

Technical specifications online media & advertising

2022/11

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Technical specifications

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Technical Specifications

Audience Extension/DCO

Display Ads	Ad Format	Max. File Size
Superbanner	728x900 px	200 kB
Medium Rectangle	300x250 px	200 kB
(Wide) Skyscraper	120/160x600 px	200 kB
Halfpage Ad	300x600 px	200 kB
Billboard	800x250 px and 970x250 px	200 kB
Large Superbanner	970x90 px	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	Max. File Size
Mobile Content Ad 6:1	300x50 px	150 kB
Mobile Content Ad 4:1	300x75 px	150 kB
Mobile Content Ad 2:1	300x150 px	150 kB
Mobile Medium Rectangle	300x250 px	200 kB
Mobile Interstitial Ad	320x480 px	150 kB
Tablet Interstitial Ad	768x1024 px	150 kB

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

Native Ads	Ad Format	Max. File Size
Native Superbanner	728x90 px	200 kB
Native Medium Rectangle	300x250 px	200 kB
Native Skyscraper	160x600 px	200 kB
Native Halfpage Ad	300x600 px	200 kB
Native Billboard	800x250 px and 970x250 px	200 kB
Native Mobile Content Ad 6:1	320x50 px	150 kB
Native Mobile Content Ad 4:1	320x75 px	150 kB
Native Mobile Content Ad 3:1	320x100 px	150 kB
Native Mobile Content Ad 2:1	320x150 px	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 ratio 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 30 Sec)	VAST 2.0 or VAST 3.0	16:9 or 4:3

Newsletter Ads	Ad Format	Max. File Size
Limango	580 x 178 px	40 kB
myToys	1040 x max. 450 px	40 kB
otto.de	600 x max. 150 px	40 kB
Quelle DE / AT	400 x max. 280 px	40 kB
Quelle CH	600 x max. 300 px	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.

Technical specifications

Audience Extension/DCO | General

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 Advertising GTC:

<https://otto.business/agb-otto-advertising>

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.

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>

Find more information on clicktag integration on page 11.

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 Advertising 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.

Technical specifications

Audience Extension/DCO | 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)

Click-URL

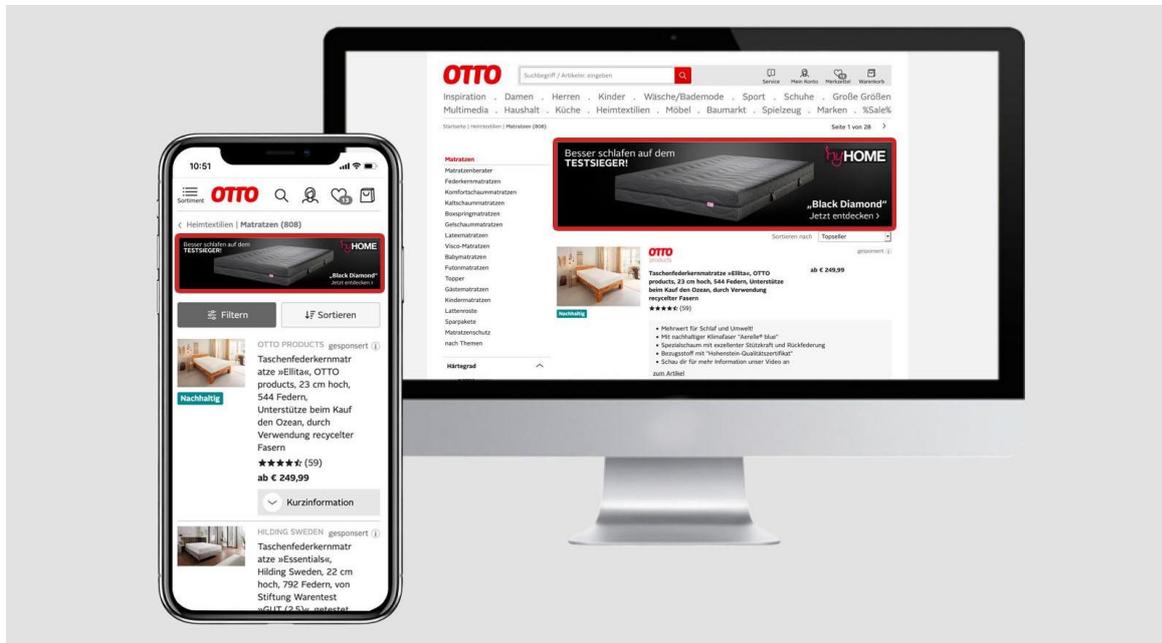
Clicking the URL has to open an additional browser window. HTTP- as well as HTTPS- have to be supported.

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.

Technical specifications

Sponsored Brand Ads



General

This space increases the visibility of the brand at the time of highest attention and pushes the brand on the most prominent placement above the product list and search results.

These areas are marketed and allow advertising content & CI guidelines of the respective brands.

Technical specifications

Fläche	Sponsored Brand Ad
Dimensions (px)	1940 x 500 px at 72 dpi (note: will be scaled to 304 x 78 px for mobile)
File format	JPG, PNG
File size	max 100 kB
Animation	No animation, static area only
Hint	All areas will be scaled smaller for mobile delivery. Please make sure that all content is easily recognizable.
Lead time	5 working days
Anlieferung	physical

Image specifications

Must haves

- Brand logo (maximum 1/4 of the total area)
- Map combined brand logos together
- CTA as text (not versal), arrow behind CTA text in the form of an angle bracket >
- Products, logos, texts mobile readable
- Text sizes:
 - Headline + subline: at least 60 pt
 - CTA text: at least 50 pt
 - Star text: 35 pt
- If the background is white, a gray border of 1 px must be used (color: gray HEX #F6F6F6)
- Calm background

Dos (optional)

- Campaign headline & subline
- EEK labels according to guidelines
- Disruptor 0% financing
- Collages, clippings and full-area images are possible
- Background color for clippings and collages can be freely selected, preferably white or gray (Hex F6F6F6)

Don'ts

- gaudy backgrounds
- Disruptors, pictograms (except 0% financing)
- Texts smaller than specified
- Designed CTA button (areas behind the CTA text)
- further textual content
- Text symbols, emoji, prices, icons, test seals (exception EEK labels)
- Display combined logos separately from each other



Technical specifications

Sponsored Display Ads

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 design specification

The advertising partner designs and general advertising media specification

Provide advertising material at least 5 working days before campaign starts

All advertising material must be provided 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 and 300x150
File format	JPG, GIF, HTML5	
File size	max 100 kB	
Animation	The advertising medium may be static as well as animated (HTML5: Max. 2 loops)	
Special features	<ul style="list-style-type: none">✗ No sound✗ No streaming or video content! A call-to-action-button must describe the target (e.g. „Go to offer“)*	Focus: Preferably 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	
Delivery	physical	

For more information please see the Creative Policy.

Technical specifications

HTML5 Ads

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>
```

**Please adjust dimensions
depending on the format**

Alternative:

```
<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>
```

Creative Policy

Do's and don'ts

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

Zur Kollektion

Mehr erfahren

Zum Angebot

Details ansehen

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 flashy colors in advertising materials

Bright or flashy colors may not be used as background colors in advertising materials – for example:



red



yellow



green



purple



turquoise

Creative Policy

Pricing communication

If a price advantage should be communicated, it has to be clear and congruent with the price advantage on the landing page.

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

Technical specifications

P.N.T.A. · DOOH · DSP linking

1. Definition of the DSP and the corresponding API interface for filter definition

Timing: at least 30 days before the start of the circuit (timing can be extended or shortened due to the degree of complexity; realistic timetable is provided for connection after the kick-off).

Note: Adjustments may have to be made on the DSP and customer side on which OTTO has no prior influence.

Information to: Maik.Schuldt@otto.de and Gregor.Rackwitz@otto.de

- Transfer of the API protocol of the DSP to be used to OTTO
- Communication of the Seat-ID to OTTO
- Communication of API access to OTTO
- Naming of a technical contact person for the connection (technical, functional, operational)

2. Queries of target groups, threshold, period, geolocations and booking of Campaign at OTTO

Timing: at least 14 days before the start of the advertisement; use the official briefing form if possible.

Information to: Siiri.Beland@otto.de and MartineRenee.Stein@otto.de

Additional information (Network ID, Playout logic (winner or index), location/ZIP code lists etc.) to: Maik.Schuldt@otto.de and Gregor.Rackwitz@otto.de

3. Transfer of filters and filter IDs by OTTO

Timing: ca. 7-3 Tage vor Kampagnenstart

Mandatory consultation between both operations teams
Maik.Schuldt@otto.de and Gregor.Rackwitz@otto.de

Basic video formats

The following video formats are standard formats accepted by OTTO Retail Media.

Formats a. through c. can be derived from a single creative, which is rendered in 3 different resolutions (Full-HD 16:9, UHD 16:9, Full-HD 16:10).

Formats d. and e. require a separate creative, which is rendered in 2 different resolutions (Full-HD 9:16, UHD 9:16).

Format f. requires a third creative (screens or projectors with a 4:3 aspect ratio):

- a. Basic video format for 16:9 Full-HD landscape screens (horizontal):
Resolution: 1.920 x 1.080 (square pixels)
Bit rate: 6.000-10.000 Kbit/s (VBR)
- b. Basic video format for 16:9 UHD landscape screens (horizontal):
Resolution: 3.840 x 2.160 (square pixels)
Bit rate: 24.000-40.000 Kbit/s (VBR)
- c. Basic video format for 16:10 Full-HD landscape screens (horizontal):
Resolution: 1.920 x 1.200 (square pixels)
Bit rate: 6.000-10.000 Kbit/s (VBR)
- d. Basic video format for 9:16 Full-HD portrait screens (vertical):
Resolution: 1.080 x 1.920 (square pixels)
Bit rate: 6.000-10.000 Kbit/s (VBR)
- e. Basic video format for 9:16 UHD portrait screens (vertical):
Resolution: 2.160 x 3.840 (square pixels)
Bit rate: 24.000-40.000 Kbit/s (VBR)
- f. Basic video format for 4:3 landscape screens (horizontal):
Resolution: 1.600 x 1.200 (square pixels)
Bit rate: 6.000-10.000 Kbit/s (VBR)
- g. Frame rate, color depths and compression specs for all of the above formats:

Frame rate: 25,00 fps
progressive Color depth: 24 bit (16,7 mio. colors)
Compression: H264 (MPEG4-Level10)
Codec: H264 in MPEG4

h. Maximum file sizes for programmatic buying & distribution:

Video length (sec)	Max. file size (MB) Full-HD (1080p)	Max. file size (MB) UHD (2160p)	Max. file size (MB) 4:3 (1.600x1.200)
5	5	20	5
10	10	40	10
15	15	60	15
20	20	80	20
25	25	100	25
30	30	120	30

Basic still image formats

The following basic formats are required mostly for still images on videoboards along streets and highways where moving images are prohibited.

The resolutions are identical to the basic video formats (see above), the file type should be uncompressed JPG.

The resolutions are identical to the basic video formats (see above). The file type should be uncompressed JPG.

Basic still format for 16:9 Full-HD landscape screens (horizontal): Resolution: 1.920 x 1.080

- a. Basic still format for 16:9 UHD landscape screens (horizontal):
Resolution: 3.840 x 2.160
- b. Basic still format for 16:10 Full-HD landscape screens (horizontal): Resolution: 1.920 x 1.200
- c. Basic still format for 9:16 Full-HD portrait screens (vertical):
Resolution: 1.080 x 1.920
- d. Basic still format for 9:16 UHD portrait screens (vertical):
Resolution: 2.160 x 3.840
- e. Basic still format for 4:3 landscape screens (horizontal):
Resolution: 1.600 x 1.200
- f. Maximum file sizes for programmatic buying & distribution:

Max. file size (MB) Full-HD (1080p)	Max. file size (MB) UHD (2160p)	Max. file size (MB) 4:3 (1.600x1.200)
6	24	10

Additional still image formats

The following formats are required for certain passenger television systems in public transports (busses, subways, streetcars) with non-standard screen sizes (a. through d.) and for the „DUS Airport Window“ (e.) which is a still format displayed in the footer of all 266 screen in the Düsseldorf airport displaying arrival and departure information.

Format a. through d. can be created as a single file by placing a 16:9 creative (976 x 549 resolution) in a 1.440 x 750 frame (see illustration below). The DOOH passenger TV systems will then cut of the appropriate amount of frame automatically upon playout.

These formats are not absolutely mandatory (rather nice to have), however, production of these formats is encouraged for a better campaign quality. The file type should be uncompressed JPG:

- a. Additional still format for passenger tv screens:
Resolution: 1.024 x 555
- b. Additional still format for passenger tv screens:
Resolution: 1.024 x 658
- c. Additional still format for passenger tv screens:
Resolution: 1.440 x 625
- d. Additional still format for passenger tv screens:
Resolution: 1.440 x 750
- e. Basic still format for DUS Airport Windows screens:
Resolution: 1.080 x 250

Further Hints

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 Advertising 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 Advertising reserves the right to shift the campaign according to the days of the delay.

**Please read section 5 of the OTTO Advertising GTC for further information:
<https://otto.business/agb-otto-advertising>**

OTTO Advertising

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