Ad Specifications

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Permodo
Standard Ads
## Specifications

### MMA und IAB Ads

**Smartphone Banner (MMA und IAB)**

<table>
<thead>
<tr>
<th>Resolution SD</th>
<th>Resolution HD</th>
<th>Max. File size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>320 x 50 px</td>
<td>640 x 100 px</td>
<td>350 kB</td>
<td>GIF, PNG, JPG</td>
</tr>
<tr>
<td>300 x 250 px</td>
<td>-</td>
<td>350 kB</td>
<td>GIF, PNG, JPG</td>
</tr>
</tbody>
</table>

**Tablet Banner (IAB)**

<table>
<thead>
<tr>
<th>Resolution SD</th>
<th>Max. File size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90 px</td>
<td>350 kB</td>
<td>GIF, PNG, JPG</td>
</tr>
<tr>
<td>300 x 250 px</td>
<td>350 kB</td>
<td>GIF, PNG, JPG</td>
</tr>
</tbody>
</table>

- All files including Impression tracking need to be secure (HTTPS)
- Any animation that starts automatically (i.e. not user-initiated) may not exceed an animation length of 29 seconds
- Permodo must be notified if during the campaign the final landing page moves to a different location, domain or subdomain
- Please send the physical ads, pixels, click commands or deeplinks to the following email-address at least 3 working days prior to the campaign commencing: ads@permodo.com
- Using 3rd-Party-Tracking may cause different counting and data results!
# Specifications

## Fullscreen Ad

### Smartphone Banner (Fullscreen Ad)

<table>
<thead>
<tr>
<th>Resolution SD</th>
<th>Max. File size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>320 x 480 px</td>
<td>600 kB</td>
<td>GIF, PNG, JPG</td>
</tr>
<tr>
<td>480 x 320 px</td>
<td>600 kB</td>
<td>GIF, PNG, JPG</td>
</tr>
</tbody>
</table>

### Tablet Banner (Fullscreen Ad)

<table>
<thead>
<tr>
<th>Resolution</th>
<th>Max. File size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>768 x 1024 px</td>
<td>600 kB</td>
<td>GIF, PNG, JPG</td>
</tr>
<tr>
<td>1024 x 768 px</td>
<td>600 kB</td>
<td>GIF, PNG, JPG</td>
</tr>
</tbody>
</table>

- All files including Impression tracking need to be secure (HTTPS)
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- Please send the physical ads, pixels, click commands or deeplinks to the following email-address at least 3 working days prior to the campaign commencing: ads@permodo.com
- Using 3rd-Party-Tracking may cause different counting and data results!
Specifications
Native Ad

Native Ad

Base Ad
Main Image ratio 2:1 (min. 1200x627 px)
Icon: 300x300 px
Title: max. 25 characters (incl. spaces)
Copy-Text: max. 90 characters (incl. spaces)
Call-To-Action: max. 15 characters (incl. spaces)

- All files including Impression tracking need to be secure (HTTPS)
- Any animation that starts automatically (i.e. not user-initiated) may not exceed an animation length of 29 seconds
- Permodo must be notified if during the campaign the final landing page moves to a different location, domain or subdomain
- Please send the physical ads, pixels, click commands or deeplinks to the following email-address at least 3 working days prior to the campaign commencing: ads@permodo.com
- Using 3rd-Party-Tracking may cause different counting and data results!
Permodo
Pre-/Mid-Roll Ad
## Specifications

### Pre-/Mid-Roll Video Ad

#### Smartphone

<table>
<thead>
<tr>
<th>Landscape x Portrait</th>
<th>File size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>1920 x 1080</td>
<td>Videos: 5 – 10MB</td>
<td>Video: mp4, Codec: H.264</td>
</tr>
<tr>
<td>1280 x 720</td>
<td>Enc: up to 700Kb</td>
<td>Image: JPG, PNG, GIF</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video length</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 – 15 sec</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16 – 30 sec</td>
</tr>
</tbody>
</table>

#### Tablet

<table>
<thead>
<tr>
<th>Landscape x Portrait</th>
<th>File size</th>
<th>Format</th>
</tr>
</thead>
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<tr>
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<tr>
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<td>10 – 15 sec</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16 – 30 sec</td>
</tr>
</tbody>
</table>

- Videos must not exceed a length of 30 seconds
- Landscape and portrait videos will only be displayed according to their correct screen orientation (e.g. landscape videos will only be shown horizontally, portrait videos only vertically)
- We advise including both screen orientations in the creative set
- For the best user experience always use an end card with the same aspect ratio as the video (e.g., 16:9, 9:16)
- All trackings must be secure (HTTPS)
- Permodo must be notified if the final landing page or subdomain moves to a different location during the campaign

Please send the physical ads, pixels, click commands or deeplinks to the following email-address at least 3 working days prior to the campaign commencing: ads@permodo.com
Permodo
Rich Media Ads
Specifications
Calender Ad

Functions
Save the advertised event directly to your calendar

Assets
Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

Calender entry
- Date and time of the event (start and end time)
- Location
- Reminder setting (day/time)
- Series element e.g. every week, every month etc.
- Title of the calender entry
- Text in the calender entry (It is possible to include a bit.ly link)

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications
Call Ad

Functions
Answer the call and see what's behind the call screen

Assets
Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG
Telephone number (optional)

Interactions
- Click on decline: endcard
- Click on accept: Call (telephone number) or video starts

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications
Catalogue Ad

Functions
Turn the pages in a similar fashion to a print catalogue

Assets
Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG
Catalogue pages (as many as needed)

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page - different click out for each page is possible
Specifications
Compass Ad

Functions
Rotate your phone like a compass to discover the different ad elements

Assets
Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page - different click out for each cardinal direction is possible
Specifications

Interaction Ad

Functions
Tap the screen to start the animation

Assets
Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

The close button automatically appears in the top right hand corner of the screen.
The output size of programmed advertising material must be 320 x 480px or responsive.

Tracking
Impression tracking
Click tracking to the landing page
**Specifications**

**Dynamic Weather Ad**

**Functions**
The ad shown corresponds to the real weather conditions in your current location.

**Assets**

**Basic Ad**
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

2 weather images: nice weather (A) / bad weather (B)
- Weather conditions for each image (A, B)
- > 25 degrees image A | < 25 degrees image B
- When sunny image A | when raining image B

**Important to note:** An impression must always be displayed. Therefore, it is not possible to display an ad for only one weather condition (minimum of two weather conditions needed).

The close button automatically appears in the top right hand corner of the screen.
The output size of programmed advertising material must be 320 x 480px or responsive.

**Tracking**
Impression tracking
Click tracking to the landing page.

**ANDERE NENNEN ES DÜSTER. DU NON-STOP-NACHTLEBEN.**

[Mehr erfahren](#)
Specifications
Fullscreen Video Ad

Functions
Watch the trailer to the new upcoming movie or series

Assets
Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

Video (mp4, mov, avi oder flv)
- Format 16:9

Autostart is possible with a video length of up to 29 seconds

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications
Vertical Video Ad

Functions
Watch a video across your entire phone screen

Assets
Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

Video (mp4, mov, avi oder flv)
- Format 9:16

Autostart is possible with a video length of up to 29 seconds

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications
Trigger Point Video Ad

Functions
Special effects from the video spread across the entire screen

Assets
Basic Ad
 Resolution: 640 x 960px
 Format: (open files) PSD, GIF, PNG, JPG

Video (mp4, mov, avi oder flv)
 Format 16:9

Autostart is possible with a video length of up to 29 seconds

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications

Gallery Ad

Functions

Swipe through the products in the gallery

Assets

Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

Product images & backgrounds for each slide
- Format: (open files) PSD, GIF, PNG, JPG

Autostart is possible with a video length of up to 29 seconds

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking

Impression tracking
Click tracking to the landing page - different click out for each page is possible
Specifications
Panorama Ad

Functions
Move your smartphone from left to right to view the whole image

Assets
Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications

Quiz Ad

Functions
Test your knowledge by answering the questions and receive a personalised endcard

Assets
Basic Ad
Resolution: 640 x 960px
Format: (open files) PSD, GIF, PNG, JPG

Question Tree
Questions and answers

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications

Match Ad

Functions
Answer the questions by pressing the relevant buttons and receive a personalised endcard

Assets

Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

Question Tree
- Questions and answers

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications
Rolley Ad

Functions
Swipe the tiles up and down to see the different products or images

Assets
Basic Ad
 Resolution: 640 x 960px
 Format: (open files) PSD, GIF, PNG, JPG

One image per tile

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page – different click out per tile possible
Specifications

Slide Ad

Functions
Slide the slider from right to left to see both images

Assets

Basic Ad A
 Resolution: 640 x 960px
 Format: (open files) PSD, GIF, PNG, JPG

Basic Ad B
 Resolution: 640 x 960px
 Format: (open files) PSD, GIF, PNG, JPG

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications
Shake Ad

Functions
Shake your phone to start the animation

Assets
Basic Ad
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications

360° Ad

Functions

Lets you view a product from any angle on your phone

Assets

Basic Ad

- 3D-model for a 360°-view
- Format: (open files) PSD, GIF, PNG, JPG

Interaction

- Touchpoints with additional information can be added for more interaction

The close button automatically appears in the top right hand corner of the screen

The output size of programmed advertising material must be 320 x 480px or responsive

Tracking

Impression tracking

Click tracking to the landing page
Specifications

Inside Out Ad

Functions

Move your phone around to view the all different the aspects of the ad

Assets

Basic Ad

- Spherical picture (alternatively a panoramic image at least 2000px wide) for a 360°-view of the product from the inside
- Format: (open files) PSD, GIF, PNG, JPG

Interaction

- Touchpoints with additional information can be added for more interaction
- Alternate between an inside and outside view

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking

Impression tracking
Click tracking to the landing page
Specifications
Augmented Reality Ad

Functions
Superimpose an object into your live surroundings with your phone camera

Assets
Basic Ad
- 3D-object
- Resolution: 640 x 960px
- Format: (open files) PSD, GIF, PNG, JPG

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications

Story Ad

Functions
Tap through the different images or videos (similar to social media stories)

Assets
Basic Ad
- Resolution: 640 x 960px in 9:16
- Format: (open files) PSD, GIF, PNG, JPG, MP4

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Specifications

Voice Ad

Functions
Control the ad through your phones microphone

Assets
Basic Ad
- Resolution: 640 x 960px in 9:16
- Format: (open files) PSD, GIF, PNG, JPG, MP4

The close button automatically appears in the top right hand corner of the screen
The output size of programmed advertising material must be 320 x 480px or responsive

Tracking
Impression tracking
Click tracking to the landing page
Programming Guidelines of Rich Media Ads
Specifications
Rich Media Ads: Programming Guidelines (when providing Permodo with the finished ad)

**HTML / MRAID (1.0, 2.0)**

**Optimal**
- File size: 200 – 300 Kb
- Resolution Smartphone: Responsive

**Average**
- 700 Kb
- Resolution Smartphone: 720 x 1280, 1280 x 720 (9:16, 16:9 aspect ratio)
- Resolution Tablet: 768 x 1024, 1024 x 768 (2:3, 4:3 aspect ratio)

**Suboptimal**
- > 1 MB
- Resolution Smartphone: 320 x 480
- Resolution Tablet: 480 x 320

Please send the physical ads, pixels, click commands or deeplinks to the following email-address at least 5 working days prior to the campaign commencing: ads@permodo.com
Specifications
Rich Media Ads: Programming Guidelines (when providing Permodo with the finished ad)

- We require a mobile optimized ad which contains only absolute paths. This means that all files are hosted on our server. Please contact Permodo to receive the corresponding path to our media server.
- The maximum size of the initial ad should not exceed 300 kB and the asset size should not exceed 5 MB.
- Image assets should be delivered as JPG, PNG or GIF files whilst video assets should be delivered as MP4 files.
- The data package must contain a fallback (JPG) in 320 x 480.
- Permodo requires that all files including impression tracking need to be secure (https).
- Please note that all calls within the ad must be secure.
- Due to the variety of display sizes we do not require a specific pixel size. Therefore, we recommend responsive programming.
- Any animation that starts automatically (i.e. not user-initiated) may not exceed an animation length of 29 seconds. This restriction also applies to bouncing, rotating or pulsating buttons. After the first interaction however, this restriction does not apply.
- Every tracker and all variables including URLs, postcodes and geolocations must be implemented in a wrapper function inside the index.html file.
- To ensure a correct delivery, all commentary must be removed from the index.html file.
- The following click function must be implemented:

```javascript
var cov1 = '[[CLICK_URL]]';
clicktag = function(){
    window.open(cov1, '_blank');
};
```

- In order to measure interactions (VTR, swipe, gallery,...), the corresponding events must be implemented in the index html file.
- Permodo must be notified if the final landing page or subdomain moves to a different location during the campaign.
You have questions?
Please contact us:
ads@permodo.com