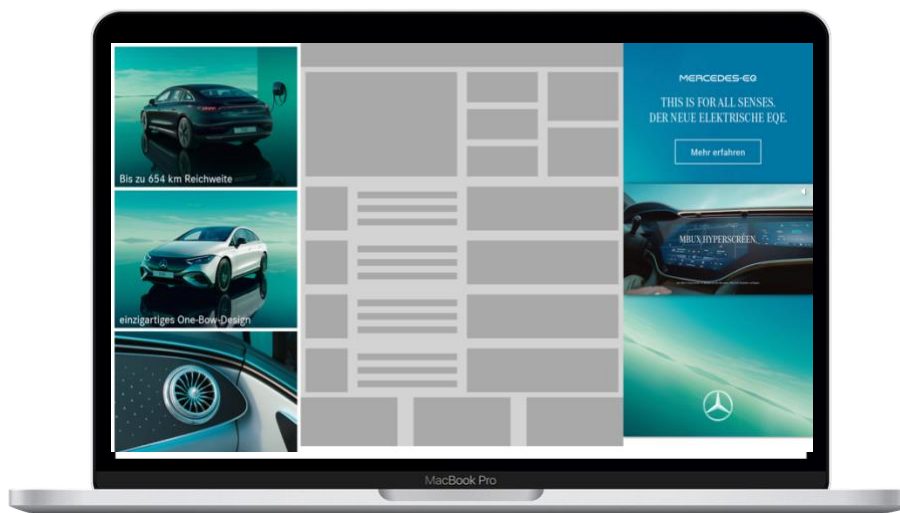


Specification Double Sidebar Ad

The Double Dynamic Sidebar Ad is an advertising medium that is displayed around the content. The Double Sidebar guarantees an above average viewability due to its responsive behavior.



[Demo Link](#)

Double Sidebar Ad			
component	format	size	comments
Background Ad (right)	JPG/PNG/GIF	500x1000 pixel	
Caroussel-Picture (left)	JPG/PNG/GIF	at least 500 pixels wide	min. 3 images, max. 7 images
Video (optional)	MOV/AVI/MP4	16:9/4:3	at least 500 pixels wide
Background Colour (optional)	Hexcode RGB		

Video Meetrics

If this is to be measured with the own ad server, please deliver VAST 2.0 TAGs.
The videos must nevertheless be delivered physically as MP4 files. Additionally, a click command for the background is needed.

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