Online Advertising Formats 2020

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WALLPAPER / WALLPAPER XL

Format: Leaderboard 1002 x 100 px
+ skyscraper 120 x 600 px oder
wide skyscraper 160 x 600 px

Volume: 80 KB

The wallpaper is a combination of a leaderboard and a skyscraper / wide skyscraper. It is particularly eye-catching due to its extremely attractive placement. The background is additionally highlighted in a different colour, covering the entire website. The picture shows a an XL wallpaper with two wide skyscrapers connected to the leaderboard.

FULL SIZE BANNER

Format: 550 x 80 px
Volume: 30 KB

The full-size banner is a classic form of online advertising. It appears within the editorial content. The full-size banner is also available for the IZ aktuell newsletter.

RECTANGLE / MEDIUM RECTANGLE

Format: 250 x 150 px / 300 x 300 px
Volume: 40 KB / 50 KB

Both formats offer you high reach due to their run-over-network distribution. The rectangle formats are particularly attractive due to their placement within the page and are particularly flexible formats. This makes it easy for you to match the design to your print motifs.

FLOOR AD   STICKY

Format: 1002 x 120 px
Volume: 80 KB

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.
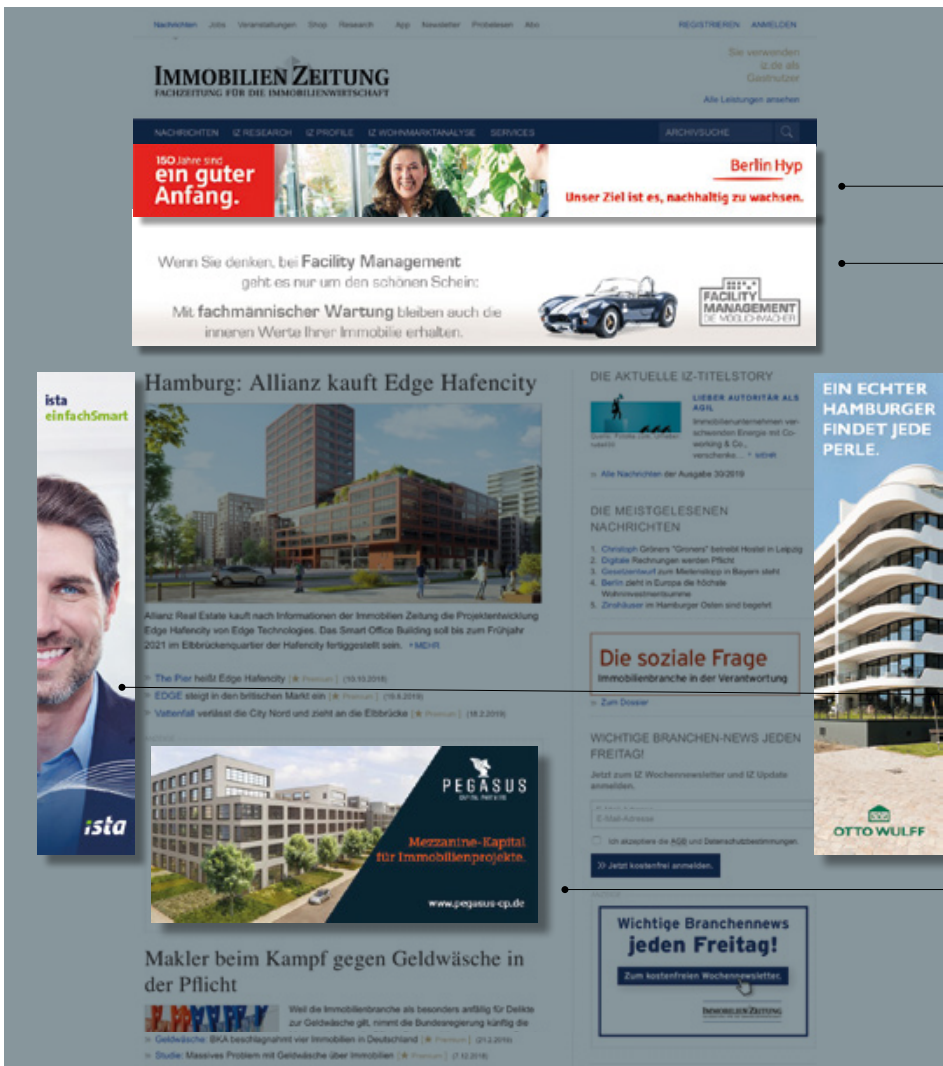
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LEADERBOARD

Format: 960 x 100 px
Volume: 60 KB

This extremely attractive placement directly below the navigation bar exploits the editorial potential to transfer your image. The focus is exclusively on the sponsor.

BILLBOARD

Format: 960 x 250 px
Volume: 80 KB

The billboard is displayed below the horizontal navigation bar in the immediately visible area of the website. The editorial content is therefore moved downwards. It is guaranteed to attract users' attention due to its prominent placement.

SKYSCRAPER / WIDE SKYSCRAPER   **STICKY**

Format: 120 x 600 px / 160 x 600 px
Volume: 40 KB / 40 KB

Both formats offer you a high visibility as they remain visible, regardless of the scroll position. The combination of two skyscraper – on the left and right side of the content – allows you an excellent „ping-pong-communication" of the banners, which can be optimized through a harmonized animation.

MAXI AD

Format: 550 x 250 px
Volume: 40 KB

Your advertising message really stands out within the content in maxi ads; its banner height offers a wide range of design possibil-ities. Like the full-size banner, this advertising medium can be optimally combined with the IZ aktuell newsletter.

LAYER AD MOBILE

Format: 300 x 400 px
Volume: 30 KB

Book a mobile layer ad, a large banner positi-oned over the content, specifically for adverti-sing on smartphones. This mobile layer ad is automatically displayed for one-third of the page impressions and then disappears again after 3 seconds.

MOBILE AD

Format: 480 x 250 px
Volume: 30 KB

All positions booked at IZ.de marked with **PHONE** (see folder 8 – Digital) can be displayed.