

Technical Specifications 2026

MW WEISCHER
ONLINE



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A. General Information | Ad Creative Delivery

- Ad creative delivery / lead times before campaign launch:
 - Standard ad formats: minimum three business days
 - Special ad formats: minimum five business days
 - Deliver to: ads@weischer.net
- To ensure clear assignment of your ad creatives, please provide the following information:
 - Client name, campaign name
 - Booking period
 - Booked page(s), placement on the page(s)
 - Ad format(s)
 - Contact person for queries
 - Click URL(s), creative name(s), alt text (optional)
 - GIF / JPG as fallback, in the dimensions of the booked ad format, for users who cannot use HTML5.





A. General Information | Ad Creative Delivery

- If you deliver multiple creatives and require different flight dates within the overall campaign flight, please state this explicitly.
- For a planned creative change, please specify exactly which creative and placement are affected. Please also observe the lead time of at least three business days (five business days for special formats) before the creative change.
- To ensure that your ad creatives can be implemented smoothly, please follow the maximum file-size and pixel-dimension requirements listed below for the various ad formats.
- Unfortunately, we must reject ad creatives that do not comply with our specifications and request corrections before they can be integrated successfully.



A. General Information | Redirect

- All standard ad creatives can also be delivered via redirects instead of as physical files.
- **The following requirements apply:**
 - The link must open in a new window.
 - When creating the redirect, the HTML5 specifications and the functionality of the relevant ad formats must be observed (close functionality, audio stops when the video ends, etc.).
 - All redirects and tracking pixels sent to us must be HTTPS-compliant. This also applies to any tracking they contain.
 - Please send redirects as a text file; do not paste them as text into your email.





A. General Information | HTML5

- **General Guidelines**

- Deliver the HTML5 ad creative as index.html with complete HTML syntax (doctype declarations, <head>, <body>, etc.).
- Embed as much content as possible (scripts, CSS, etc.) directly in index.html instead of placing it in separate files.
- When loading external resources, ensure that they are enabled server-side for cross-domain access (CORS).
- Consider the orientation of the display device and optimize the ad creative for both landscape and portrait orientations.
- Tracking/counting user actions (except clicks) via a separate server must be implemented by the creative producer.

- **JavaScript Guidelines**

- Use small, compact JS frameworks. Larger libraries such as jQuery are generally unnecessary and exponentially increase the ad creative's data load.
- Minify your final JS code as much as possible. Use minifiers or similar tools so that your ad creative is transferred to the viewer as quickly as possible.
- Avoid logs (e.g., console.log) and any errors to optimize your ad creative's performance and prevent the browser console from becoming overloaded.



A. General Information | HTML5

Click Tracking

- We can measure clicks on links to external pages. To enable this, the HTML5 ad creative must support dynamic assignment of link URLs.
- When the ad creative is served, Weischer.Online inserts the full URLs into the creative and records them when the user clicks.
- Set all links to be measured to the placeholder name "#clickTag" and use an identically named ID attribute. If you want to use different links with different destinations, number the placeholders consecutively ("#clickTag", "#clickTag2", etc.).

```
<a href="#clickTag" id="clickTag" target="_blank">Link text 1</a>
```

```
<a href="#clickTag2" id="clickTag2" target="_blank">Link text 2</a>
```



A. General Information | HTML5

Insert the following script in the <head> of your ad creative:

```
<script type="text/javascript">
var getUriParams = function ()
{
    var query_string = {};
    var query = window.location.search.substring(1);
    var parmsArray = query.split('&');
    if (parmsArray.length <= 0) return query_string;
    for (var i = 0; i < parmsArray.length; i++)
    {
        var pair = parmsArray[i].split('=');
        var val = decodeURIComponent(pair[1]);
        if (val != '' && pair[0] != '') query_string[pair[0]] = val;
    }
    return query_string;
}();
</script>
```

- Either at the end of the HTML file or when initializing the ad creative, trigger the dynamic URL assignment with the following code:

```
<script type="text/javascript">
    document.getElementById('clickTag').setAttribute('href', getUriParams.clickTag);
    document.getElementById('clickTag2').setAttribute('href', getUriParams.clickTag2);
</script>
```



A. General Information | HTML5

At the end of the index.html file, a postMessage call is required to pass the close event outside the iframe.

The class name of the close button must be adjusted accordingly.

```
<script>
  document.getElementsByClassName("gwd-image-gp0v gwd-gen-
19k5gwdanimation")[0].addEventListener("click", function() {
    window.parent.postMessage("closeWeischerPrestitial", "*");
  });
</script>

</body></html>
```



B. Standard Ad Formats | Overview

Ad Format	Pixels	Max. File Size	Supported Formats
Wide Skyscraper	160 – 200 x 600	500 KB	GIF / JPG / HTML5
Medium Rectangle / Content Ad / Mobile Medium Rectangle	300 x 250	500 KB	GIF / JPG / HTML5
Superzise Banner / Superbanner	728 x 90	500 KB	GIF / JPG / HTML5
Halfpage Ad	300 x 600	500 KB	GIF / JPG
Billboard	800 x 250 / 970 x 250	500 KB	GIF / JPG
Mobile Superbanner / Mobile Billboard	480 x 240	500 KB	GIF / JPG / Redirect

B. Standard Ad Formats | Wide Skyscraper

- A large-format ad unit in the right-hand page area.
- The Wide Skyscraper can also be sticky.
 - Delivery: Image / Redirect / HTML5
 - Dimensions: 160–200 x 600 px
 - File size: max. 500 KB
 - Format: GIF / JPG
- Showcase link:
<https://showcase.weischeronline.de/skyscraper/>



B. Standard Ad Formats | Medium Rectangle / Mobile Medium Rectangle

- The Medium Rectangle is displayed within the content.
- Delivery: Image / Redirect / HTML5
 - Dimensions: 300 x 250 px
 - File size: 500 KB
 - Format: GIF / JPG / Redirect / HTML5



- Showcase link: <https://showcase.weischeronline.de/medium-rectangle/>



B. Standard Ad Formats | Superbanner

- The Superbanner ad creative is displayed between the header and the content, shifting the content downward.
- Delivery: Image / Redirect / HTML5
 - Dimensions: 728 x 90 px
 - File size: 500 KB
 - Format: GIF / JPG
- Showcase link: <https://showcase.weischeronline.de/superbanner/>





B. Standard Ad Formats | Halfpage Ad

- A large-format ad unit in the right-hand page area.
- The Halfpage Ad can also be sticky.
- Delivery: Image / Redirect / HTML5
 - Dimensions: 300 x 600 px
 - File size: max. 500 KB
 - Format: GIF / JPG / HTML5
- Showcase link: <https://showcase.weischeronline.de/skyscraper/>



B. Standard Ad Formats | Billboard

- The Billboard ad creative is displayed between the header and the content, shifting the content downward.
- The Billboard can optionally also be served in the Superbanner position.
- Delivery: Image / Redirect / HTML5
 - Dimensions: 800 x 250 or 970 x 250 px
 - File size: 500 KB
 - Format: GIF / JPG
- Showcase link: <https://showcase.weischeronline.de/billboard/>



B. Standard Ad Formats | Mobile Superbanner / Mobile Billboard

- The Mobile Superbanner / Mobile Billboard is prominently displayed in the banner bar at the top of the page and remains visible to the user at all times.
Please deliver the ad creatives as files or via redirect.
- Delivery: Image / Redirect / HTML5
- Dimensions:
 - 300 x 50 px
 - 300 x 150 px
 - 480 x 240 px
 - 600 x 300 px
- File size: 500 KB
- Format: Image / Redirect / HTML5



Showcase link: <https://showcase.weischeronline.de/mobile-superbanner/>



C. Special Ad Formats | Overview

Ad Format	Pixels	Max. File Size	Supported Formats
Fireplace	1140 x 210	500 KB	GIF / JPG
Interscroller Ad	720 x 1280 / 300 x 600	500 KB	GIF / JPG
Prestitial / Interstitial	1.280 x 800	500 KB	GIF / JPG / HTML 5
Takeover 2.0		500 KB	Image: JPG Video: MP4

C. Special Ad Formats | Fireplace

- The Fireplace consists of one Superbanner and two Skyscrapers.
- The Skyscrapers dock on the left and right and can be sticky.
- Please also provide the color code for the background tint.
- Delivery: Image
 - SB dimensions: 1140 x 210 px
 - Sky dimensions: 200 x 850 px each
 - File size: max. 500 KB each
 - Format: JPG
- Showcase link: <https://showcase.weischeronline.de/Fireplace/>



C. Special Ad Formats | Interscroller Ad

- The ad creative sits behind the content and is revealed as the user scrolls.
- The ad is served as a mobile format.

▪ Delivery: Image incl. tracking pixel and click command

- Desktop dimensions: 720 x 1280 px
- Mobile dimensions: 300 x 600
- File size: 500 KB
- Format: GIF / JPG / PNG



- Showcase link: <https://showcase.weischeronline.de/interscroller/>

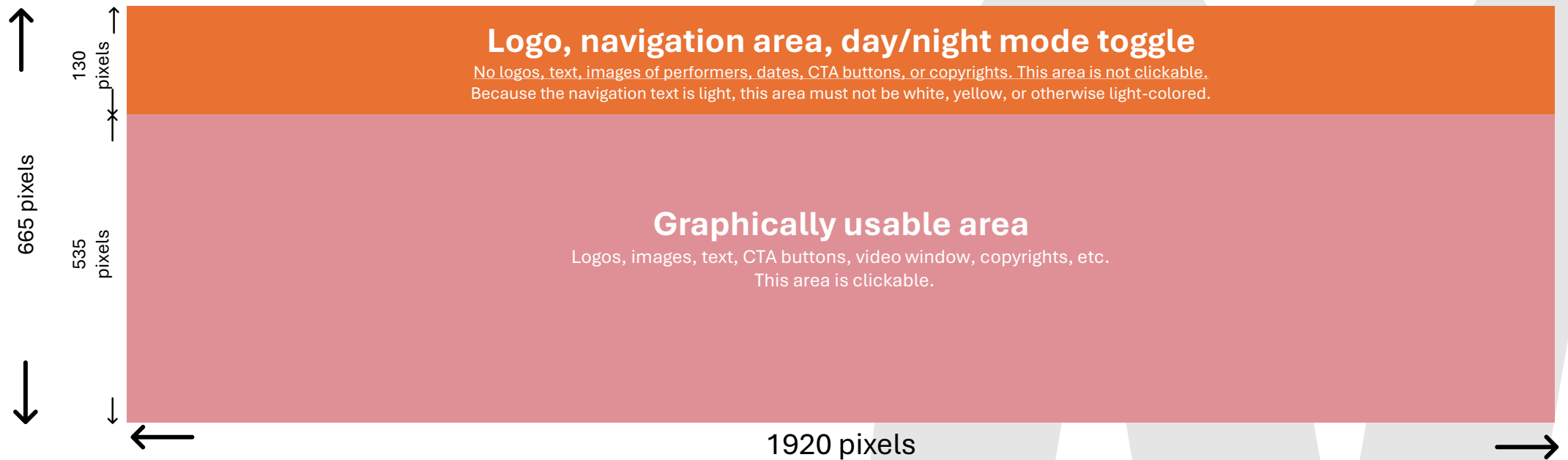


C. Special Ad Formats | Hero Image

- The ad can be delivered in mobile and desktop formats.
- Delivery: Image
- Desktop dimensions: 1920 x 665 px
- Mobile dimensions: 770 x 665 px
- File size: 500 KB
- Format: JPG / PNG



C. Special Ad Formats | Hero Image Safe Zone



Delivery format: file-based (GIF / JPG / PNG)

Showcase link: <https://showcase.weischeronline.de/herobild/>

C. Special Ad Formats | Top Banner

- The Top Banner is prominently displayed in the banner bar at the top of the page and remains visible to the user at all times.
- The ad can be delivered in mobile and desktop formats.

- Delivery: file-based (GIF / JPG / PNG)
- Desktop dimensions: 1920 x 120 px
- Mobile dimensions: 770 x 120 px
- File size: 500 KB



- Showcase link: <https://showcase.weischeronline.de/topbanner/>



C. Special Ad Formats | Takeover 2.0

The Takeover is a fully responsive fullscreen format whose height can be reduced through user interaction.
The user can minimize the ad creative either by scrolling down or by clicking the close button.
In addition to static elements, the Takeover also supports embedded video.
It appears centered on the page and automatically adapts its size to the browser resolution.
The Takeover can also be delivered without video. In this case, the ad creative does not require a safe zone.

Format

Image: JPEG, PNG

Video: MP4

File sizes

Image: Maximum 500 KB.

Video: Maximum 10 MB.

Spot length: 20 seconds.

Dimensions

Image	Dimensions
Desktop Expanded	1920 x 830
Desktop Collapsed	1920 x 120
Mobile Expanded	770 x 952
Mobile Collapsed	770 x 120

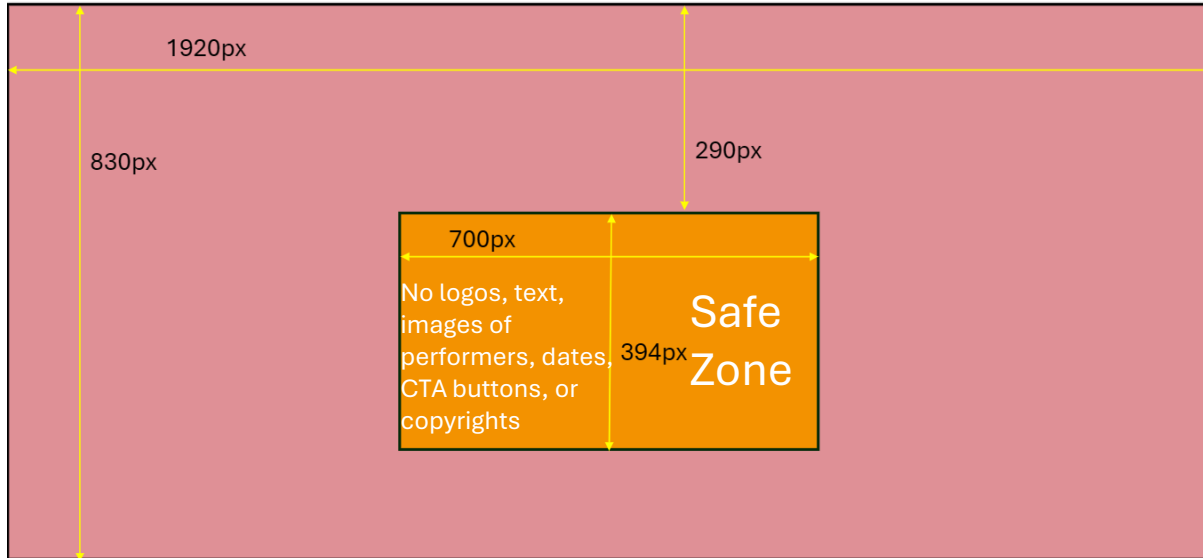
Video	Dimensions
Desktop	854x480 (1920x1080)
Mobile	854x480 (1920x1080)

- Showcase link: <https://showcase.weischeronline.de/takeover/>

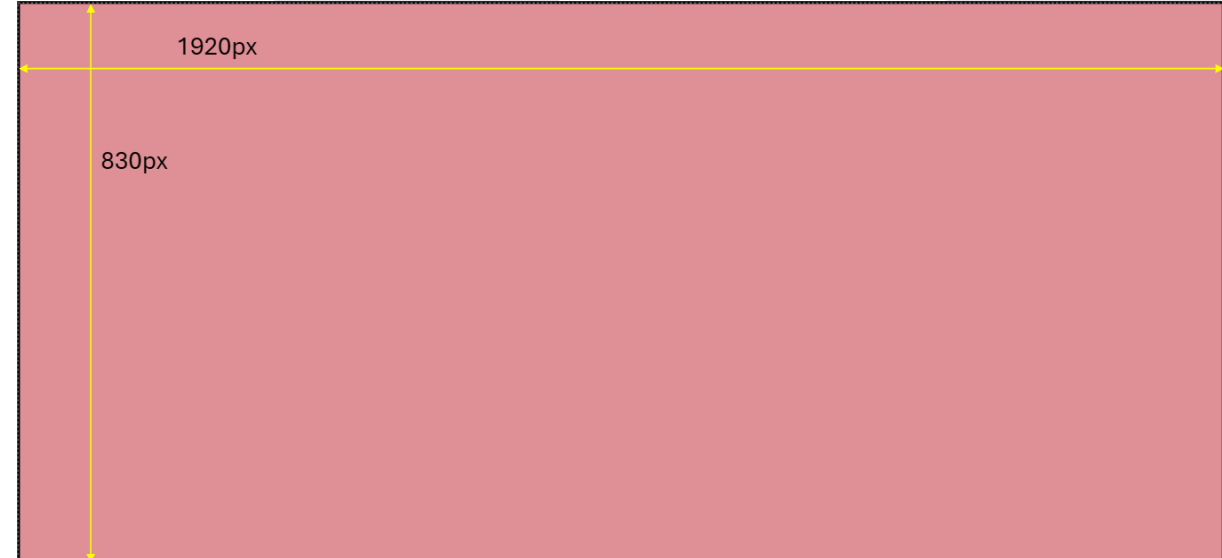


C. Special Ad Formats | Takeover 2.0 | Safe Zones

- **Desktop Expanded with video**



- **Desktop Expanded without video**

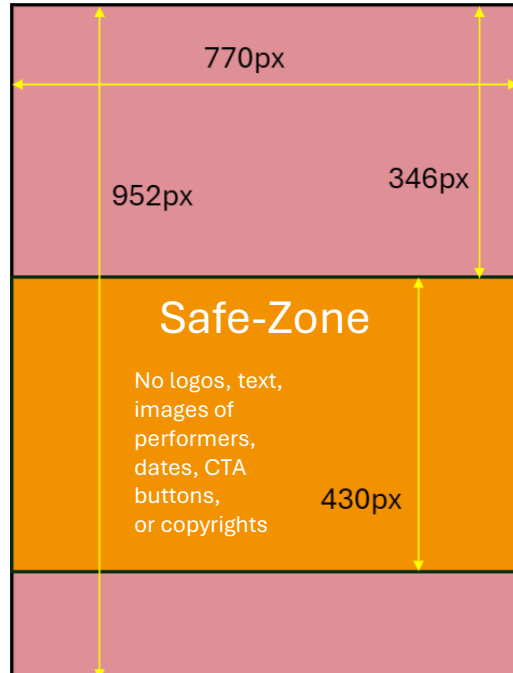


- **Desktop Collapsed**

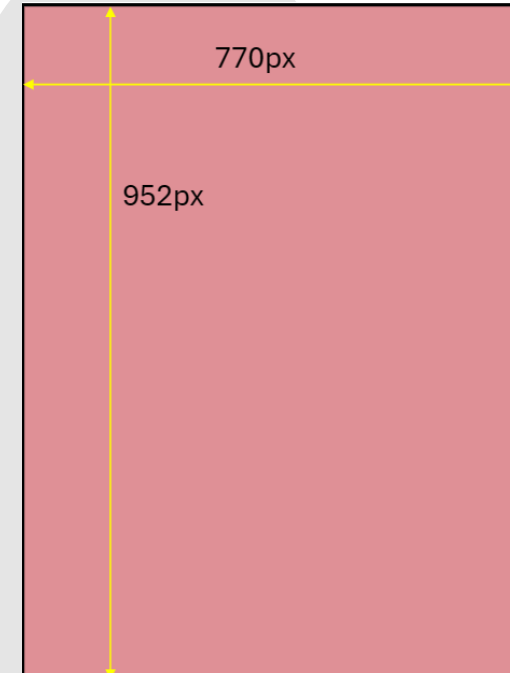


C. Special Ad Formats | Takeover 2.0 | Safe Zones

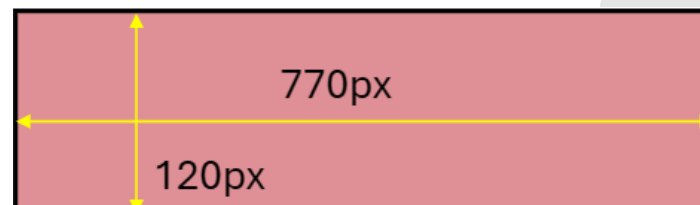
- **Mobile Expanded with video**



- **Mobile Expanded without video**



- **Mobile Collapsed**





C. Special Ad Formats | Prestitial / Interstitial

- A prestitial is a full-page, full-screen ad shown before the actual website, whereas an interstitial also appears when the website is refreshed.
- After 20 seconds (depending on the video length), the interstitial or prestitial closes automatically.
- The ad creative adapts to the user's display and fills the entire screen. This is achieved by reading the screen size (clientWidth / clientHeight) and scaling the content accordingly (transform: scale).
- Format: *HTML5 (JPG, GIF, PNG, HTML, JavaScript), background color
- Close time: after max. 20 seconds
- The ad creative files and, if applicable, the video as an MP4 file are required. The ad creative can also be delivered via redirect.
- A clearly visible close button must be integrated in the upper-right corner and include the wording “Close X”.
- Audio may start only after user interaction and must stop immediately when the video window is closed.
- After a click and redirect, the ad must close automatically.
- File size: max. 500 KB
- Graphic dimensions: Dynamic and appropriate for the ad creative's scaling
- The ad must be clearly identifiable as advertising
- Z-index: 111000
- The close button closes the ad creative via JavaScript.
- For example, the ad wrapper can be assigned display='none' or visibility='hidden'.



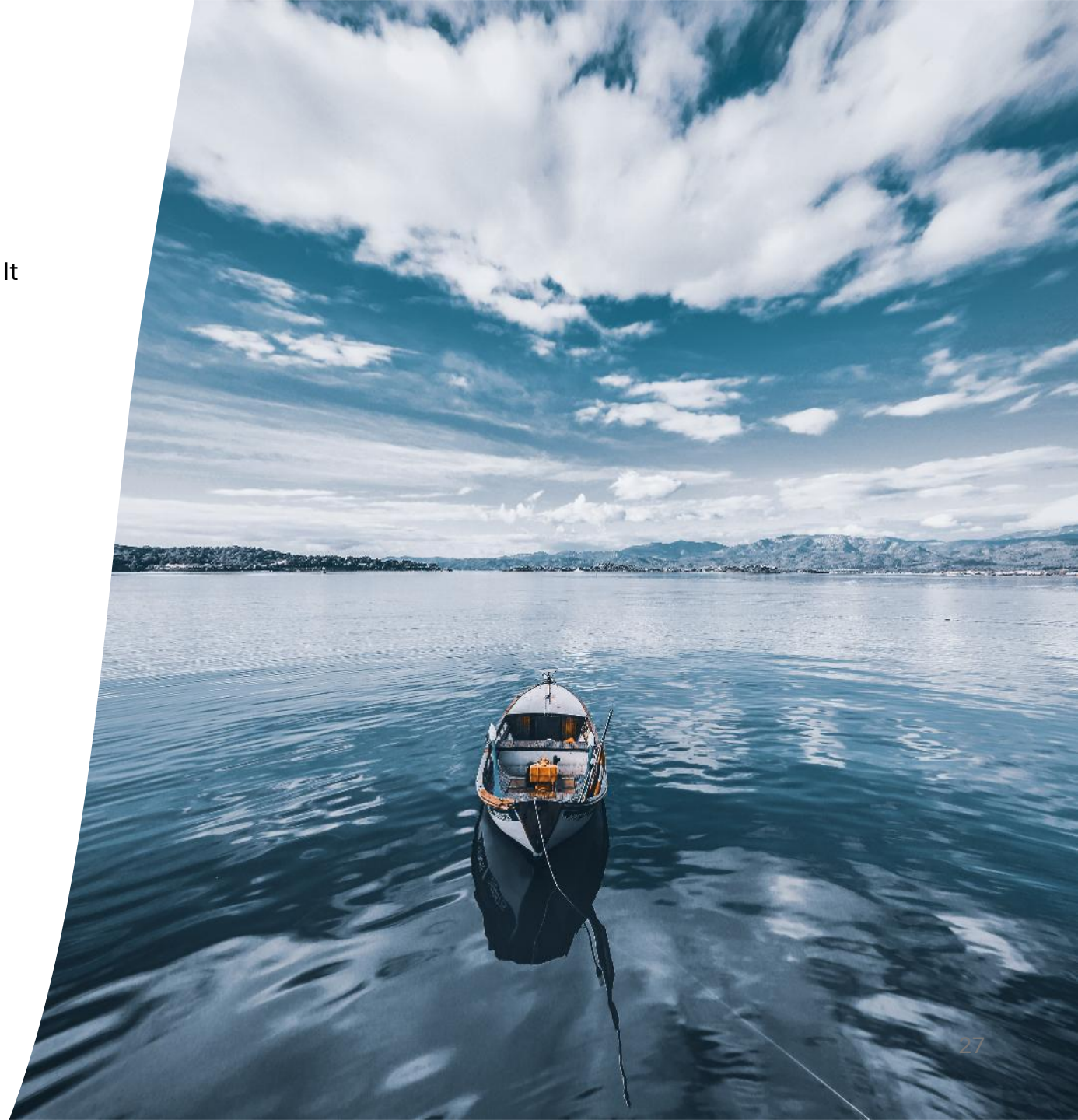
C. Special Ad Formats | Mobile Splash

The Mobile Splash appears when a mobile page is opened for the first time. It includes a close button in the upper-right corner, which the user can use to close it.

Without user interaction, the ad creative closes automatically after 7 seconds.

Delivery: Image

- Dimensions: 640 x 860 px
- File size: 500 KB
- Format: GIF / JPG / PNG
- Showcase link:
<https://showcase.weischeronline.de/mobile-splash/>



C. Special Ad Formats | Mobile SWIPE AD

The Mobile Swipe Ad is prominently displayed over the content at the bottom of the screen and remains visible to the user at all times.

The ad creative closes automatically after 12 seconds, but the user can also dismiss it at any time with a swipe.

The auto-close countdown and the instruction for closing the ad are always shown at the top of the ad creative.

- Delivery: Image incl. tracking pixel and click command
- Dimensions: 300 x 150 px
710 x 210 px
800 x 250 px
- File size: 500 KB
- Format: GIF / JPG / PNG



Showcase link: <https://showcase.weischeronline.de/Swipe/>



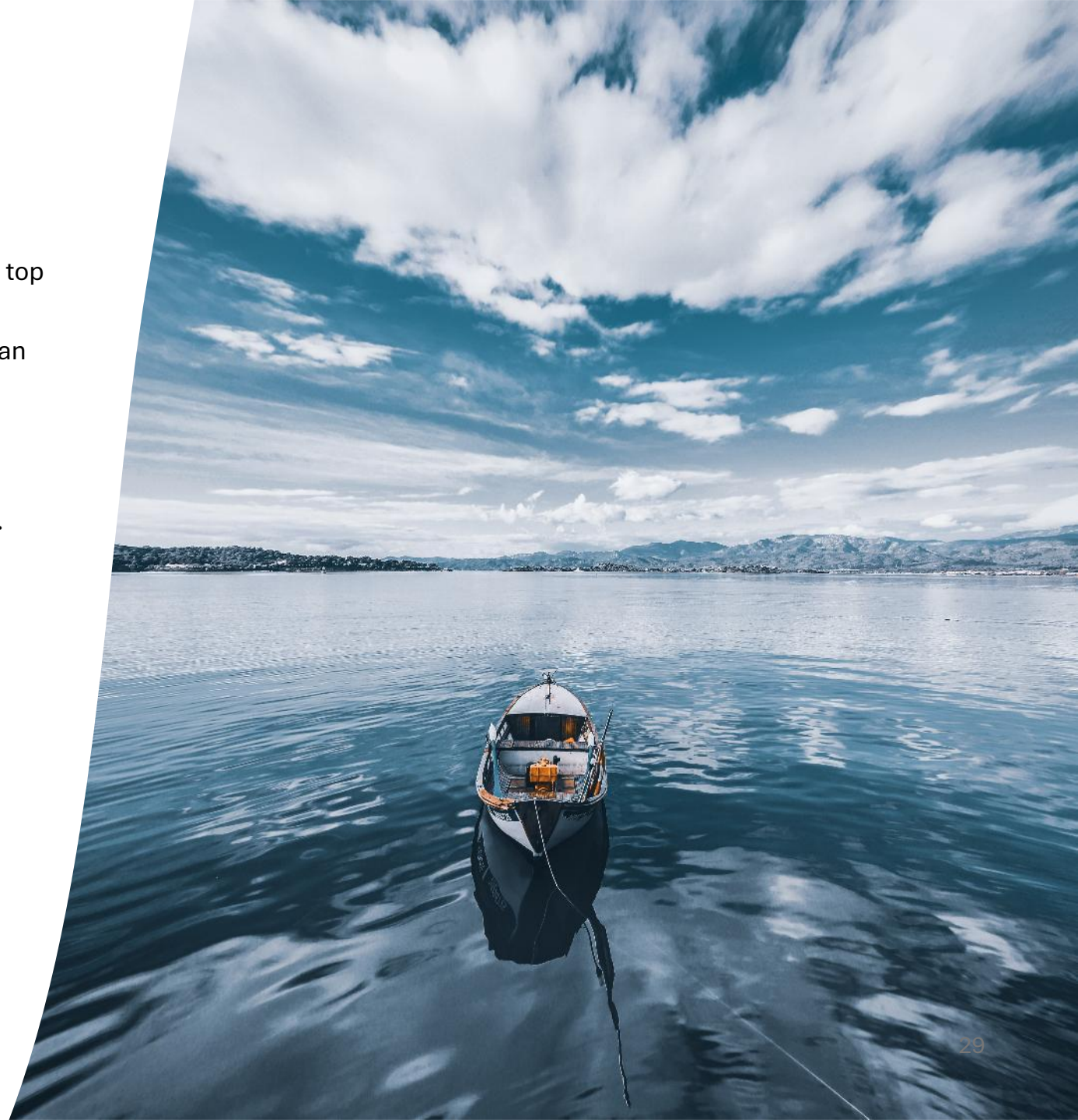
C. Special Ad Formats | Mobile Brandbuster

The Mobile Brandbuster Ad is prominently displayed over the content at the top and bottom of the screen and remains visible to the user at all times.

The lower ad creative closes automatically after 12 seconds, but the user can also dismiss it at any time with a swipe.

The auto-close countdown and the instruction for closing the lower ad are always shown at the top of the ad creative.

- Delivery: Image incl. tracking pixel and click command.
- Dimensions: 800 x 250 px
710 x 210 px
- File size: 500 KB
- Format: GIF / JPG
- Showcase link:



D. Video | Pre- / Mid- / Post-Roll

- Pre-rolls are commercials that can be shown before trailers on the website.
 - Pre-roll spot length:

20 seconds (up to a maximum of 30 seconds for an additional charge)
 - Pre-roll dimensions:

854 x 480 px / 1920 x 1080 px
 - Pre-roll file size:

max. 10 MB
- Click-through linking is possible
- Please deliver the video material in the best possible quality, preferably in MP4 format.
- The video can also be delivered as a VAST redirect.



- Sales

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