5 Ads is to be kept as low as possible in order to minimize the server processes / requests (server requests). For this recommend compressing methods of the code and code summaries and using the minimum required assets in a file.
- The number of levels / folder structure is to be kept as low as possible, a maximum of one level (e.g., images, scripts)

HTML 5 Specifications

Syntax for clicktags: clicktag

Syntax for multi clicktags: clicktag, clicktag1, clicktag2 , <n>

The following code must be integrated within the HTML5 creative to transfer the clicktags this function redirects all GET parameters which are delivered to the file:

```
<script>
var getUriParams = function() {
var query_string = {}
var query = window.location.search.substring(1);
var parmsArray = query.split('&');
if(parmsArray.length <= 0) return query_string;
for(var i = 0; i < parmsArray.length; i++) {
var pair = parmsArray[i].split('=');
var val = decodeURIComponent(pair[1]);
if (val != "" && pair[0] != "") query_string[pair[0]] = val;
}
return query_string;
}();
</script>
```

To allocate clicktags to HTML elements use this Javascript code:

```
document.getElementById('clicktag').setAttribute('href', getUriParams.clicktag);
document.getElementById('clicktag2').setAttribute('href', getUriParams.clicktag2);
```

Streaming In Display Specifications

The use of streaming elements is possible in all Ad formats

- Delivery of the creatives is done via a redirect (Please observe the specifications for the delivery of the creatives)
- The video spot must not exceed 10 seconds
- The video may not be started automatically/ a permanent loop ist not allowed-> Exception through user interaction
- Effects must be user-initiated on click; Ads may not play sound automatically.
- Audio settings must be set to 'off' by default.
- Users must have the option to mute all audio in the Ad.
- Audio volume must be encoded at no more than -12 db.
- A "Stop", "Pause / Play" and "Sound on / off Button" are required as control elements

Expendables Specifications

- If an ad is click-to-expand, then it should be click-to-collapse. If an ad is rollover-to-expand, then it should be roll-off to collapse.
- Close: on-click or mouse-off
- Maximum file size: 150K initial, 2.2MB polite
- Panels must contain a prominent "Close X" (in 16 pt. font or larger) in the corner of the unit
- **NOTE:** Redirects are mandatory. All creatives must be ad-served.

Maximum expanded dimensions

IAB standard size	Expanded size
468 x 60	468 x 210
728 x 90	728 x 300
300 x 250	600 x 300
160 x 600	400 x 600
120 x 600	420 x 600

*Polite Load: Maximum user-initiated reload size (Maximum file size for a downstream file loading operation, e.g. Video stream)

In-App-Ad Creatives

- Only standard image Ad formats (JPEG and GIF) may be third-party served.
- Third-party served Ads must not contain Flash or JavaScript.
- Standard image banner Ads must be served via a standard redirect tag, as in: ``

Video Specifications

- **Video File Types:** H.264 (video/mp4 only) and WebM (video/webm only) video file types must all be included (other formats may be included but may not be used)
- Unit sizes: 480 x 360 (4:3) or 640 x 360 (16:9) or 1.920 x 800 (5:2) - No anamorphic
- Audio: MP3 or AAC preferred
- Maximum frame rate: up to 30 fps
- File size: max. 10MB
- Recommended Video length : < 30 seconds (to be eligible for the most publisher inventory, including YouTube)

Companion

- Unit sizes : 300x250; 300x60
- File types : Static GIF or JPG
- File size: max. 50KB
- Animation length : 30 seconds or 4 minutes User-initiated play (rollover or click)
- Maximum frame rate: 24 fps

Redirect

- 3rd party adserved redirects have to follow Video Ad Serving Template (VAST), should be secured (https://) and must include 3 following formats : **MP4 / FLV / WEBm**

Video Specifications: Youtube

Site Served – Hosted on YouTube

- Must be uploaded to YouTube (send Video URL)
- Must allow embedding
- Must be public or unlisted
- True streaming is not allowed
- Minimum Video Length:
 - 12 seconds (for skippable ads)
- Maximum Video Length:
 - Up to 60 seconds (skippable ads)
 - 15 seconds, 20 seconds, or 30 seconds (non-skippable ads)

Third-Party Served (VAST-Compliant)

- VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported).
- Only VAST 2.0 and higher is supported.
- VPAID is not allowed on YouTube.