TECHNICAL SPECIFICATIONS

Pre-Stream Spot & Companion Banner

**Browser Audio Ad**
- length: max. 30,000 milliseconds
- Format: MP3
- Bitrate: mind. 128 Kbit, max. 441 kHz, mind. 32 kHz
- Volume: -6db

**Browser Display Ad (Synchronised with the audio spot)**
- Size: 728 x 90 Pixel, 300 x 250 Pixel
- Format: JPG oder GIF
- Animation: GIF possible
- weight: max. 250 KB
- URL: URL or click tag required

**Mobile Audio Ad**
- length: max. 30,000 milliseconds
- Format: MP3
- Bitrate: mind. 128 Kbit, max. 441 kHz, mind. 32 kHz
- Volume: -6db

**Mobile Display Ad (Synchronised with the audio spot)**
- Size: 300 x 250 Pixel, 1024x1024*
- Format: JPG oder GIF
- Animation: only 300x250 as gif possible
- weight: max. 250 KB
- URL: URL or click tag required

*not relevant for programmatic orders
**Note:** do not use smartspeaker-commands („Alexa“, „Ok Google“), to avoid any unintentional smartspeaker activity

**Tracking options**

Possible 3rd-party tags: click command (1x1 tracking pixel only)

**Note:** Only one impression tracker and one click command can be used per placement (audio sync browser or audio sync mobile), no tracking on different banner sizes available

**Notes on tracking**

For pre-stream spot & companion Banner campaigns, tracking takes place on the server side. This means that the tracking URLs are accessed from the IP address of the RMS adserver. This can cause differences in the impression count, as some ad servers on the agency or client side filter and discard impressions from a single IP.

**Necessary elements**
- Audio ad
- Display ad
- Display ad links
- 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.