

# Technical Specification 2024

## General information about trackings

Within the framework of the GDPR Transparency and Consent Framework (TCF 2.0), onvista media GmbH only permits the only allows tracking from IAB-listed service providers (vendors) for the playout of display advertising media.

Please ensure that you only deliver trackings for your advertising playout from providers that are on the current [vendor list of the IAB](#).

All trackings (tracking pixels, 3rdparty redirects) within the delivered advertising material must be provided with the GDPR macro: `gdpr_consent=${GDPR_CONSENT_XXX}&gdpr=${GDPR}`

Here, XXX must be replaced by the vendor ID according to the IAB vendor list (<https://iabeurope.eu/vendor-list-tcf/>).

## Standard Advertising Formats

	Format size in px (width x height)	size in kb	File formats	available on
Billboard [1]	980 x 250	100	jpg, gif, HTML5	onvista.de
Medium Rectangle [1]	300 x 250	80	jpg, gif, HTML5	onvista.de
Halfpage Ad [1]	300 x 600	80	jpg, gif, HTML5	onvista.de
Skyscraper [1]	max. 200 x 600	80	jpg, gif, HTML5	onvista.de
Sitebar [2]	mind. 120 x 600 (stick to proportion)	150	Javascript Redirect	onvista.de
Billboard	980 x 250 Tracking: UTM parameters permit- ted, external ad server tracking not possible	100	jpg, gif	Comdirect.de/Informer*

\* onvista requires written confirmation that the content of the advertising material is WpHG-compliant.

# Technical Specification 2024

## Exclusive Placements

	Format size in px (width x height)	size in kb	File formats	available on
Homepage Exklusiv Billboard [1], [3]	980 x 250	100	jpg, gif, HTML5	onvista.de
Homepage Exklusiv Billboard	980 x 250 Tracking: UTM parameters permit- ted, external ad server tracking not possible	100	jpg, gif	Comdirect.de/Informer*

\* onvista requires written confirmation that the content of the advertising material is WpHG-compliant.

# Technical Specification 2024

## E-Mail Marketing

	Format size in px (width x height)	size in kb	File formats	available on
Standalone Newsletter [4]	see description [4]	60	plain text, html	onvista.de, Cash/onvista

## Content Integration

	Format size in px (width x height)	size in kb	File formats	available on
Premium-Box onvista	<b>Text:</b> max. 120 characters incl. spaces (+ link) <b>Teaser Box Image:</b> 16:10 format	-	jpg	onvista.de
Premium-Box myonvista	<b>Headline:</b> 34 characters incl. spaces <b>Teaser-Text:</b> characters incl. spaces (max. 3 lines) <b>Button-Text:</b> 22 characters incl. spaces <b>URL:</b> Intern/Extern <b>Tracking:</b> UTM-parameter allowed, external Adserver not permitted <b>Image:</b> quadratic size min. 800x800 Pixel coloured or filled background; no transparency <b>Disclaimer:</b> up to 200 characters including spaces possible	-	jpg	my.onvista.de
Premium-Box Informer	<b>Headline:</b> max. 30 characters incl. spaces <b>Teaser-Text:</b> max. 145 characters incl. spaces (+ link) <b>Teaser-Box Image:</b> 310 x 130	-	jpg, gif	Comdirect.de/Informer

# Technical Specification 2024

## Content Integration

	Format size in px (width x height)	size in kb	File formats	available on
Sponsored Post	<p><b>Text:</b> max. 88 characters incl. spaces (+ link)</p> <p><b>Teaser Box Image:</b> 5:6 format</p>	-	jpg, gif	onvista.de
News-Feed	News will be imported via RSS-Feed/XML-Feed. We highly recommend RSS 2.0	-	-	onvista.de
Advertorial	<p><b>Headline:</b> max 100 characters incl. spaces</p> <p><b>Teaser:</b> (optional): max 600 characters</p> <p><b>Text:</b> no limitation</p> <p>Image: high resolution and landscape format (max 16:9)</p> <p><b>CTAs possible:</b> please provide CTA-Text and URL</p> <p>Within text it is also possible to highlight and link words. It is not possible to link images.</p>	-	jpg, png, Text	onvista.de

# Technical Specification 2024

## Interactions

	Format size in px (width x height)	size in kb	File formats	available on
Standard	<p><b>Headline:</b> 34 characters incl. spaces</p> <p><b>Teaser-Text:</b> characters incl. spaces (max. 3 lines)</p> <p><b>Button-Text:</b> 22 characters incl. spaces</p> <p><b>URL:</b> Intern/Extern</p> <p><b>Tracking:</b> UTM-parameter allowed, external Adserver not permitted</p> <p><b>Image:</b> quadratic size min. 800x800 Pixel coloured or filled background; no transparency</p> <p><b>Disclaimer:</b> up to 200 characters including spaces possible</p>	-	jpg	onvista.de (AdBlocker- & Non-Consent-Range), App (Android & iPhone)
Banderole Interaction	<p><b>Teaser-Text:</b> 110 characters incl. spaces</p> <p><b>CTA-Text:</b> 25 characters incl. spaces</p> <p><b>Tracking:</b> URL incl. UTM-parameter allowed, external Adserver not permitted</p> <p><b>Image:</b> Logo max. 24px high</p>	-	jpg	onvista.de
Photo Ad Interactions	<p><b>Headline:</b> max. 40 characters incl. spaces</p> <p><b>Text:</b> max. 160 characters incl. spaces</p> <p><b>Button-Text:</b> max. 22 characters incl. spaces</p> <p><b>URL:</b> Intern/Extern</p> <p><b>Tracking:</b> UTM-parameter allowed, external Adserver not permitted</p> <p><b>Image:</b> 16:9, min. 1.200 x 675 pixel</p> <p><b>Notes about the picture:</b> use as little light/white color as possible The image serves as background for headline and text and should be very abstract</p> <p><b>Disclaimer:</b> up to 200 characters including spaces possible</p>	-	jpg	onvista.de (AdBlocker- & Non-Consent-Range), App (Android & iPhone)

# Technical Specification 2024

## onvista mobile

	Format size in px (width x height)	size in kb	File formats	available on
Understitial	320 x 480 px	50	jpg, gif	onvista.de (mobile website)
Content Ad	300 x 250 px (Android, iPhone, mobile Website)	30	bmp, jpg, gif, png	onvista.de (mobile website)
Mobile Banner	2:1 300 x 150 px	30	bmp, jpg, gif, png	onvista.de (mobile website)
Premium Box App	<p><b>Headline:</b> max. 40 characters incl. spaces</p> <p><b>Text:</b> max. 160 characters incl. spaces</p> <p><b>Button-Text:</b> max. 22 characters incl. spaces</p> <p><b>URL:</b> Intern/Extern</p> <p><b>Tracking:</b> UTM-parameter allowed, external Adserver not permitted</p> <p><b>Image:</b> 16:9, min. 1.200 x 675 pixel</p> <p><b>Notes about the picture:</b> use as little light/white color as possible The image serves as background for headline and text and should be very abstract</p> <p><b>Disclaimer:</b> up to 200 characters including spaces possible</p>	-	jpg	onvista.de (iphone App & Android App)

# Technical Specification 2024

## Special forms of advertising

<p>General points</p>	<p>Due to the asynchronous tagging of our portals we request that you refrain from using the document write script. We will not otherwise be able to guarantee that the advertising material will be correctly implemented and displayed.</p> <p>You should deliver the advertising material at least four days before campaign launch and in case of premium-box my onvista 14 days in advance.</p> <p>Please supply the advertising material in an https-enabled format.</p>
<p>[1] HTML5</p>	<p>Size and maximal weights of the formats are according to the previous specifications. If multiple files are used, the root file should always be named „index.html“.</p>
<p>HTML5 AD MEDIUM (implementing click-Tags)</p>	<p><b>Click counting library</b> Ad the following script into the &lt;head&gt; area of the main ad medium file (index.html): &lt;script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"&gt;&lt;/script&gt;</p> <p><b>clickTag variables</b> &lt;!DOCTYPE html&gt; &lt;html&gt; &lt;head&gt; &lt;title&gt;html5 multi clicktag&lt;/title&gt;</p> <p>&lt;script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"&gt;&lt;/script&gt;</p> <p>&lt;meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0"&gt;&lt;style&gt; body{width:300px;height:600px;margin:0;padding:0;} #main-container{width:300px;height:600px;cursor:pointer;} #click-area1{background-color:red;height:150px;display:block;} #click-area2{background-color:blue;height:150px;display:block;} #click-area3{background-color:yellow;height:150px;display:block;} #click-area4{background-color:black;height:150px;display:block;} &lt;/style&gt; &lt;/head&gt; &lt;body&gt;</p> <p>&lt;div id="main-container"&gt; &lt;a id="click-area1"&gt;&lt;/a&gt; &lt;a id="click-area2"&gt;&lt;/a&gt; &lt;a id="click-area3"&gt;&lt;/a&gt; &lt;a id="click-area4"&gt;&lt;/a&gt; &lt;/div&gt; &lt;script type="text/javascript"&gt; var clickArea1 = document.getElementById(„click-area1“); clickArea1.onclick = function(){</p>

# Technical Specification 2024

## Special forms of advertising

<p>HTML5 AD MEDIUM (implementing click-Tags)</p>	<pre> window.open(clickTag0, „blank“) } var clickArea2 = document.getElementById(„click-area2“); clickArea2.onclick = function(){ window.open(clickTag1, „blank“) } var clickArea3 = document.getElementById(„click-area3“); clickArea3.onclick = function(){ window.open(clickTag2, „blank“) } var clickArea4 = document.getElementById(„click-area4“); clickArea4.onclick = function(){ window.open(clickTag3, „blank“) } } &lt;/script&gt; &lt;/body&gt; &lt;/html&gt; </pre>
<p>Single click URL</p>	<p>Declare the „clickTag variable in the ad medium HTML file (index.html) and assign the click URL.</p> <pre> &lt;script&gt;var clickTag = „http://www.theclickthroughurl.com“; &lt;/script&gt; </pre>
<p>Multiple Klick-URLs</p>	<p>Wenn das Werbemittel mehrere klickbare Elemente enthält, müssen die clickTags aufgelistet (gezählt) werden: clickTag0, clickTag1, clickTag2 ...</p> <pre> &lt;script&gt; var clickTag0 = „http://www.theclickthroughurl-1.com“; var clickTag1 = „http://www.theclickthroughurl-2.com“; var clickTag2 = „http://www.theclickthroughurl-3.com“; &lt;/script&gt;  &lt;script type=“text/javascript“&gt; var clickTag0 = „http://www.test1.de“; var clickTag1 = „http://www.test2.de“; var clickTag2 = „http://www.test3.de“; var clickTag3 = „http://www.test4.de“; &lt;/script&gt; </pre>



# Technical Specification 2024

## Special forms of advertising

### Link assignment

If you assign a hyperlink to a clickable element on the ad (text, button, image etc.), you can choose one of the following options.

#### Option 1

```
<a id="clickArea"></a>
```

```
<script type="text/javascript">
var clickArea = document.getElementById(„clickArea“);
clickArea.onclick = function(){
window.open(clickTag, „blank“);
}
</script>
```

#### Option 2

```
<a id="clickArea" target="_blank"></a>
```

```
<script type="text/javascript">
var clickArea = document.getElementById(„clickArea“);
clickArea.href = clickTag;
</script>
```

When using the 2nd option, you have to wait for the „click counting library“ to initialise. The „library“ first has to replace the Javascript clickTag variables before the ad can be rendered. In order to be alerted when the initialisation is done, insert the „init“function (registered callback), which will notify you when the „click counting library“ has completed its task:

```
<script>
function init(){
/* this is a custom function which starts building the ad */
}
sas.clicktag.register(function(){
init();
});
</script>
```

# Technical Specification 2024

## Special forms of advertising

Examples of use:

**Example 1:** Simple clickTag using the „window.open“ method

```

<!DOCTYPE html>
<html>
<head>
<title>html5 single clicktag</title>

<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>

<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-sca-
le=1.0">

<style>
body{width:300px;height:600px;margin:0;padding:0;}
#main-container{width:300px;height:600px;cursor:pointer;}
#click-area1{background-color:red;height:600px;display:block;}
#click-area2{background-color:blue;height:150px;display:block;}
#click-area3{background-color:yellow;height:150px;display:block;}
#click-area4{background-color:black;height:150px;display:block;}
</style>
</head>
<body>

<script type="text/javascript">
var clickTag = „http://www.test.de“;
</script>

<div id="main-container">
<a id="click-area1"></a>
</div>
<script type="text/javascript">
var clickArea1 = document.getElementById(„click-area1“);
clickArea1.onclick = function(){

window.open(clickTag, „blank“)

}
</script>
</body>
</html>

```

# Technical Specification 2024

## Special forms of advertising

Examples of use:

**Example 2:** Multiple ClickTags using the "window.open" method

```

<!DOCTYPE html>
<html>
<head>
<title>html5 multi clicktag</title>

<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>

<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-sca-
le=1.0">
<style>
body{width:300px;height:600px;margin:0;padding:0;}
#main-container{width:300px;height:600px;cursor:pointer;}
#click-area1{background-color:red;height:150px;display:block;}
#click-area2{background-color:blue;height:150px;display:block;}
#click-area3{background-color:yellow;height:150px;display:block;}
#click-area4{background-color:black;height:150px;display:block;}
</style>
</head>
<body>

<script type="text/javascript">
var clickTag0 = „http://www.test1.de“;
var clickTag1 = „http://www.test2.de “;
var clickTag2 = „http://www.test3.de “;
var clickTag3 = „http://www.test4.de “;
</script>

<div id="main-container">
<a id="click-area1"></a>
<a id="click-area2"></a>
<a id="click-area3"></a>
<a id="click-area4"></a>
</div>
<script type="text/javascript">
var clickArea1 = document.getElementById(„click-area1“);
clickArea1.onclick = function(){

window.open(clickTag0, „blank“)

}
var clickArea2 = document.getElementById(„click-area2“);
clickArea2.onclick = function(){

window.open(clickTag1, „blank“)

}
var clickArea3 = document.getElementById(„click-area3“);
clickArea3.onclick = function(){

```

# Technical Specification 2024

## Special forms of advertising

### Examples of use:

```

window.open(clickTag2, „blank“)
}
var clickArea4 = document.getElementById(„click-area4“);
clickArea4.onclick = function(){

window.open(clickTag3, „blank“)
}
</script>
</body>
</html>

```

**Example 3:** Simple clickTag using the “registered callback” function

```

<!DOCTYPE html>
<html>
<head>
<title>html5 single clicktag with callback test</title>
<meta name=“viewport” content=“width=device-width, initial-scale=1.0, maximum-sca-
le=1.0”>

<script src=“//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js”></script>
<style>
body{width:300px;height:600px;margin:0;padding:0;}
#main-container{width:300px;height:600px;cursor:pointer;}
#click-area1{background-color:red;height:600px;display:block;}
#click-area2{background-color:blue;height:150px;display:block;}
#click-area3{background-color:yellow;height:150px;display:block;}
#click-area4{background-color:black;height:150px;display:block;}
</style>
</head>
<body>

<script type=“text/javascript”>
var clickTag = „http://www.test.de“;
</script>

<div id=“main-container”>
<a id=“click-area1” target=“_blank”></a>
</div>

<script>
function customerFunc(){
var clickArea1 = document.getElementById(„click-area1“);
clickArea1.href = clickTag;
}
sas.clicktag.register(function(){
customerFunc();
});
</script>
</body>
</html>

```

# Technical Specification 2024

## Special forms of advertising

[2] Sitebar	The Sitebar is a dynamic ad format, which follows the screen resolution. So the ad has to be created as responsive format.
[3] Homepage Exclusive and Area Bookings	Materials should always be delivered physically. It is also possible to integrate them as redirect or iFrame. Server utilisation must be observed. The individual elements may not be larger than 80 kb. Max. 3 motives are placed in rotation.
[4] Standalone Newsletter onvista.de	<p>Format: HTML          You should deliver the newsletter 5 days in advance.          Size max. 60kb (incl. All files)          Subject max. 70 signs          All graphics shown in the newsletter must be delivered physically. Referencing onto an external customer server is not permitted.          For optimal representation in all standard mail clients, please observe the following:</p> <ul style="list-style-type: none"> <li>Use a table layout.</li> <li>Use only static content (no JavaScript, no Flash).</li> <li>No forms.</li> <li>No anchor links as these cannot be used globally.</li> <li>No external css files, no css definitions in the header &gt;&gt; only inline styles.</li> <li>No justified text (e.g. align=„justify“).</li> <li>No background images (e.g. as a colour gradient or as a background in a table)</li> <li>No DIVs.</li> <li>Give preference to HTML Tags before style attributes (e.g. &lt;p align=“right”&gt; statt &lt;p style=“text-align:right;”&gt;).</li> <li>Script formatting should generally be determined for all paragraphs with &lt;font&gt; tag, not with an inline style (Outlook 2007 problems).</li> <li>Images within tables (e.g. frames) may be compressed at most but never stretched (Outlook 2007 problems).</li> <li>Avoid URLs in the linking text / anchor text, in particular http://--TargetUrl--as some mail clients see these as a phishing attempt.</li> </ul> <p>A final control will be carried out by our department. The newsletter supplied by you will be tested for the correct representation.</p> <p>„With the above mentioned specifications, a clean display is guaranteed in the standard mail programmes.</p> <p>If these specifications are not complied with, display errors may occur (especially in Lotus Notes and Outlook 2007).</p>