

Online Advertising Formats 2023

WWW.IZ.DE

SUPERBANNER

FORMAT: 980 x 150 px
VOLUME: 100 KB

Super banners are displayed first, above the navigation bar. They can be extended to wallpaper and fireplace format by means of skyscrapers. Likewise, they are displayed at the very top on smartphones in a 300 x 120 px format.

WALLPAPER / FIREPLACE

FORMAT: Superbanner 980 x 150 px + Wide Skyscraper 160 x 600 px
VOLUME: 80 KB

The wallpaper is a combination of a superbanner and a wide skyscraper. It is particularly eye-catching due to its extremely attractive placement. With additional coloring of the background, it encloses the entire website. A billboard of 300 x 120 px is delivered on smartphones.

BILLBOARD / BILLBOARD PUSH DOWN

FORMAT: 940 x 250 px
VOLUME: 150 KB

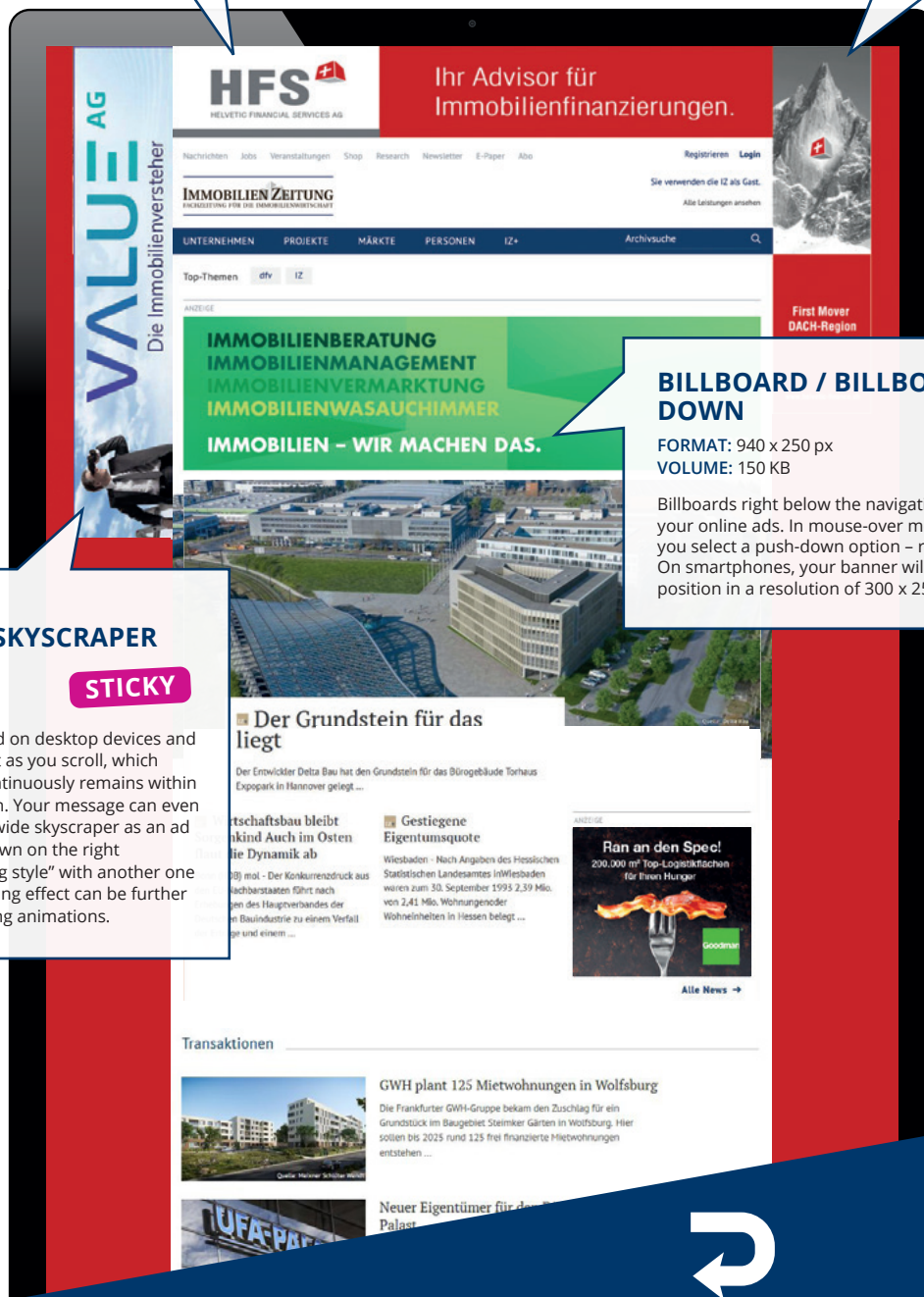
Billboards right below the navigation bar are top spots for your online ads. In mouse-over mode, this format can – if you select a push-down option – roll out to double its height. On smartphones, your banner will be displayed in top position in a resolution of 300 x 250 px.

SKYSCRAPER / DOUBLE WIDE SKYSCRAPER

FORMAT: 160 x 600 px
VOLUME: 100 KB

STICKY

Skyscrapers are displayed on desktop devices and follow the screen content as you scroll, which means your message continuously remains within the reader's field of vision. Your message can even be boosted by a double-wide skyscraper as an ad you've selected to be shown on the right communicates "ping-pong style" with another one on the left. This story-telling effect can be further enhanced e.g. by matching animations.



PLEASE TURN
OVER

KNOW MORE,
DECIDE BETTER.

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POSTER AD / GALLERY AD

FORMAT: 935 x 700 px / 935 x 580 px
VOLUME: 150 KB

NEW

Size matters when your ad takes central stage bang in the middle of content – the largest banner format is a poster ad shown far at the top among journalist copy by iz.de. Similarly, poster ads in a resolution of 300 x 480 px are the biggest option for smartphones. Your gallery ad – yet another option – is embedded within IZ galleries after every fourth click. Gallery ads are available on a monthly basis for posting ads amid IZ's popular image galleries.



CONTENT AD / RECTANGLE

FORMAT: 617 x 250 px / 300 x 250 px
VOLUME: 100 KB

Place your message directly in the reading flow between the articles, similar to the banners currently known from the IZ newsletter. Both versions rotate on all seven available advertising spaces, so that your advertising is directly visible in the top article, among other things. Your content ad will appear on your smartphone in 300 x 120 px and your rectangle in 300 x 250 px!

FLOOR AD

FORMAT: 980 x 150 px
VOLUME: 100 KB

STICKY

The floor ad remains at the bottom of the browser window as the user scrolls, ensuring maximum attention for eight seconds. The floor ad is the most clicked advertising medium.



DIGITAL VERSION

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