

## Billboard (Spox.com)

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Size: max. 940 x 250 Pixel

File type: Flash, GIF, JPEG, PNG

File weight: max. 100 KB

Background: description of HEX value (for example #000000 for black)

Delivery: You can deliver the billboard to us as a redirect or as physical ad material.



## Content Banner (Spox.com)

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File size: 615 x 90 Pixel

File type:: PNG, JPEG, GIF

File weight: max. 30 KB

Note: static only

Delivery: 3 weekdays in advance mailto: [media@mediasports.de](mailto:media@mediasports.de)

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## Content Teaser / Sponsor Ad (Spox.com)

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File size: 300 x 145 Pixel

File type: PNG, JPEG, GIF

File weight: max. 25 KB

Note: static only

Delivery: 3 weekdays in advance mailto: [media@mediasports.de](mailto:media@mediasports.de)

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## Homepage Event Take Over / Fireplace (Spox.com)

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Dimension:            Skyscraper left (1)            180\* Pixel x min 904 Pixel  
                             Skyscraper right (2)            180\* Pixel x min 904 Pixel  
                             Banner Header (3)            950 x 100 Pixel

\* width can vary, for visibility you should consider the size of the display

File type:            SWF, PNG, JPEG, GIF

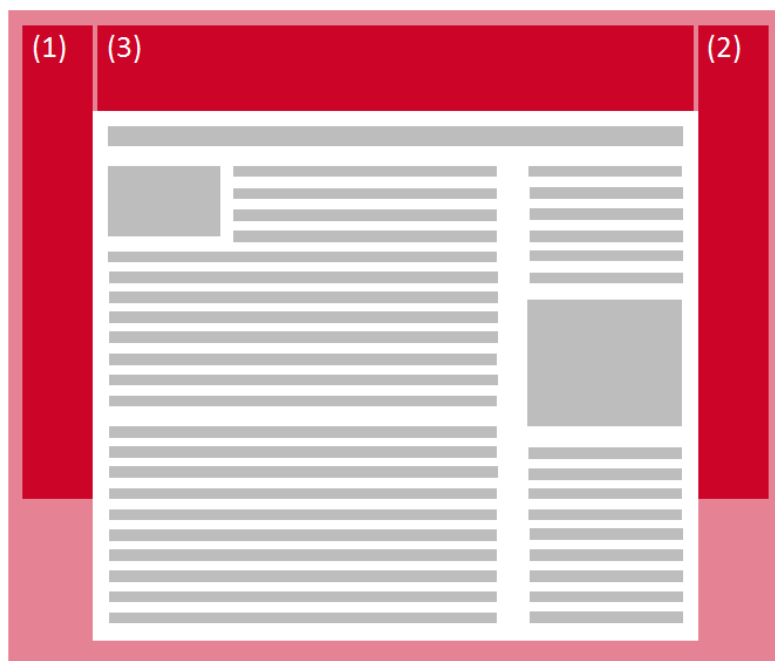
File size:            max. 120 KB

Background:            Description of HEX value (for example #000000 for black)

In the course of creating these, please make sure that the skyscraper is attaching to the top banner from the right or left side, or from below. It is always helpful to include a note when delivering the ad materials. Either solution can be implemented, however, the same variant must be used for both skyscrapers.

The ad material must always be individually delivered. Depending on placement, redirect single-tag solutions available upon request. "LocalConnection" communication between Flash banner and Flash skyscraper is permissible.

Sound is allowed only through user interaction (click on button "sound on" or an explicit symbol, such as speakers). Furthermore the opportunity should be provided for the sound to be deactivated at any time. We suggest one animation loop in the beginning. After that the user has the choice of replaying the animation.



## Super Content Banner (Spox.com)

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The Super Content Banner is placed on the homepage just below the top Stories. It is used for high impact campaigns like homepage events for at least 24 hours.

File size: 940 x 100 Pixel

File type: PNG, JPEG, GIF

File weight: max. 25 KB

Note: static only

Delivery: 3 weekdays in advance mailto: [media@mediasports.de](mailto:media@mediasports.de)

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## Wallpaper (Portfolio-Rotation)

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File size: 728 x 90 Pixel + 160 x 600 Pixel (docking right side)

File type: Flash, GIF, JPEG, PNG

File weight: max. 80 KB

Background: description of HEX value (for example #000000 for black)

Delivery: 3 weekdays in advance mailto: [media@mediasports.de](mailto:media@mediasports.de)

Note: For Flash or RichMedia advertising media the specifications to be applied you will find on our website:  
<http://www.mediasports.de/files/werbemittel-spezifikationen.pdf>



## Presenting Channel / Live-Ticker (Spox.com)

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File size: Header (1) expanded 940 x 300 Pixel  
Header (1) standard 940 x 150 Pixel  
Footer (2) 940 x 150 Pixel

File type: SWF, PNG, JPEG, GIF

File weight: max. 90 KB

Elements: 3

Note: The pushdown effect should be caused by FS commands as follows: adexpand (open) and adcollapse (close). To ensure the control and timing via the HTML document, these commands are necessarily needed. The pushup effect must be initiated after 5 seconds once the ad has been opened (changes only after consultation). Please implement a clearly visible "CLOSE"-button in the area of the pushdown ad. Animation within the header ad (1) allowed, within the footer ad (2) not possible.

Delivery: 3 weekdays in advance mailto: [media@mediasports.de](mailto:media@mediasports.de)

Note: For Flash or RichMedia advertising media the specifications to be applied you will find on our website:  
<http://www.mediasports.de/files/werbemittel-spezifikationen.pdf>

