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)

Advertising spot 2: WiFi Login "In-page":

The InPage advertising space after a successful connection to the BER WiFi has the identical specifications as the 1st advertising space (WiFi Spotlight). If motifs other than those provided are shown, please submit them separately under the title "inpage" (e.g. "inpage_Desktop_DE).

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)