

Technical data/conditions for **online advertising** at the websites of DVV Mediagroup GmbH



- ✓ **File format:**
Please submit your banner as an image file (.jpg, .png, .gif) or html5-ad (zip-file incl. html and java-script-files). We also accept JavaScript tags from third party providers.
- ✓ **File size:**
Ensure that the file size is below 100 KB (html5-ads: The overall size of the zip-file cannot be bigger than 1000 KB; depending on the number of images, each individual one should not be bigger than 80-100 KB).
- ✓ **File submission/deadlines:**
At least 3 working days before placement by email.
- ✓ **Note on rotation:**
In case of high demand, your advertising materials may be placed on a rota with another banner.
- ✓ **Links:**
For image files, please ensure that you provide a URL to be linked to the banner, and for html5-banners, that a click tag is used. Further instructions on click tags and their use can be found on our 'click tag integration guide' information sheet.
- ✓ **html5-banners:**
If you wish to use a html5-ads (.zip), please add an image file (.jpg, .png, .gif) of the banner, in case the end device does not support the html5-format.
- ✓ **JavaScript tags:**
We use Google Ad Manager (formerly DoubleClick for Publishers) to display the banners on our websites. Please only send us the JavaScript tag generated by your system, and no other variants. The JavaScript tag always starts with „<script>“ and mostly ends in „</noscript>“.

Further information is available from the DVZ Advertising Technical Department:

Transport & Logistik

Pascal Hofer
Telefon: 040/237 14 130
E Mail: pascal.hofer@dvvmedia.com
oder anzeigentechnik@dvz.de

Maritim

Beatrice Burmester
Telefon: 040/237 14 363 - E Mail:
beatrice.burmester@dvvmedia.com

Rail/ÖPNV

Cornelia Bär
Phone: +49 (0) 40/237 14-120
E-mail: cornelia.baer@dvvmedia.com

Sabriany Harun
Telefon: 040/723714-263
E-Mail: sabriany.harun@dvvmedia.com