Specifications
Video Wall

swiss
marketplace
group

Specifications Video Wall

Video Wall [Demo Link](Demo%20Link)			
Component	Format	Size	File Size
Background Ad	JPG, GIF, PNG	1920x1080 px	
Foreground Ad (optional)	JPG, GIF, PNG	1920x1080 px	
Video	MOV/AVI/MP4	16:9 / 4:3	max. 4 MB
Video Metrics	If this is to be measured with your own ad server, please deliver VAST 2.0 TAGs. We recommend a video length of up to 30 seconds. The material must be delivered at least 5 working days before the start of the campaign.		
Additional Information	Recommendation Place the most important information such as logos, call-to-action buttons and other visuals in the turquoise area, as these could otherwise be cut off (depending on the browser and screen size).		
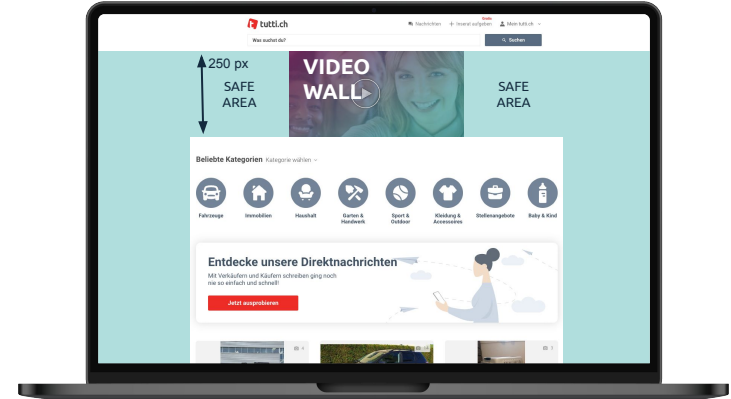
	Automotive		Real Estate		General Marketplaces		
Plattform	AS24	MS24	IS24	HG	Anibis	Tutti	Ricardo
Video Wall	✗	✗	✗	✗	✗	✓	✗

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General Guidelines

General
max. 150 kB
Please note in the e-mail: Advertiser, campaign name, duration and contact person for queries.
All standard advertising media should comply with the IAB standard.
The target URL must lead to a functional website at the start of the campaign.
All advertising material must be fully SSL (https) enabled.
Third party tags must be enabled for testing purposes upon delivery.

Delivery Deadlines
Standard Formats: Advertising material must be sent at least 3 working days before the start of the campaign.
Special Formats: Advertising material must be sent at least 5 working days before the start of the campaign and, if necessary, be approved by us.

Delivery Adress	
Advertising general, Automotive, Real Estate, General Marketplaces	advertising@swissmarketplace.group

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General Guidelines

HTML5
HTML5 advertising material must be delivered in a zip file.
The HTML document should be formatted in UTF-8 charset.
The following file formats are supported: HTML, CSS, JS, GIF, PNG, JPG, JPEG
The maximum size of HTML5 advertising material (zip file) is 150 kB. If a target URL is stored, it must be provided with a functioning click tracker. Please refer to the instructions from Xandr (IAB Standard): https://docs.xandr.com/en-US/bundle/monetize_monetize-standard/page/topics/html5-creative-guidelines-and-specifications.html
All references in the advertising material to external resources (JS libraries, videos, images, fonts, tracking pixels, etc.) must be delivered via SSL (https).
Mobile
If you are delivering HTML5 ad media for mobile devices, please include a static fallback (gif/jpg).
We cannot currently guarantee HTML5 support in all areas.
Video
File format: Raw-MP4
Assets have to be delivered separately as PNG
Best Case: No CTA & no graphics
It is possible to work with product carousels
Aspect Ratio: 16:9, 9:16. 4:4, 1:1
Animations/Sound/Flash
The length of the animation within an advertising banner is not limited. However, the recommended maximum length is 30 seconds.
Sound Activation by user interaction only.
Flash files are not allowed.

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If you have a question or need more information, please do not hesitate to contact us!

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