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Online Advertising Formats 2019

WALLPAPER / WALLPAPER XL

Format:	Leaderboard 1002 x 100 px
	+ skyscraper 120 x 600 px or
	wide skyscraper 160 x 600 px
Volume:	100 KB

The wallpaper format combines leaderboard with a skyscraper / wide skyscraper. The extremely attractive placement of leaderboards makes it particularly eye-catching. When the background is also coloured, it encloses the entire website. The picture shows a wallpaper XL 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 classical online advertising format which is situated within the editorial content. There is also a full-size banner in the "IZ aktuell" newsletter.

MEDIUM RECTANGLE

Format:	300 x 300 px
Volume:	50 KB

RECTANGLE

Format:	250 x 150 px
Volume:	40 KB

Both formats provide you with high reach thanks to run-of-network application. Rectangle formats have attractive placements on the page and are particularly flexible formats. This facilitates adapting the design to your print visuals.

FLOOR AD STICKY

Format:	1002 x 120 px
Volume:	80 KB

A floor ad remains eight seconds at the bottom edge of the browser window when you scroll and therefore attracts maximum attention for eight seconds at least. The floor ad is the advertising format that receives the most clicks.

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LEADERBOARD

Format:	960 x 100 px
Volume:	60 KB

This highly attractive placement directly under the navigation bar benefits from an image transfer from the editorial content. The sponsor is exclusively in the foreground.

BILLBOARD

Format:	960 x 250 px
Volume:	100 KB

The billboard is displayed under the horizontal navigation bar in an area of the website that is immediately visible. The editorial contents are therefore moved downwards. This prominent placement attracts maximum attention.

SKYSCRAPER / WIDE SKYSCRAPER `STICKY`

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

Both formats appear to the left and right of the content and the sidebar of the website in the area that is immediately visible. Sticky banners are particularly present. They move as users scroll down, thus always remaining visible for your customers.

MAXI AD

Format:	550 x 250 px
Volume:	40 KB

The maxi ad enables your advertising message to stand out more within the contents. The height of the banner offers you diverse design options. Like the full-size banner, this advertising format is particularly suitable for being combined with the "IZ aktuell" newsletter.

LAYER AD MOBILE

Format:	320 x 440 px
Volume:	30 KB

For smartphone users, there are mobile versions that have been optimized for smaller screens. Book the layer ad mobile, a large banner that hovers over the layer, specifically for advertising on smartphones. This layer ad mobile appears for a third of all page views and automatically fades away after 3 seconds. Design your banner in a user-friendly manner with a close button.

MOBILE ADS

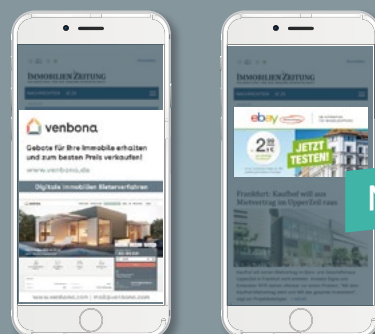|	
Format:	480 x 250 px
Volume:	30 KB

Your advertising appears alternately directly below the navigation and, for every second page view, in the content between the articles. With a large format of 480 x 250 px, your advertisement will stay in the very top position for one week, starting at a price of EUR 1,200.

NEW