

# MEDIA IMPACT SPECIAL ADVERTISING FORMATS

Creative productions for your campaign

*impassioned by*  
media **impact**—

# OVERVIEW

One click to the advertising material



Big Stage	Curtain Dropper	TwoFace Ad	Cube Ad	Gallery Ad	Engagement Ad
Catalogue Ad	Vertical Video	Welcome Ad XL	Mobile Halfpage Ad	Mobile Prestitial	(Video) Interscroller
Understitial	Swipe Ad	Mobile Click & Swipe	Video Wall	Bridge Ad	Double Dynamic Sitebar
Logomorphing	Direction Ad	Individualized Ad			

# BIG STAGE

**DESCRIPTION:** Automatic Pre Expanding Video Wall with Autoclose and FC1; Dynamic Fireplace remains as a reminder, Mobile remains a Lead Ad 2:1 and a Mobile Medium Rectangle<sup>1</sup>

**BOOKING OPTIONS:** Home Run Supreme

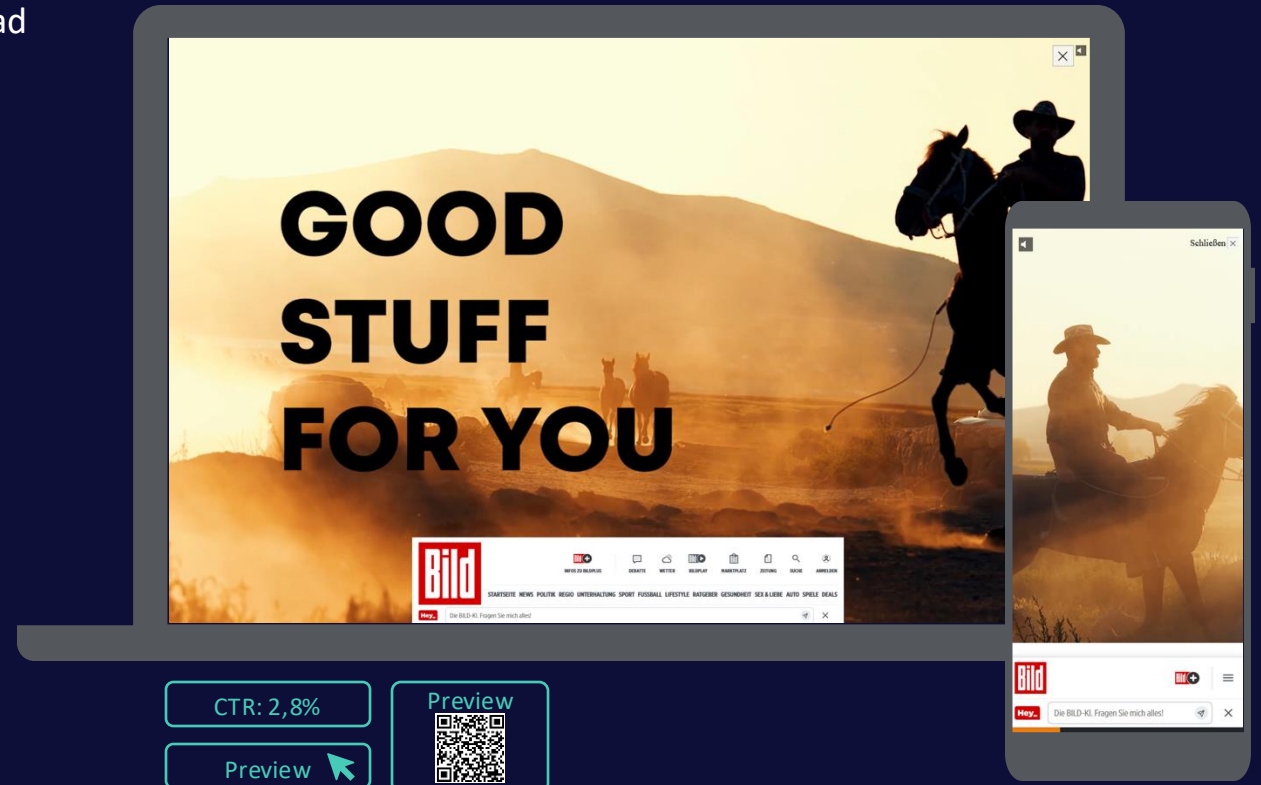
**EXCLUSIONS:** Mobile not bookable inApp

**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Video, DDS + Billboard, Lead Ad 2:1 (SPECS)

**CREATION COSTS:** -



CTR is an average value, source: own AdServer

1) A medium rectangle is required for inApp. When creating the advertising materials for the Big Stage via MI, additional creation costs of €4,800 apply. Lead time of at least 15 business days from the delivery of the assets (video, images, etc.).

# CURTAIN DROPPER

**DESCRIPTION:** Layer that falls over the website like a curtain, includes FC1; after a few seconds it automatically drops down. A Billboard or a Double Dynamic Sitebar remains as a reminder, a Lead Ad 2:1 and a Mobile Medium Rectangle remain on Mobile

**BOOKING OPTIONS:** Home Run Deluxe / Home Run Supreme

**EXCLUSIONS:** Mobile only bookable on WELT not inApp

**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Layer Creative, Billboard, Lead Ad 2:1, Mobile Medium Rectangle (SPECS)

**CREATION COSTS:** -

**GOES WELL WITH:** Mobile Welcome Ad





# TWOFACE AD

**DESCRIPTION:** Two background images, which become visible by moving the mouse, in the Mobile Interscroller the two creatives become visible by swiping, for tablets a billboard is required

**BOOKING OPTIONS:** Home Run Deluxe

**EXCLUSIONS:** -

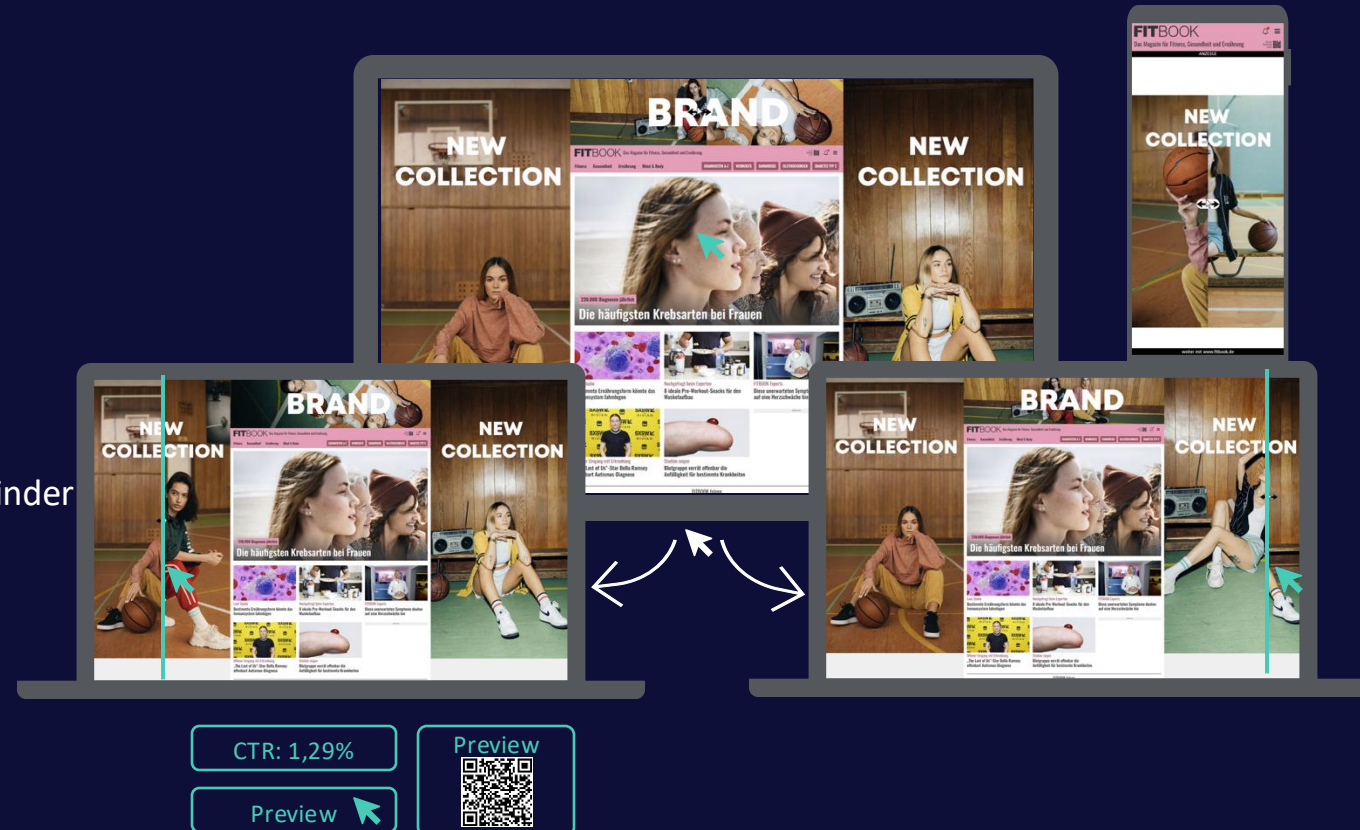
**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** 2x background images, 2x mobile images, reminder advertising material (SPECS)

**CREATION COSTS:** -

**GOES WELL WITH:** Interscroller, Picture Wall, Direction Ad



# CUBE AD

**DESCRIPTION:** Advertising material in cube look, consisting of 4 creatives that join together and rotate in 3D optics

**BOOKING OPTIONS:** Home Run, ROS & Custom, Channel, ROP; can also be booked standalone for stationary or mobile

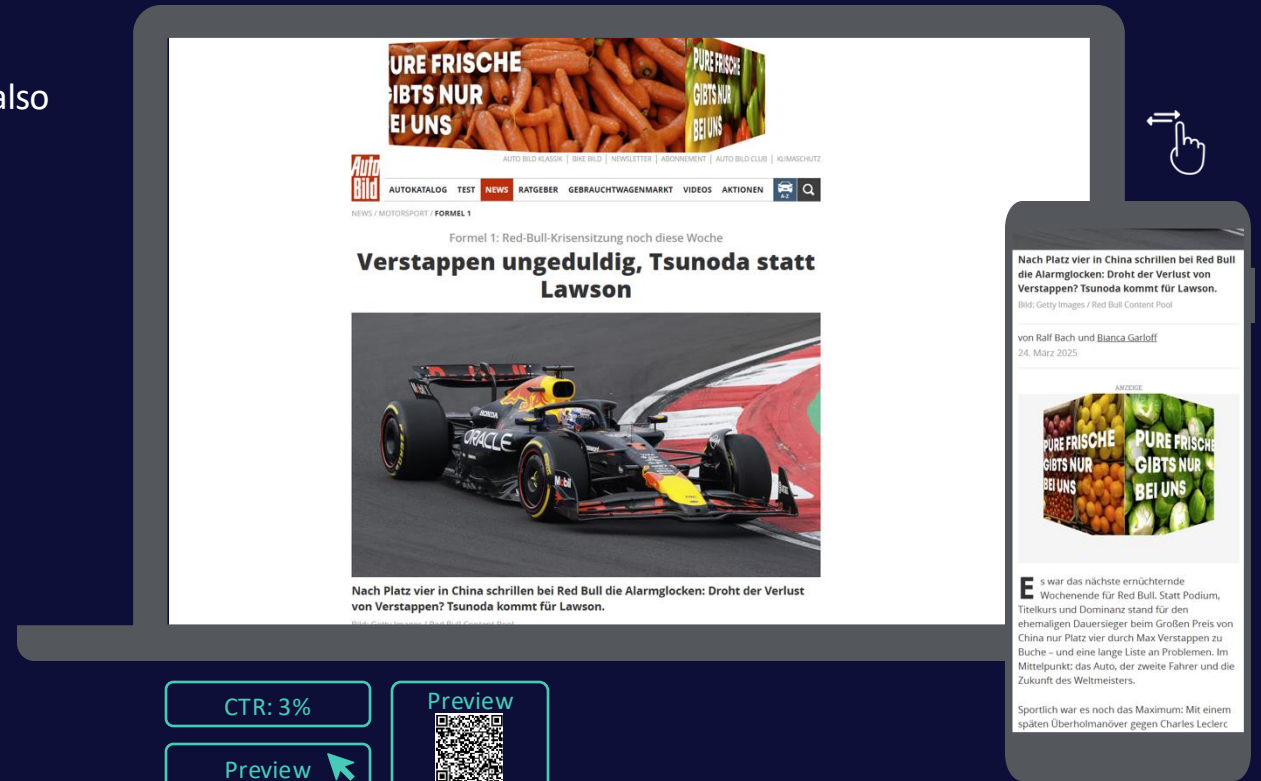
**EXCLUSIONS:** -

**PROGRAMMATIC:** All deal types (fixed placement onl as Programmatic Guaranteed (publisher hosted))

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** 4x creatives in the size of the booked format (SPECS)

**CREATION COSTS:** -



# GALLERY AD

**DESCRIPTION:** Advertising material consisting of 2-8 creatives that slide through automatically and in response to user action

**BOOKING OPTIONS:** Home Run, ROS & Custom, Channel, ROP; can also be booked standalone for stationary or mobile

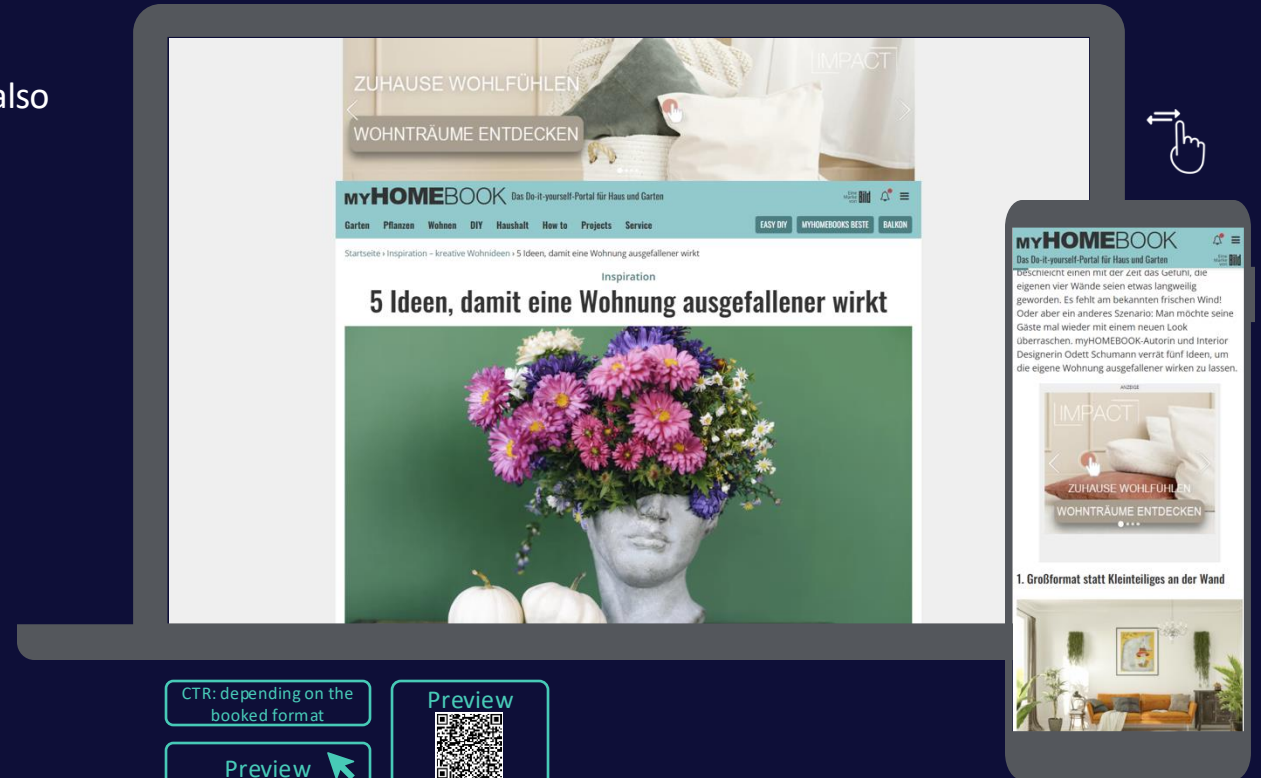
**EXCLUSIONS:** -

**PROGRAMMATIC:** All deal types (fixed placement onl as Programmatic Guaranteed (publisher hosted))

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** 2-8 creatives in the size of the booked format (SPECS)

**CREATION COSTS:** -



# ENGAGEMENT AD

**DESCRIPTION:** Up to 8 different creatives combined as interactive advertising material in slider format; the advertising material is individually composed of different images, texts and videos; Sitebar + Interscroller formats

**BOOKING OPTIONS:** ROP, ROC, ROS & Custom

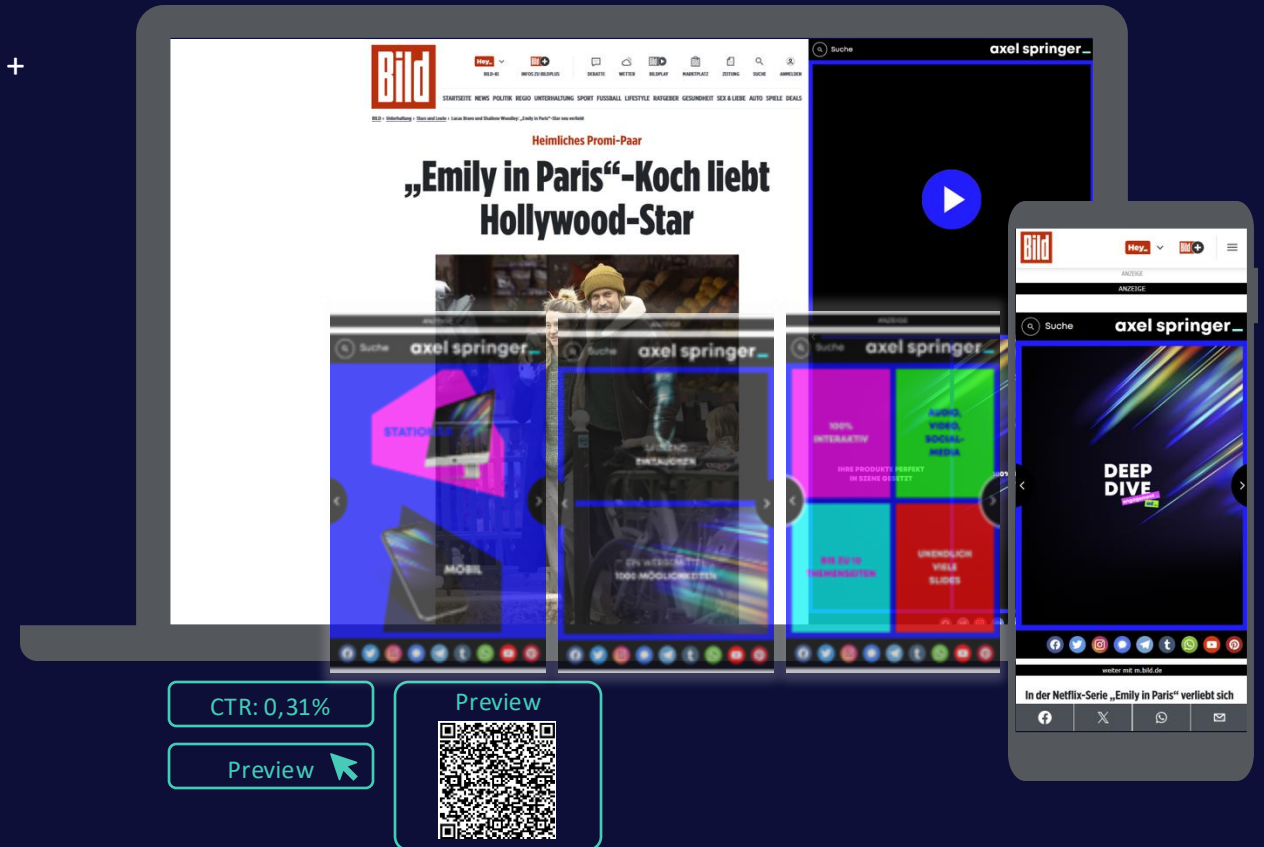
**EXCLUSIONS:** inApp

**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted, CPM bookings only)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Preferred creatives and assets

**CREATION COSTS:** -





# CATALOGUE AD

**DESCRIPTION:** Layer as digital flip page brochure; formats: Sitebar and Mobile Medium Rectangle; the layer opens when clicking on the advertising media

**BOOKING OPTIONS:** Home Run Deluxe / ROP, ROC, ROS & Custom

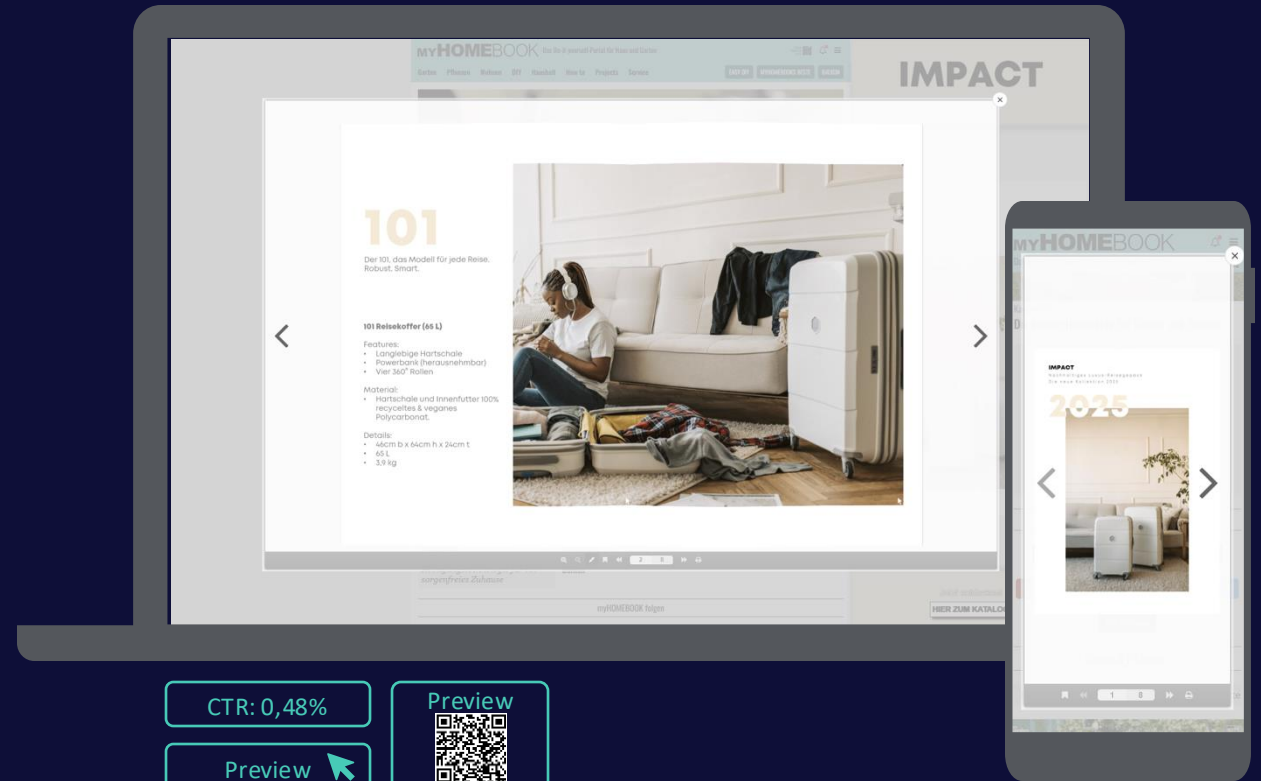
**EXCLUSIONS:** inApp

**PROGRAMMATIC:** All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** PDF, logo, Hex colour code, PDF creative ([SPECS](#))

**CREATION COSTS:** -



# VERTICAL VIDEO

**DESCRIPTION:** A vertical video (9:16) integrated into the vertical video content of BILD and SPORTBILD; ad is integrated like an editorial video standalone; ad starts autoplay unmuted

**BOOKING OPTIONS:** ROP & ROC: in the Interscroller; ROS & Custom: BILD.Play & SPORTBILD.Play

**EXCLUSIONS:** inApp

**PROGRAMMATIC:** All deal types (fixed placement onyl as Programmatic Guaranteed)

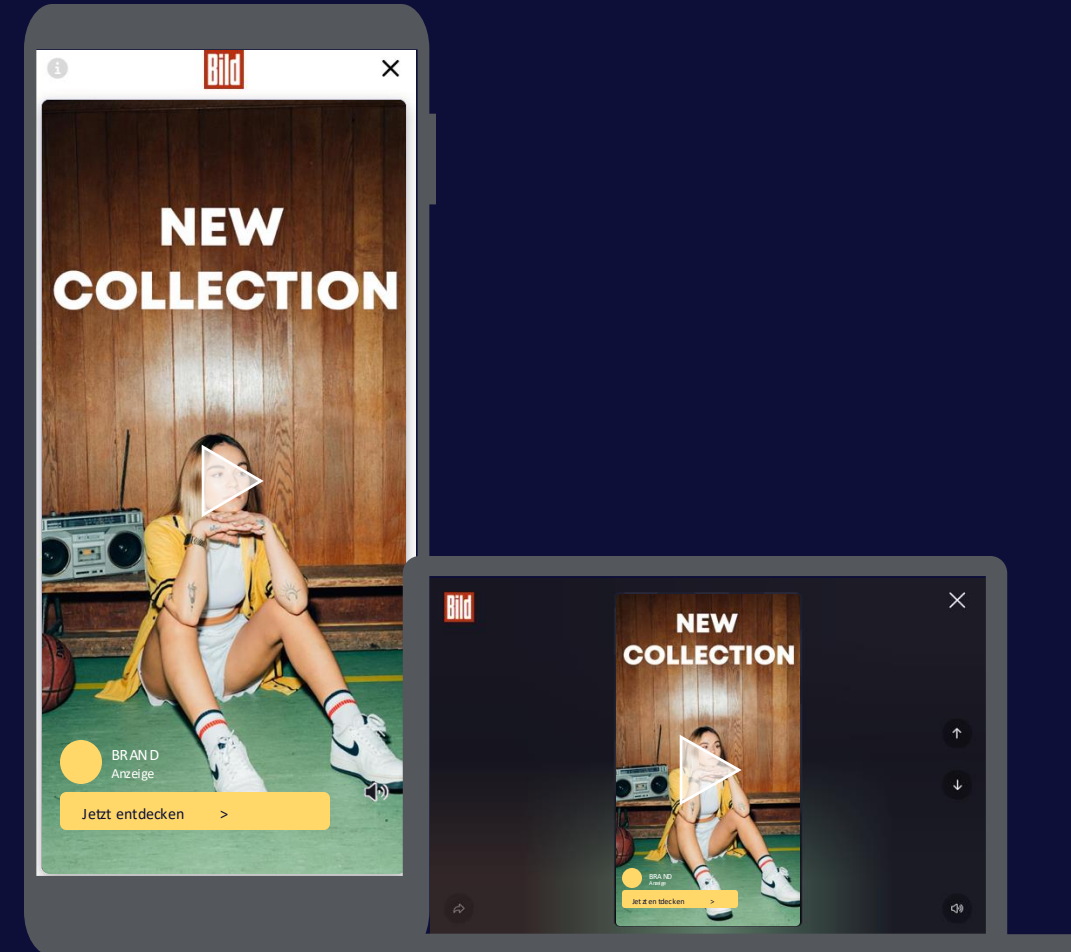
**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Vertical video

**CREATION COSTS:** -

CTR: 0,5%

Preview



# WELCOME AD XL

**DESCRIPTION:** A Halfpage Ad is placed in the immediately visible area upon page load (FC1), additionally a Content Ad 2:1 is integrated. As a reminder, a Lead Ad 2:1 and a Mobile Interscroller<sup>1</sup> remain

**BOOKING OPTIONS:** Home Run Deluxe

**EXCLUSIONS:** inApp, Business Insider

**PROGRAMMATIC:** All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Creative (SPECS)

**CREATION COSTS:** -

Preview



<sup>1</sup>) The same creative as for the Welcome Ad can be used

# MOBILE HALFPAGE AD

**DESCRIPTION:** Creative is embedded in the editorial content

**BOOKING OPTIONS:** Home Run Deluxe / ROP, ROC, ROS & Custom

**EXCLUSIONS:** inApp

**PROGRAMMATIC:** All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Creative (SPECS)

**CREATION COSTS:** -

CTR: 0,25%

Preview



# MOBILE PRESTITIAL

**DESCRIPTION:** Fullscreen layer opens when clicking on an article; before the article is displayed, the fullscreen layer appears, which is closed automatically and on click

**BOOKING OPTIONS:** Home Run Supreme

**EXCLUSIONS:** inApp, bookable upon request

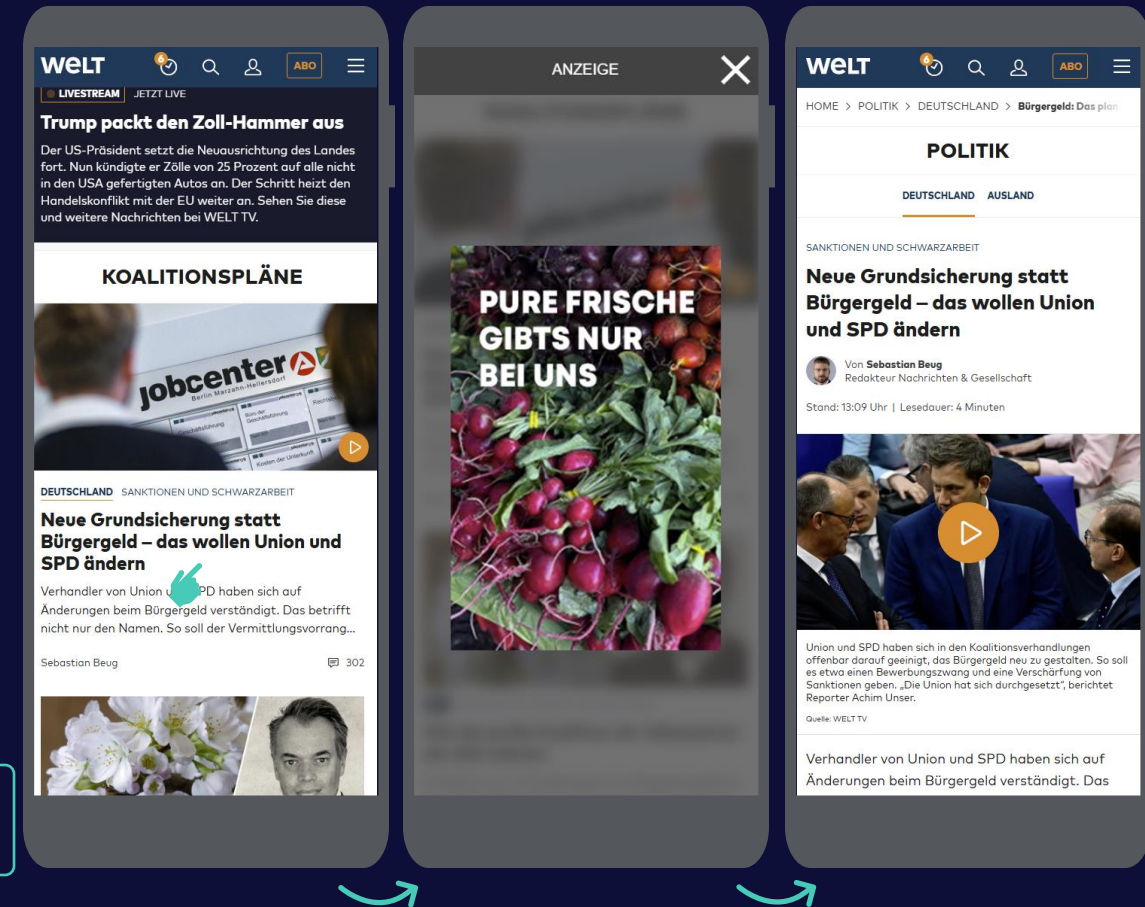
**PROGRAMMATIC:** Programmatic Guaranteed (Publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Fullscreen creative ([SPECS](#))

**CREATION COSTS:** -

**GOES WELL WITH:** Big Stage





# (VIDEO) INTERSCROLLER

**DESCRIPTION:** Creative becomes visible fullscreen by scrolling, also possible with video integration (Click 2 Play)

**BOOKING OPTIONS:** Home Run (Deluxe, Supreme), ROP, ROC, ROS & Custom

**EXCLUSIONS:** -

**PROGRAMMATIC:** All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Creative, video if necessary (SPECS)

**CREATION COSTS:** -

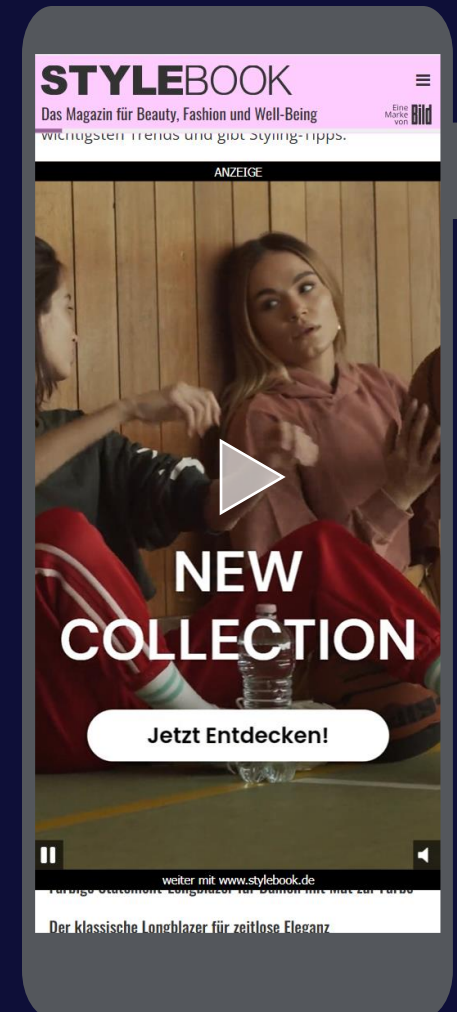
**GOES WELL WITH:** Big Stage, Curtain Dropper, Picture Wall, Video Wall

CTR: 0,11%

Preview



Preview



# UNDERSTITIAL

**DESCRIPTION:** The advertising material lies behind the content and is revealed by scrolling

**BOOKING OPTIONS:** Home Run (Deluxe, Supreme), ROP, ROC, ROS & Custom

**EXCLUSIONS:** inApp

**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

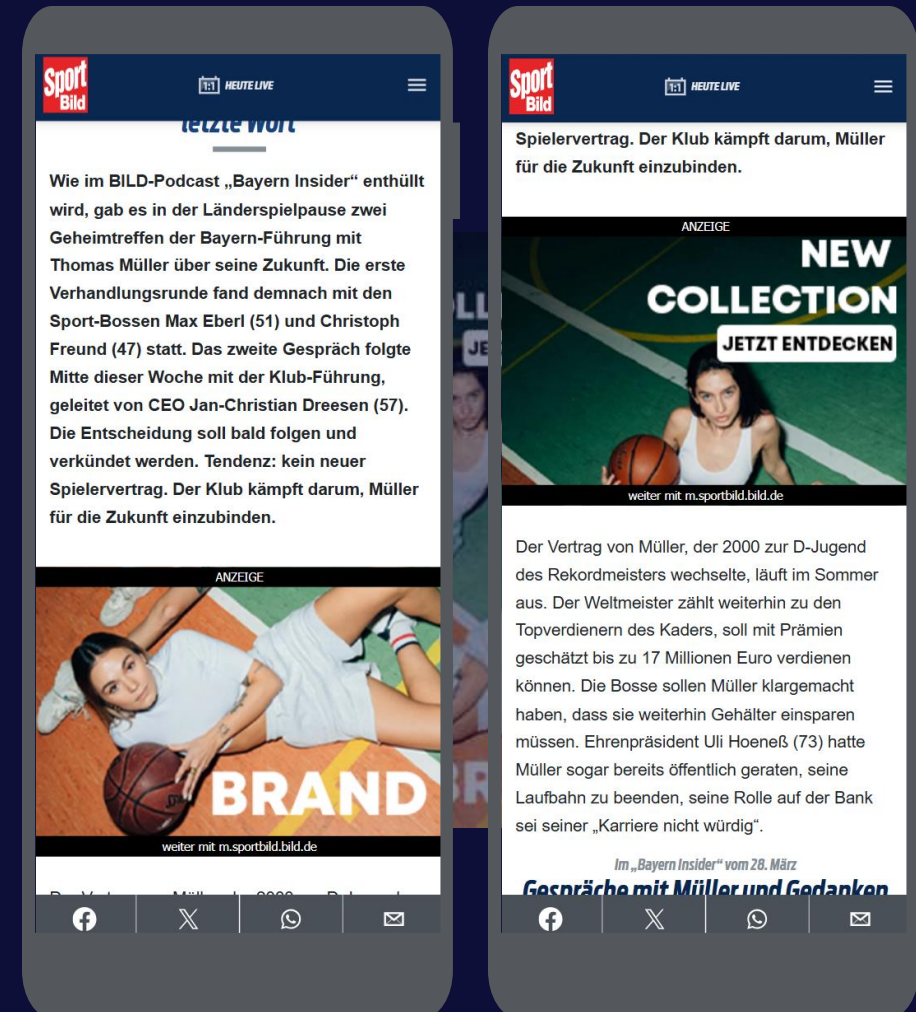
**REQUIRED ASSETS:** Creative (SPECS)

**CREATION COSTS:** -

**GOES WELL WITH:** Big Stage, Curtain Dropper, Picture Wall, Video Wall

CTR: 0,09%

Preview



# SWIPE AD

**DESCRIPTION:** A content ad is embedded in the content; swiping over the content ad opens a full-screen ad

**BOOKING OPTIONS:** Home Run (Deluxe, Supreme), ROP, ROC, ROS & Custom

**EXCLUSIONS:** inApp

**PROGRAMMATIC:** All deal types (fixed placement onyl as Programmatic Guaranteed)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Content ad, fullscreen creative (SPECS)

**CREATION COSTS:** -

**GOES WELL WITH:** Direction Ad, Picture Wall

Preview



# MOBILE CLICK & SWIPE

**DESCRIPTION:** The ad initially consists of a Medium Rectangle. On click, the ad opens by pushing down the content; the On Click Banner consists of 3 creatives that swipe automatically and on user interaction

**BOOKING OPTIONS:** Home Run (Deluxe), ROP, ROC, ROS & Custom

**EXCLUSIONS:** inApp

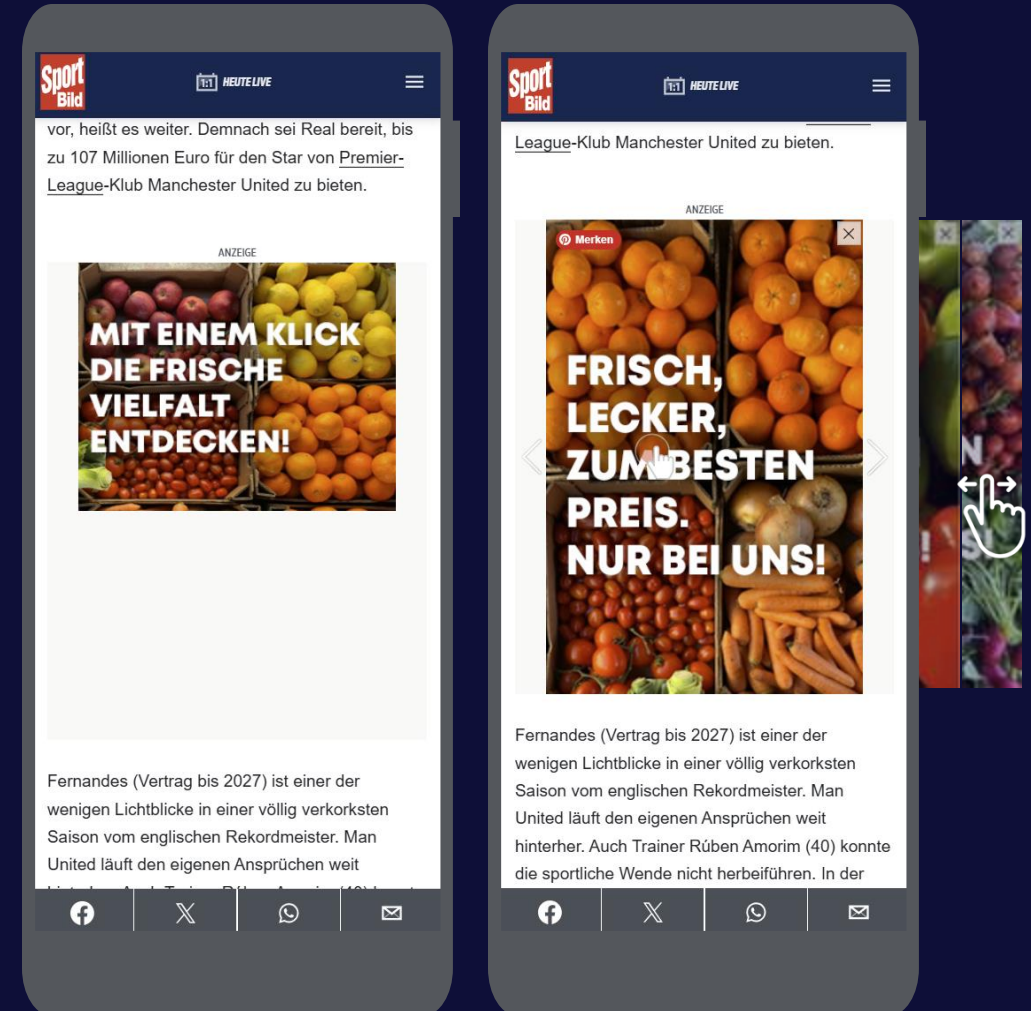
**PROGRAMMATIC:** All deal types (fixed placement onyl as Programmatic Guaranteed)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Medium Rectangle, 3x creatives (SPECS)

**CREATION COSTS:** -

**GOES WELL WITH:** Direction Ad, Picture Wall





# VIDEO WALL

**DESCRIPTION:** Expanding fullscreen video layer including FC1; a Billboard or Sitebar remains as a reminder (other advertising media on request)

**BOOKING OPTIONS:** Home Run Deluxe, ROS & Custom

**EXCLUSIONS:** Bookable exclusively as Home Run Deluxe at BILD.de, Sportbild.de and WELT.de

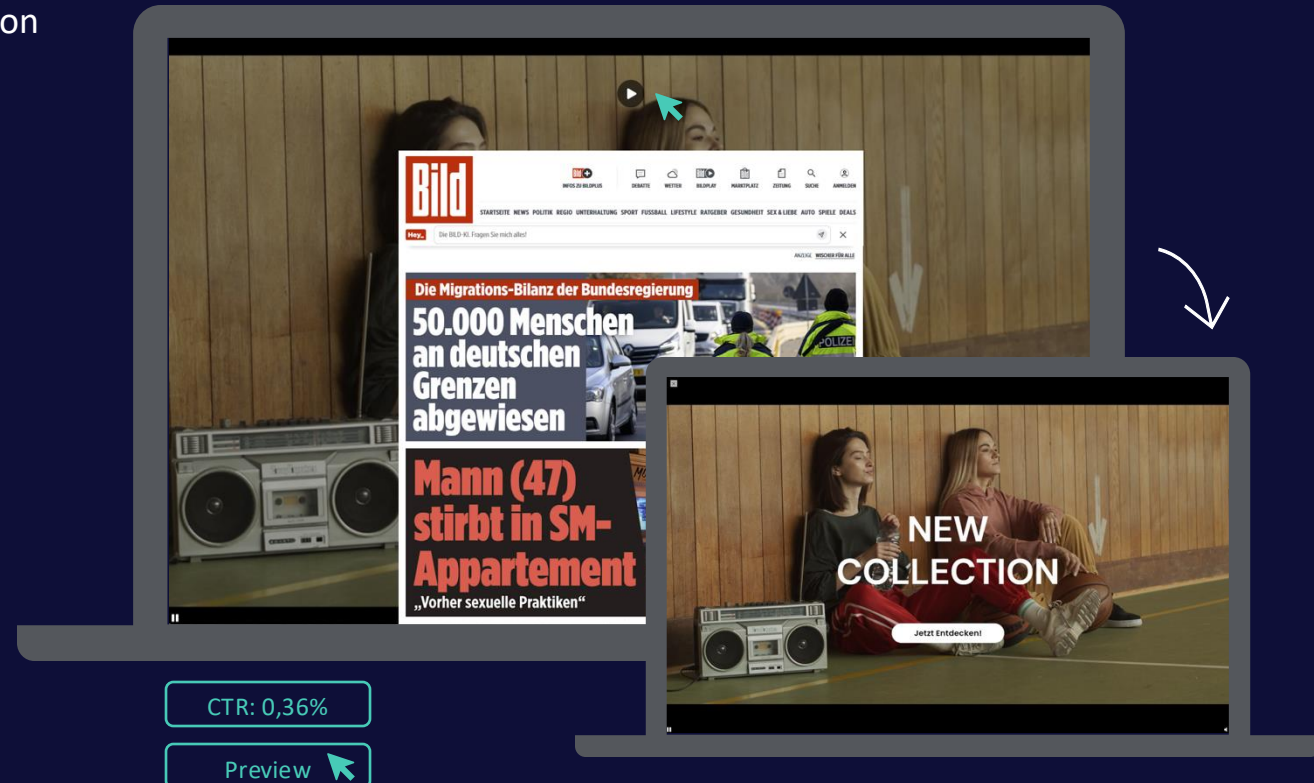
**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** Video, Billboard + transparent Billboard (SPECS)

**CREATION COSTS:** -

**GOES WELL WITH:** Video Interscroller, Undersital, Welcome Ad





# PICTURE WALL

**DESCRIPTION:** Expanding fullscreen layer including FC1, layer consists of 4 creatives; a Billboard remains as a reminder

**BOOKING OPTIONS:** Home Run Deluxe

**EXCLUSIONS:** -

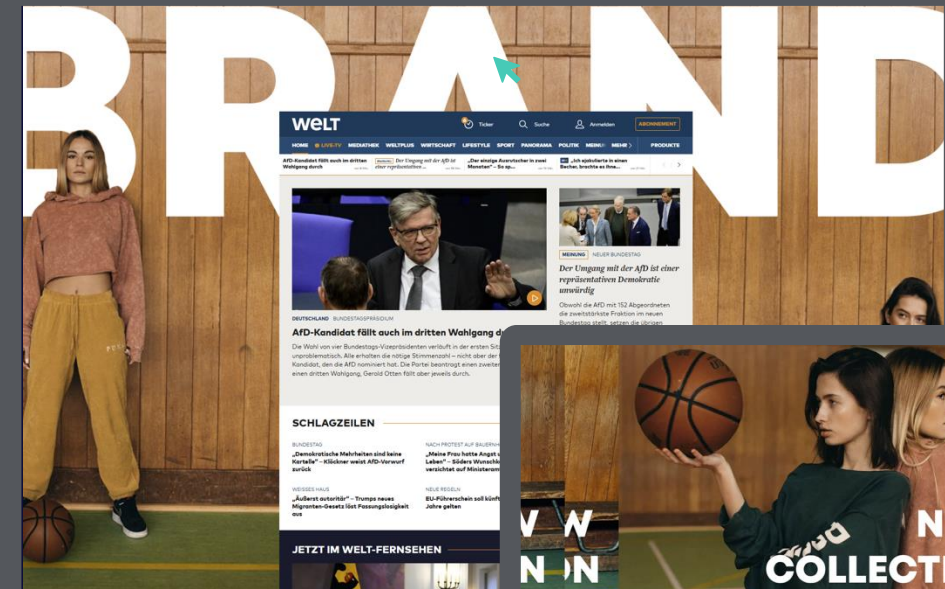
**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template

**REQUIRED ASSETS:** background image, 4x layer creatives, Billboard + transparent Billboard ([SPECS](#))

**CREATION COSTS:** -

**GOES WELL WITH:** Interscroller, Undersital, Swipe Ad, Mobile Cube Ad, Welcome Ad



CTR: 0,07%

Preview



# BRIDGE AD

**DESCRIPTION:** Combination of Double Dynamic Sitebar + Superbanner + Billboard; the DDS encloses the content from the left and right; the navigation is enclosed by the Billboard above and the Superbanner below; includes FC1

**BOOKING OPTIONS:** Home Run Deluxe

**EXCLUSIONS:** Business Insider

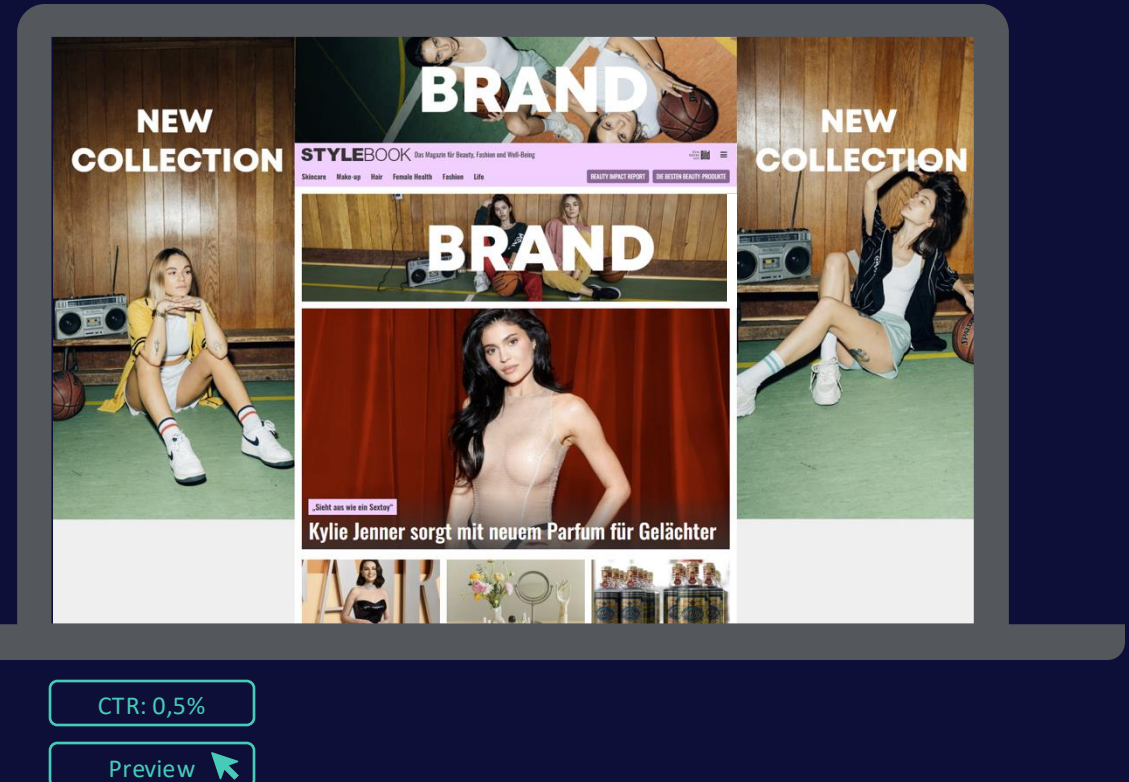
**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template and customer\*

**REQUIRED ASSETS:** DDS, Billboard, Superbanner (SPECS)

**CREATION COSTS:** -

**GOES WELL WITH:** Interscroller, Undersital, Swipe Ad, Mobile Cube A, Welcome Ad



CTR is an average value, source: own AdServer

\*Technical implementation via MI; creative implementation is handled by the client and, if necessary, a creative service provider

# DOUBLE DYNAMIC SITEBAR

**DESCRIPTION:** The space between the content and the browser is completely filled on the left and right by the advertising material

**BOOKING OPTIONS:** Home Run Deluxe, ROP, ROC, ROS & Custom

**EXCLUSIONS:** -

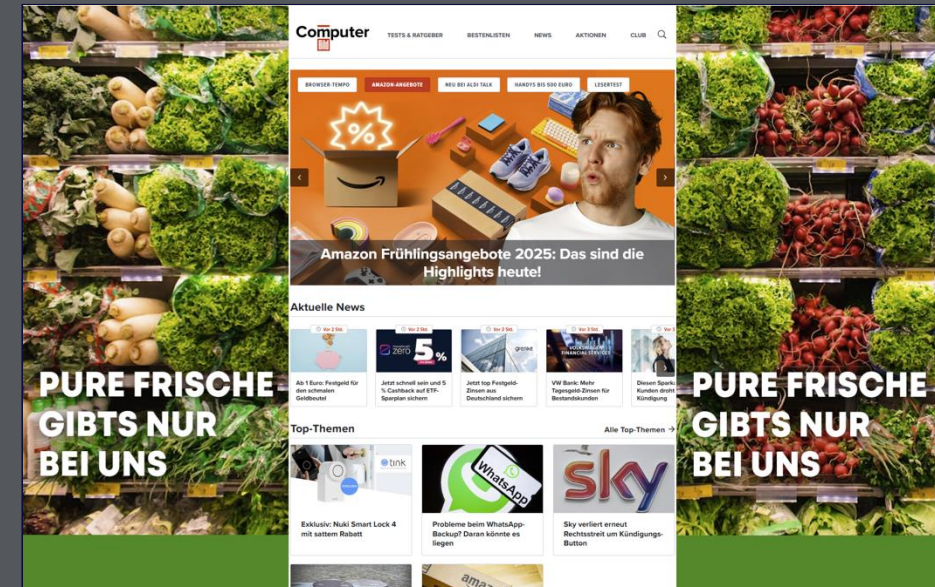
**PROGRAMMATIC:** All deal types (fixed placement onyl as Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template and customer\*


**REQUIRED ASSETS:** 2x Dynamic Sitebar (SPECS)

**CREATION COSTS:** -

**GOES WELL WITH:** Interscroller, Mobile Cube Ad, Welcome Ad, Lead Ad 2:1



CTR: 0,68%

Preview 

CTR is an average value, source: own AdServer

\* Technical implementation via MI; creative implementation is handled by the client and, if necessary, a creative service provider

# LOGOMORPHING

**DESCRIPTION:** A layer designs the website in the look and feel of your own brand

**BOOKING OPTIONS:** Home Run Deluxe

**EXCLUSIONS:** Bookable upon request

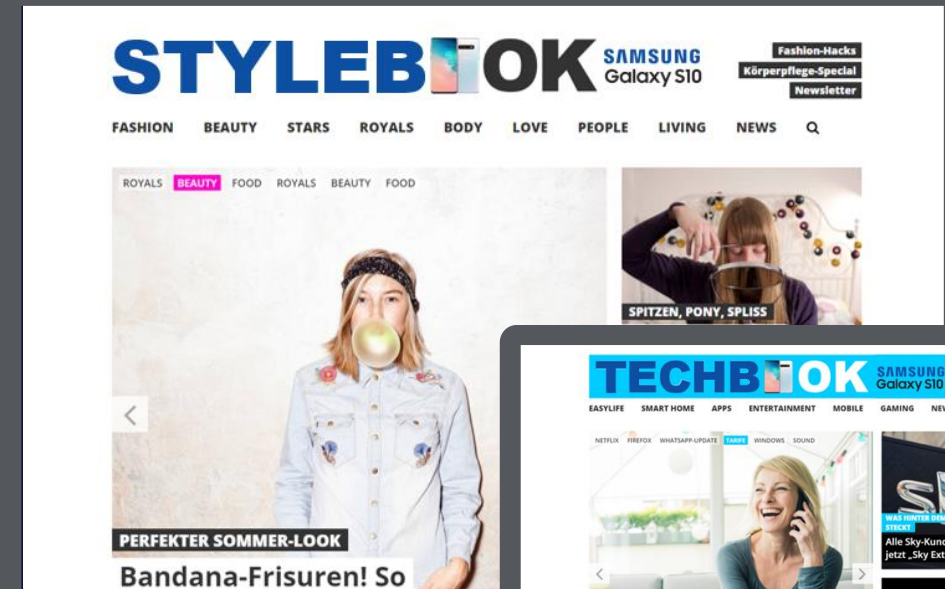
**PROGRAMMATIC:** -

**IMPLEMENTATION:** Customer and/or creative service provider

**REQUIRED ASSETS:** Upon agreement

**CREATION COSTS:** -

**GOES WELL WITH:** Interscroller, Undersital, Swipe Ad, Mobile Cube Ad, Welcome Ad





# DIRECTION AD

**DESCRIPTION:** Double Dynamic Sitebar + Billboard, by clicking, the website shifts to the left, right, or downward, revealing additional fullscreen ad space. Additional advertising messages, videos, image galleries, etc. can be integrated. Includes FC1

**BOOKING OPTIONS:** Home Run Deluxe

**EXCLUSIONS:** Bookable upon request

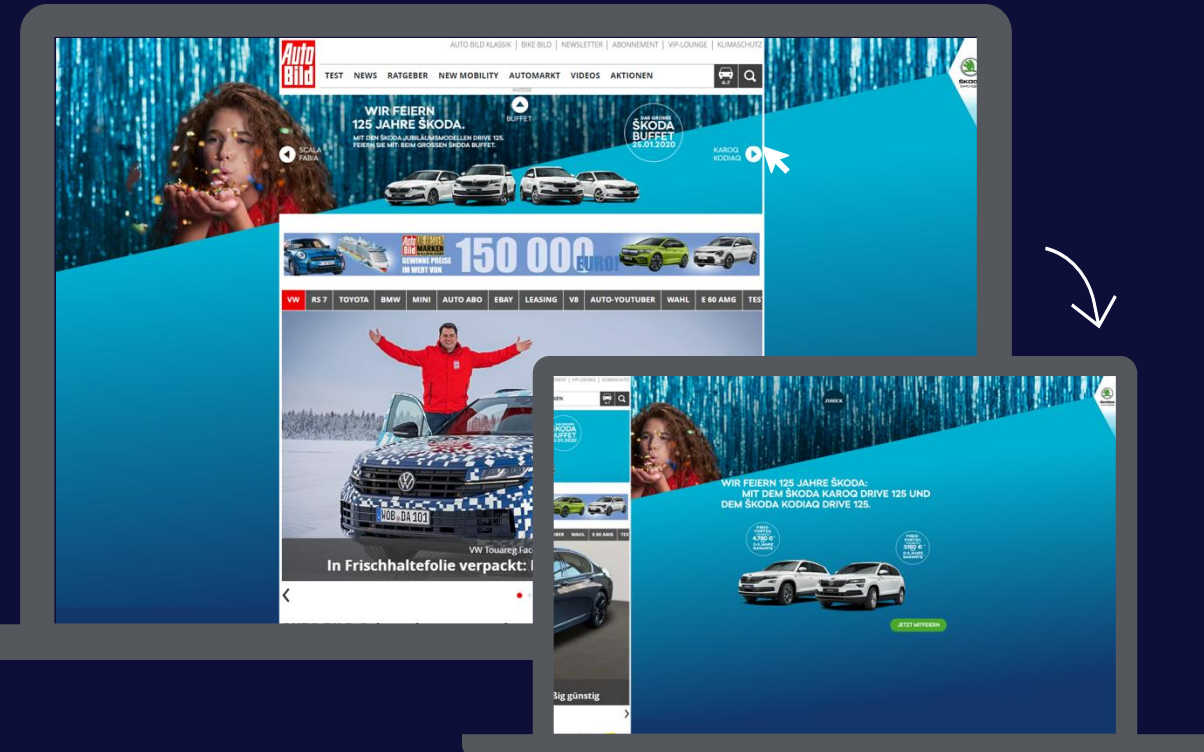
**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** MI template and creative service provider

**REQUIRED ASSETS:** Upon agreement

**CREATION COSTS:** from €1,000

**GOES WELL WITH:** Interscroller, Undersital, Swipe Ad, Mobile Cube A, Welcome Ad





# INDIVIDULIZED AD

**DESCRIPTION:** Customised? New? - Create your favourite format together with us!

**BOOKING OPTIONS:** Home Run (Deluxe & Supreme)

**EXCLUSIONS:** -

**PROGRAMMATIC:** Programmatic Guaranteed (publisher hosted)

**IMPLEMENTATION:** Media Impact & customer

**REQUIRED ASSETS:** Upon agreement

**CREATION COSTS:** tbd.

Get in touch – together we'll create your dream ad!

