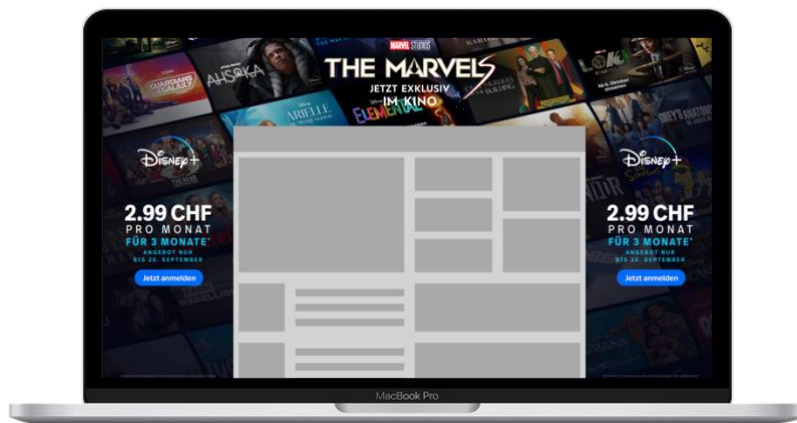


Specifications Desktop Branding Ad

The Branding Ad is a format that appears above and around the main content. Brand messages can be placed to the left and right of the content. The side banners are responsive in their behavior.



[Demo Link](#)

component	format	size	comment
Background Ad	JPG/PSD	1920x1080 Pixel	Max. 1 MB
Top Banner	PNG/HTML5/JPEG	994x250 Pixel	Max. 1 MB
Side-Banner	PNG/HTML5/JPEG	300x1000 Pixel	Max. 1 MB
Video (optional)	MOV/AVI/MP4	16:9	No weight restriction

Trackings

- Click Command
- Impression Pixel
- VAST-Tag -> Video must still be delivered physically as an MP4 file.

We recommend a video length of up to 30 seconds.

The material must be delivered at least 5 working days before the start of the campaign.

contact: service@publica4.com