DER AUDIOVERMARKTER.

RMS

TECHNICAL SPECIFICATIONS

Pre-Stream Spot & Companion Banner

Browser and Mobile Audio Ad

Length:	max. 30.000 milliseconds
Format:	MP3
Bitrate:	min. 128 Kbit, max. 44,1 kHz, min. 32 kHz
Volume:	-6db (below digital 0)

Browser and Mobile Display Ad (Synchronised with the audio spot)

Banner Size:	300 x 250 Pixel, 1024 x 1024 Pixel*
	Both formats are mandatory for digital audio bookings.
Format:	JPG or GIF
Animation:	**Only 300x250 is possible as GIF**
File Size:	max. 250 KB
URL:	URL or click tag required

**The 1024x1024 and 600x500 formats are not relevant for programmatic bookings

Note: Do not use smartspeaker-commands („Alexa", „Ok Google"), to avoid any unintentional smartspeaker activity.

Tracking options:
A tracking link (impression tracking only / 1x1 pixel) can be attached to the pre-stream audio ad.
For example, the link could look something like this:

http://ad-emea.doubleclick.net/ad/N1567.VMKTR.zmm/Z7922494;sz=1x1;ord={timestamp}?

Attention: Only one impression tracking and one click command can be implemented per placement
(browser or mobile). A differentiation between banner sizes is not possible!

Note on tracking:
We work with server-sided tracking, which means that the tracking URLs are accessed from the IP-address
of the RMS ad server. This can cause differences in the view count, as some ad servers on either agency-
or client-side will filter and discard views from a single IP.

Necessary elements
- Audio ad
- Display ad
- URL linking the display ad
- Tracking link (if tracking is required)

Important:

Please send the adverts to werbemitteldigital@rms.de at least two working days prior to the
start of the campaign.