

Specifications

WiFi Sponsoring BER

Advertising spot 1: WiFi Login “Spotlight” (5 sec. display duration):

Device	Desktop Landscape Advertising	Mobile Vertical Advertising
Medium	Banner/animation	Banner/animation
File format	animated gif, jpeg, mp4	animated gif, jpeg, mp4
Display format	max. 4k: 3840 x 2160 16:9 aspect ratio	max. 4k: 3840 x 2160 16:9 aspect ratio
	max. 25 MB	max. 25 MB
Language	German & English	German & English
Titling (4 files)	Desktop_DE Desktop_EN	Mobile_DE Mobile_EN
URL	DE URL & EN URL (complemented by a tracking parameter if necessary)	DE URL & EN URL (complemented by a tracking parameter if necessary)
transcription	If the video contains audio, a transcription must be provided to ensure accessibility.	

Data delivery:

Delivery period: 8 working days before sending date at the latest

Delivery: via e-mail (up to max. 10 MB)

Upload FBB-Server (link provided on request)