TECHNICAL SPECIFICATIONS

GENERAL

SPECIAL ADS

INSHOP PROMOTION X OTTO.DE

OTTO retail media

AD FORMAT DELIVERY
TECHNICAL SPECIFICATIONS
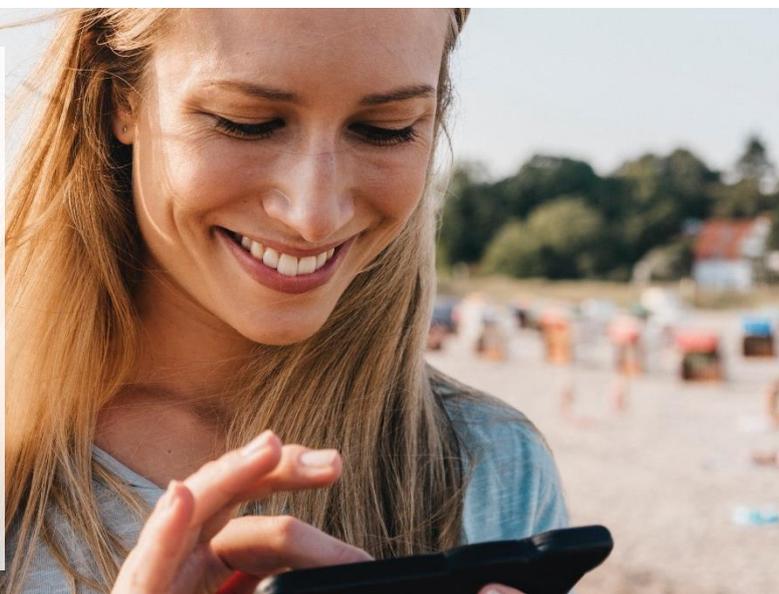
DISPLAY ADS

	Ad Format (pixels)	max. File Size
Superbanner	728x90	200 kB
Medium Rectangle	300x250	200 kB
(Wide) Skyscraper	120/160x600	200 kB
Halfpage Ad	300x600	200 kB
Billboard	800x250 und 970x250	200 kB
Large Superbanner	970x90	200 kB

The file types of the ad formats must be either HTML5, JPEG, GIF or PNG. Please remember that Flash files (SWF) are no longer supported by all browsers and versions.

MOBILE ADS

	Ad Format (pixels)	max. File Size
Mobile Content Ad 6:1	300x50	150 kB
Mobile Content Ad 4:1	300x75	150 kB
Mobile Content Ad 2:1	300x150	150 kB
Mobile Medium Rectangle	300x250	200 kB
Mobile Interstitial Ad	320x480	150 kB
Tablet Interstitial Ad	768x1024	150 kB

The file types of the ad formats must be either HTML5, JPEG, GIF or PNG.

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NATIVE ADS

	Ad Format (pixels)	max. File Size
Native Superbanner	728x90	200 kB
Native Medium Rectangle	300x250	200 kB
Native Skyscraper	160x600	200 kB
Native Halfpage Ad	300x600	200 kB
Native Billboard	800x250 und 970x250	200 kB
Native Mobile Content Ad 6:1	320x50	150 kB
Native Mobile Content Ad 4:1	320x75	150 kB
Native Mobile Content Ad 3:1	320x100	150 kB
Native Mobile Content Ad 2:1	320x150	150 kB

For each Native Ad format one image file (JPEG, PNG, PSD, PDF) as well as several texts can be shown. For better campaign optimization possibilities we recommend sending multiple images and texts so that we can create different combinations based on these files. Please deliver image files in the highest possible resolution with an aspect ration of 1:1. For the headline a maximum text length of 35 characters can be displayed. A short text with a maximum of 90 characters (including spaces) should also be provided for the native ad. The CTA button text can have a length of 14 characters (including spaces). Please provide the mentioned texts in one .txt file preferably.

VIDEO ADS

	Ad Format	Aspect Ratio
PreRoll Ads (max. 30sec)	VAST 2.0 or VAST 3.0	16:9 or 4:3

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NEWSLETTER ADS

	Ad Format (pixels)	max. File Size
Limango	580 x 178	40 kB
myToys	1040 x max. 450	40 kB
Ottoversand	600 x max. 150	40 kB
Quelle DE|AT	400 x max. 280	40 kB
Quelle CH	600 x max. 300	40 kB

The file types of the ad formats must be either JPEG, GIF or PNG. Please contact us for other file types, such as HTML5.

DETAILS FOR DELIVERY

Please send all creatives of your order via mail.

Information about the customer name, the campaign name, start and end date of the campaign, the booked properties and placements, ad format and a contact for possible inquiries should all be contained in the e-mail.

The creatives must be delivered 5 work days prior to the campaign start. Newsletter ads must be delivered 10 work days before the campaign starts. If these limits are exceeded, Otto Retail Media takes no responsibility for the timely campaign start.
Changing the ad or a motive during the campaign requires prior communication and test of the new creatives. The new creatives also need to be delivered 5 work days prior to launch/change.

The target URL of a creative must be valid and needs to link to a valid website opening in a new window or tab. Links to an e-mail address or a file are prohibited.
Creatives must not initiate software downloads onto the users computer without explicit informing about installation and deinstallation. Fake ads (e.g. error messages or broken select boxes) are not accepted.

Delayed or non-compliant creatives can cause a delay of the campaign start. OTTO Retail Media reserves the right to shift the campaign according to the days of the delay.
Please read section 5 of the OTTO Retail Media GTC for further information:
https://www.ottoretail.media/allgemeine-geschaeftsbedingungen/

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GENERAL TECHNICAL SPECIFICATIONS

Sound

Sound included in creatives must not start without user interaction and must be turned off or muted. Through interaction with the ad, the volume might be turned on by the user. Only a click on a respective button or area is considered to be a valid user interaction.

The user must have the option to control the sound via control elements within the ad. The sound must not repeat itself and may only be played once.

3rd Party Redirects

All ad formats mentioned above can be delivered via 3rd party redirects. Ad format and file sizes must meet mentioned technical specifications. A working link, opening in a new window or tab, must be provided by the ad. Additionally, there must be a possibility for advertisers to track clicks on the ad formats. Please use the „clicktag" method.
Including other tracking pixels (adserver, market research, DMP, counting pixels etc.) is only allowed with an agreement prior to the launch of the respective ad format und must be mentioned in the insertion order.

The same rules apply to flash cookies. If you are using other technologies, make sure that these are allowed by Google.
Please read section 10 in the OTTO Retail Media GTC:
https://www.ottoretail.media/allgemeine-geschaeftsbedingungen/

All ads and all external sources within the ads (including pixels) must support SSL. While loading the creative, any number of calls to different servers are allowed if it was made sure that these calls are done over the HTTPS protocol.

CPU usage

An ad must not exceed a cpu usage of more then 40%, given a standard PC or Notebook. (Standard PC: Dual Core, each core 1,5 GHz, 2 GB RAM, no external graphics card)

Duration and looping of animations and videos

The duration of animated ads or videos must not exceed the limit of 30 seconds. Looping an ad is allowed as long as it is stopped after 30 seconds. Automatic looping of included videos is not allowed.

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GENERAL TECHNICAL SPECIFICATIONS

HTML5

Please read the information given in the OVK guideline for HTML5 ads:
http://www.bvdw.org/presseserver/HTML5_Richtlinie/bvdw_ovk_html5%20richtlinie_final_20150720.pdf

When delivering an ad, the correct click function with a clicktag must already be included.
Please follow the following steps:
https://support.google.com/dcm/partner/answer/3145300#dev

To validate HTML5 ads, please use the following tool:
https://h5validator.appspot.com/dcm#/asset

When using HTML5 ads it is necessary to provide a fallback image as JPG with the same dimensions as the HTML5 ad.

Third party content

The OTTO Retail Media reserves the right to remove external resources of ads, especially (but not solely) unused javascript libraries, images or trackings scripts of third parties.

Polite Download

The file size of the initial load must be equivalent to the respective ad format. Ad content must be shown after the initial load of the creative (no white space). Loading of other ad related resources is only allowed after the website is fully loaded.

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TECHNICAL SPECIFICATION SPECIAL ADS

Billboard

For optimal delivery of the billboard ad both units (800x250px and 970x250px) have to be provided.

Mobile Ads

The initial weight must not be higher than 150 KB. Following loading processes have to be executed via "polite load" and must not be higher than 2,2 MB.

In case of interstitial ads (mobile and tablet Interstitial) the close button, the closing function and a background darkening has to be integrated. If a video is integrated within the interstitial it is required that the video will be stopped and muted in case of closing the interstitial.

All creatives have to be marked with „-w-" as advertisement in one of the corners of the ad.

PreRoll Ads

All creatives have to be produced according to VAST 2.0-specification or VAST 3.0-specification.

Minimum one FLV-Video for Flash-videoplayer and min. one MP4-file (preferred H.264) for HTML5 has to be provided.

max. length of the video: 30 sec

frame rate: 25 fps

Bitrate: < 750 kbps
A higher bit rate will have significant impact of the videoplayers performance and might end up decreasing the View-Through-Rate of the pre-roll ad.

Aspect ratio: 16:9 (e.g. 640 × 360 px) or 4:3 (e.g. 640 × 480 px)

Clicking the URL has to open an additional browser window.

HTTP- as well as HTTPS- have to be supported.

Newsletter Ads

We recommend that the ad contains a clear call-to-action. Please provide a link-URL. Please send over all creatives at least 10 days before start of the campaign.

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INSHOP PROMOTION X OTTO.DE

Through relevant and inspiring advertising, we want to guarantee our customers a high-quality shopping experience at otto.de and continue to expand it. For us, the high quality of our customers' shopping experience plays a key role. To ensure a unique shopping experience, we place high demands on the advertising media. We believe that this approach enables us to generate better results for our advertisers.

General advertising media specification

Design: The advertising partner designs and general advertising media specification

Delivery: All advertising material must be delivered by e-mail at least 5 working days before the campaign starts.
When sending us the advertising material, please let us know which target URL (click URL) the advertising material should link to within otto.de.

DISPLAY ADS	Wide Skyscraper	Mobile Content Ad
Dimension	160x600	600x300
File format	JPG, PNG, GIF, HTML5	JPG, PNG
File Size	40 KB	40 KB
Animation	The advertising medium may be static as well as animated (GIF, HTML5: Max. 2 loops)	Animation is not possible, only static advertising material.
Special Features	• Frequency Cap: 3 per day per ad media • No sound • No streaming/video content • A call-to-action button must describe the target (e.g. "To offer")* • focus: if possible only one image and one message* • Pay attention to readability/appropriate font sizes*	
Design	The advertising partner designs and produces the banners on the basis of his CD, i.e. without any design specifications from OTTO.	
Lead time	5 working days	5 working days
Delivery	Physical or via Redirect	Physical

*further information under "Creative Policy"

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INSHOP PROMOTION X OTTO.DE

DELIVERY VIA REDIRECT (SKYSCRAPER)

General

All resources required for the ad media must be stored under an https URL.

https URLs must be used for all links within the ad media.

The target URL for the ad medium must be an https URL.

On otto.de, different headlines are played out for advertising media. The following JavaScript must be inserted in the ad media code of the redirect:

Internal target URL (link to otto.de):

Headline: „Aktuell bei OTTO"

link target: _parent bzw. _top (abhängig von Werbemittel-Erstellung)

```
<scripttype="text/javascript">
varapi= adition.iframe.api.Inline();
api.getParentDocument().getElementsByClassName("wo_caption")[0].innerHTML="Aktuell
bei OTTO";
</script>
```

External target URL (link to external):

Headline: „Anzeige"

link target: _blank

```
<scripttype="text/javascript">
varapi= adition.iframe.api.Inline();
api.getParentDocument().getElementsByClassName("wo_caption")[0].innerHTML=„Anzeige";
</script>
```

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SPECIFICATION FOR HTML5-ADVERTISING MATERIAL (SKYSCRAPER)

General

HTML5 advertising media must be delivered in .zip format.
The zip file must correspond to the above mentioned max. file weight!

The advertising media must be UTF-8 compatible.

Exactly one ClickTag is used within the HTML5 ad media.
The target URL must not be integrated into the HTML5 banner.

Note on the integration of the ClickTag

For the correct integration or click-count of HTML5 advertising media, the following conditions must be fulfilled:

```
<html>
<head>
    <script>
        functionmytag() {window.open(clicktag,"_top")}
    </script>
</head>
<body>
    <a href="#" onclick="mytag();">
        <div id="container1" style="width: 160px; height: 600px">
        </div>
    </a>
</body>
</html>
```

Or:

```
<html>
<body>
    <a href="#clicktag" id="clicktag" target="_top">
        <div id="container1" style="width: 160px; height: 600px">
        </div>
    </a>
    <script>
        document.getElementById('clicktag').setAttribute('href', clicktag);
    </script>
</body>
</html>
```

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CREATIVE POLICY

1. The advertising medium must contain a strong and clear "Call to Action". The "Call to Action" must be consistent with the content of the landing page. For example, a "click here" is not sufficient. A "Learn more" is possible, however. Enclosed is a list of possible Call to Actions:

   - Jetzt kaufen
   - Mehr erfahren
   - Details ansehen
   - Zur Kollektion
   - Zum Angebot
   - Mehr Infos

2. Advertising media should not imitate OTTO content.

3. The advertising material must contain the company logo, brand logo or brand name and a CTA.

4. If an OTTO logo is to be used, it must first be approved by OTTO.

5. We do not accept advertising materials that distract rather than inspire customers. These include, for example, the following descriptions: bright colors, low resolutions in images and fonts, disturbing elements such as strong animations (pulsating, flashing, flashing, changing from black to white), transitions with strong contrast.

6. Asterisk texts must be readable - even on mobile banners. In order to shorten long asterisk texts, "*Conditions apply" can also be communicated if the corresponding conditions are explained on the landing page.

Bright and bright colors in mobile advertising

Media mobile advertising media must not contain bright or bright background colors. Examples:

red   yellow   green   purple   turquoise

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CREATIVE POLICY

Price Display	Description
€14,00	Article has exactly one variation with the indicated price (= "retailPrice").
ab €299,99	Article has several variations with different prices. The cheapest variation has the indicated price (= ex-price).
~~€349,99~~ €300,00	If the oldPrice is higher than the retailPrice in the product data, we display a strike price.
~~€349,99~~ ab €300,00	If the oldPrice is higher than the retailPrice in the product data, we display a strike price. The ex-price is displayed because the advertised article has several variations with different prices. The variation with the lowest price is also displayed here.
UVP ~~€249,00~~ €99,00	If the product data contains a suggested retail price that is higher than the retail price, this suggested retail price is marked with UVP as a strike price above the retail price.
UVP ~~€249,00~~ ab €99,00	If the product data contains a suggested retail price that is higher than the retail price, this suggested retail price is marked with UVP as a strike price above the retail price. The ex-price is displayed because the advertised article has several variations with different prices. The variation with the lowest price is also displayed here.

"UVP" is always written in capital letters and before "suggestedRetailPrice"!

"ab" is always written in lower case and before the "ab-Preis"!

"€" sign is always written before the price!