

## Standard Advertising Formats

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Billboard [1]	min. 760 x 250, max. 900 x 250	80	jpg, gif, HTML5 + Hexadezimal-Farbwert	Bike-magazin.de, Boote-magazin.de, Boote-exclusiv.com, Comdirect.de/Informer, Freeride-magazine.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, mygolf.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
	max. 850 x 250		jpg, gif, HTML5	Klassikradio.de
	min. 760 x 250, max. 980 x 250 max. 960 x 250	50	jpg, gif	onvista.de Golf.de, Watchtime.net
Halfpage Ad [1]	300 x 600	80 50 (Watchtime.net)	jpg, gif, HTML5	Bike-magazin.de, Boote-magazin.de, Boote-exclusiv.com, Freeride-magazine.de, Golf.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, mygolf.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Watchtime.net, Yacht.de
Medium Rectangle [1]	300 x 250	40	jpg, gif, (d)html, HTML5	Bike-magazin.de, Boerse-stuttgart.de, Boote-magazin.de, Boote-exclusiv.com, Comdirect.de/Informer, Freeride-magazine.de, Golf.de, Gute-fahrt.de, Klassikradio.de, Modellfahrzeug.de, Mybike-magazin.de, mygolf.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
Skyscraper [1]	200 x 600	40	jpg, gif, (d)html, HTML5	Bike-magazin.de, Boerse-stuttgart.de, Boote-magazin.de, Boote-exclusiv.com, Freeride-magazine.de, Golf.de, Gute-fahrt.de, Klassikradio.de, Modellfahrzeug.de, Mybike-magazin.de, mygolf.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
	<b>Expandable [2]</b> closed: 200 x 600 expanded: 450 x 600	80		
Leaderboard [1]	778 x 90	40	jpg, gif, (d)html, HTML5	Bike-magazin.de, Boerse-stuttgart.de, Boote-magazin.de, Boote-exclusiv.com, Freeride-magazine.de, Golf.de, Gute-fahrt.de, Klassikradio.de, Modellfahrzeug.de, Mybike-magazin.de, mygolf.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
	<b>Expandable [2]</b> closed: 728 x 90 expanded: 728 x 180	80		
	778 x 90, 1.000 x 90 <b>Expandable [2]</b> closed: 778 x 90, 1.000 x 90 expanded: 778 x 180, 1.000 x 180	40 80		onvista.de
Wallpaper [1], [3]	Banner max. 778 x 90, + Skyscraper max. 200 x 600 + Hexa Code	100	jpg, gif, (d)html, HTML5	Bike-magazin.de*, Boerse-stuttgart.de*, Boote-magazin.de*, Boote-exclusiv.com*, Freeride-magazine.de, Golf.de*, Gute-fahrt.de, Klassikradio.de*, Modellfahrzeug.de, Mybike-magazin.de, mygolf.de, Oldtimer-Markt.de, onvista.de*, Surf-magazin.de, Sup-mag.de, Tour-magazin.de*, Yacht.de*
	Banner max. 728 x 90, + Skyscraper max. 160 x 600 + Hexa Code	100	jpg, gif	Watchtime.net
	<b>Expandable [2]</b> Super Banner or Skyscraper are available as expandable	100		

\*Background link is possible

## Premium Advertising

Ad format	Format size in px (width x height)	size in kb	File formats	available on
<b>Banderole Ad [1], [4]</b>	770 x 250	80	jpg, gif, HTML5	Bike-magazin.de, Boote-exclusiv.com, Boote-magazin.de, Freeride-magazine.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
<b>Fireplace [5], [1]</b>	Banner 778 x 90, 1.000 x 90	100	jpg, gif, HTML5 + Hexadezimal-Farbwert	onvista.de
	Banner 1.254 x 90			Bike-magazin.de, Boote-magazin.de, Tour-magazin.de
	Banner 1.012 x 90			Freeride-magazine.de, Gute-fahrt.de, Mybike-magazin.de
	Banner 968 x 90			Boote-exclusiv.com, Surf-magazin.de, Sup-mag.de
	Banner 1.024 x 90			Yacht.de
	Banner 960 x 90			Golf.de
	+ Skyscraper right hand max. 200 x 600 + Skyscraper left hand max. 210 x 640			
Banner 960 x 90 + Skyscraper right hand max. 160 x 600 + Skyscraper left hand max. 160 x 600	100	jpg, gif	Watchtime.net	
<b>Floor Ad [1]</b>	1.200 x 200 px Video can be integrated and start independently, without sound. This may only start by click.	80	jpg, gif, HTML5	Bike-magazin.de, Boote-exclusiv.com, Boote-magazin.de, Freeride-magazine.de, Golf.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
<b>Layer [1], [6]</b>	400 x 400	40	HTML5 max. 10 seconds	Bike-magazin.de, Boote-exclusiv.com, Boote-magazin.de, Freeride-magazine.de, Golf.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
	640 x 480			onvista.de
<b>Pushdown Ad [1], [7]</b>	900 x 90 expanded max. 900 x 300	80	jpg, gif, HTML5 (no redirects)	Bike-magazin.de, Boote-exclusiv.com, Boote-magazin.de, Freeride-magazine.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
	778 x 90, 1.000 x 90 expanded max. 778 x 300, 1.000 x 300			onvista.de
	960 x 90 expanded max. 960 x 300	50	jpg, gif	Watchtime.net
<b>Sitebar</b>	min. 120 x 600 (skalierbar)	150	Javascript Redirect	Bike-magazin.de, Boerse-stuttgart.de, Boote-magazin.de, Boote-exclusiv.com, Freeride-magazine.de, Golf.de, Gute-fahrt.de, Klassikradio.de, Modellfahrzeug.de, Mybike-magazin.de, mygolf.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
<b>Double Sitebar</b>	2 Skyscraper 200 x 600	80 per Sky	jpg, gif, HTML5	Boote-magazin.de, Golf.de, onvista.de, Surf-magazin.de, Yacht.de

## Exclusive Placements

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Homepage Exclusive Billboard [1], [8]	max. 980 x 250	80	jpg, gif, HTML5 + Hexa Code	Boote-magazin.de, Golf.de, onvista.de, Yacht.de
Homepage Exclusive Fireplace [1], [5], [8]	Banner 1.000 x 90 + Skyscraper right max. 250 x 640 + Skyscraper left max. 210 x 640	100	jpg, gif, HTML5 + Hexa Code	Boote-magazin.de, Golf.de, onvista.de, Yacht.de
Homepage Exclusive Wallpaper [1], [8]	Banner 778 x 90, 1.000 x 90 (only onvista.de) + Skyscraper max. 250 x 640 + Hexa Code	100	jpg, gif, HTML5	Boote-magazin.de, Golf.de, Klassikradio.de, onvista.de, Yacht.de
Homepage Exclusive First Contact Billboard [1], [8]	Banner max. 778 x 90 and 1.000 x 90 + Skyscraper max. 250 x 640 + Hexa Code	100	jpg, gif, HTML5	onvista.de
Homepage Exclusive First Contact Fireplace [1], [5], [8]	Banner 778 x 90 and 1.000 x 90 + Skyscraper right max. 250 x 640 + Skyscraper left max. 210 x 640 + Hexa Code	100	jpg, gif, HTML5 + Hexa Code	onvista.de
Homepage Exclusive First Contact Wallpaper [1], [8]	Banner max. 778 x 90 and 1.000 x 90 + Skyscraper max. 250 x 640 + Hexa Code	100	jpg, gif, HTML5	onvista.de
Homepage Event [1]	Fireplace: Banner 1000 x 90 + Skyscraper right max. 250 x 640 + Skyscraper left max. 210 x 640 + Hexa Code Billboard Banner max. 980 x 250	150	jpg, gif, HTML5 + Hexa Code	Boote-magazin.de, Golf.de, onvista.de, Yacht.de
Logout Ad (Halfpage Ad)	300 x 600	80	jpg, gif, HTML5 + Hexa Code	onvista.de
Welcome Ad (Billboard) [11]	max. 760 x 250 and max. 980 x 250	80	jpg, gif, HTML5 + Hexa Code	onvista.de

## Content Integrations

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Broker-Infocentre	<b>Logo:</b> Areas shares, CFD and foreign currency 90 x 25, remaining areas 110 x 30 + three Textlinks	–	jpg (Logo)	onvista.de
Investment Company Microsite	<b>Logo:</b> 110 x 30	–	jpg, gif, CI background colour for the Microsite frame	onvista.de
Product Presentation / Premium-Box	<b>Certificates Product Presentation</b> Teaser Box Image: 100 x 100, <b>Funds, Product Presentation</b> Teaser Box Image: 100 x 100 <b>Headline:</b> max. 35 characters incl. spaces <b>Teaser Text:</b> 3-4 Lines with max. 45 characters incl. spaces Further images in the article max. 675 px wide, product flyer, termsheet and pre-prepared articles (max. 1,5 DIN A4 plain text), up to 2 content ads (255 x 205 px) are placeable	–	jpg, gif	onvista.de
Yield Tip	Textlink (one word) max. 30 characters, yield in the format: xx%	–	–	onvista.de
Native Ad	Headline: max. 30 characters incl. spaces  Teaser: max. 145 characters incl. spaces Graphics: 130 x 100 px + 100 x 100 px	–	–	onvista.de
In focus homepage placement	<b>Teaser Text:</b> 2-3 lines with max. 80 characters incl. spaces <b>Landingpage:</b> max. 1,5 DIN A4 plain text, up to 2 content ads (255 x 205 px) are placeable <b>Images, Charts, Graphics:</b> max. 675 px width	–	jpg, gif	onvista.de

## Video Advertising

Ad format	Format size in px (width x height)	size in mb	File formats	available on
InBoard Video	996 x 560 Format: 16:9 Duration: 30 sec.	4	FLV, MPG oder Vast Redirect	onvista.de
InRead Video	640 x 480	4	MP4 oder FLV	onvista.de
Homepage Video Ad [1], [9]	500 x 280	2	HTML5	onvista.de
Pre Roll	640 x 480 Format 4:3 Maximale Duration: 30 sec. Sound can be integrated	4	flv, mpg, MP4, VAST2	onvista.de,
Video Layer	480 x 270 Format 16:9 Maximale Duration: 30 Sek.	3,5	flv, MP4	onvista.de

## onvista Mobile

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Understitial	320 x 416 (mobile website) 640 x 960 (apps)	50	jpg, gif	onvista.de (android app, iphone app & mobile webseite)
Content Ad	300 x 50 (android, iphone, mobile website)	30	bmp, jpg, gif, png	onvista.de (android app, iphone app & mobile webseite)

## E-Mail Marketing

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Standalone Newsletter [10]	see description [10]	60	plain text, html	onvista.de
Cash.-Newsletter Top News	<b>Picture</b> 200 x 133 <b>Teaser text:</b> 200 characters, not animated	15	jpg, gif	Cash/onvista
Cash.-Newsletter Leaderboard	640 x 90 or 600 x 90	40	jpg, gif	Cash/onvista
Partner-Newsletter 1./2./3. Presenter	600 x 150 px	100	jpg, gif, png	Yacht.de, Boote-magazin.de, Tour-magazin.de, Mybike-magazin.de

## Special forms of advertising

### General points

- Due to the asynchronous tagging of our portals we request that you refrain from using the document write script. We will not otherwise be able to guarantee that the advertising material will be correctly implemented and displayed.
- You should deliver the advertising material at least three days before campaign launch, in the case of Fireplace, 1 week in advance.
- Please supply the advertising material in an https-enabled format.

### [1] HTML5

- Size and maximal weights of the formats are according to the previous specifications.
- If multiple files are used, the root file should always be named "index.html".

### HTML5 AD MEDIUM (implementing clickTags)

#### Click counting library

Add the following script into the <head> area of the main ad medium file (index.html):

```
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js">
</script>
```

#### clickTag variables

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

```
<title>html5 multi clicktag</title>
```

```
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>
```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0">
```

```
<style>
```

```
body{width:300px;height:600px;margin:0;padding:0;}
```

```
#main-container{width:300px;height:600px;cursor:pointer;}
```

```
#click-area1{background-color:red;height:150px;display:block;}
```

```
#click-area2{background-color:blue;height:150px;display:block;}
```

```
#click-area3{background-color:yellow;height:150px;display:block;}
```

```
#click-area4{background-color:black;height:150px;display:block;}
```

```
</style>
```

```
</head>
```

```
<body>
```

```
<div id="main-container">
<a id="click-area1"></a>
<a id="click-area2"></a>
<a id="click-area3"></a>
<a id="click-area4"></a>
</div>
<script type="text/javascript">
var clickArea1 = document.getElementById("click-area1");
clickArea1.onclick = function(){

window.open(clickTag0, "blank")

}
var clickArea2 = document.getElementById("click-area2");
clickArea2.onclick = function(){

window.open(clickTag1, "blank")

}
var clickArea3 = document.getElementById("click-area3");
clickArea3.onclick = function(){

window.open(clickTag2, "blank")

}
var clickArea4 = document.getElementById("click-area4"); clickArea4.onclick = function(){

window.open(clickTag3, "blank")

}
}
</script>
</body>
</html>
```

## Single click URL

Declare the "clickTag" variable in the ad medium HTML file (index.html) and assign the click URL.

```
<script>
var clickTag = "http://www.theclickthroughurl.com";
</script>
```

## Multiple click URLs

If the ad medium contains several clickable elements, the clickTags have to be listed (numerically): clickTag0, clickTag1, clickTag2...

```
<script>
var clickTag0 = "http://www.theclickthroughurl-1.com";
var clickTag1 = "http://www.theclickthroughurl-2.com";
var clickTag2 = "http://www.theclickthroughurl-3.com";
</script>
```

```
<script type="text/javascript">
var clickTag0 = "http://www.test1.de";
var clickTag1 = "http://www.test2.de";
var clickTag2 = "http://www.test3.de";
var clickTag3 = "http://www.test4.de";
</script>
```

## Link assignment

If you assign a hyperlink to a clickable element on the ad (text, button, image etc.), you can choose one of the following options.

## Option 1

```
<a id="clickArea"></a>
```

```
<script type="text/javascript">
var clickArea = document.getElementById("clickArea");
clickArea.onclick = function(){
window.open(clickTag, "blank");
}
</script>
```

## Option 2

```
<a id="clickArea" target="_blank"></a>
```

```
<script type="text/javascript">
var clickArea = document.getElementById("clickArea");
clickArea.href = clickTag;
</script>
```

When using the 2nd option, you have to wait for the “click counting library” to initialise. The “library” first has to replace the Javascript clickTag variables before the ad can be rendered.

In order to be alerted when the initialisation is done, insert the “init” function (registered callback), which will notify you when the “click counting library” has completed its task:

```
<script>
function init(){
/* this is a custom function which starts building the ad */
}
sas.clicktag.register(function(){
init();
});
</script>
```

## Examples of use:

**Example 1:** Simple clickTag using the “window.open” method

```
<!DOCTYPE html>
<html>
<head>
<title>html5 single clicktag</title>

<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>

<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0">
<style>
body{width:300px;height:600px;margin:0;padding:0;}
#main-container{width:300px;height:600px;cursor:pointer;}
#click-area1{background-color:red;height:600px;display:block;}
#click-area2{background-color:blue;height:150px;display:block;}
#click-area3{background-color:yellow;height:150px;display:block;}
#click-area4{background-color:black;height:150px;display:block;}
</style>
</head>
<body>

<script type="text/javascript">
var clickTag = "http://www.test.de";
</script>

<div id="main-container">
<a id="click-area1"></a>
</div>
<script type="text/javascript">
var clickArea1 = document.getElementById("click-area1");
clickArea1.onclick = function(){
```



```
window.open(clickTag, "blank")
```

```
}  
</script>  
</body>  
</html>
```

**Example 2:** Multiple clickTags using the “window.open” method

```
<!DOCTYPE html>  
<html>  
<head>  
<title>html5 multi clicktag</title>  
  
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>  
  
<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0">  
<style>  
body{width:300px;height:600px;margin:0;padding:0;}  
#main-container{width:300px;height:600px;cursor:pointer;}  
#click-area1{background-color:red;height:150px;display:block;}  
#click-area2{background-color:blue;height:150px;display:block;}  
#click-area3{background-color:yellow;height:150px;display:block;}  
#click-area4{background-color:black;height:150px;display:block;}  
</style>  
</head>  
<body>  
  
<script type="text/javascript">  
var clickTag0 = "http://www.test1.de";  
var clickTag1 = "http://www.test2.de ";  
var clickTag2 = "http://www.test3.de ";  
var clickTag3 = "http://www.test4.de ";  
</script>  
  
<div id="main-container">  
<a id="click-area1"></a>  
<a id="click-area2"></a>  
<a id="click-area3"></a>  
<a id="click-area4"></a>  
</div>  
<script type="text/javascript">  
var clickArea1 = document.getElementById("click-area1");  
clickArea1.onclick = function(){  
  
window.open(clickTag0, "blank")  
  
}  
var clickArea2 = document.getElementById("click-area2");  
clickArea2.onclick = function(){  
  
window.open(clickTag1, "blank")  
  
}  
var clickArea3 = document.getElementById("click-area3");  
clickArea3.onclick = function(){  
  
window.open(clickTag2, "blank")  
  
}  
var clickArea4 = document.getElementById("click-area4");  
clickArea4.onclick = function(){  
  
window.open(clickTag3, "blank")  
}  
</script>  
</body>  
</html>
```

**Example 3:** Simple clickTag using the “registered callback” function

```
<!DOCTYPE html>
<html>
<head>
<title>html5 single clicktag with callback test</title>
<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0">

<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>

<style>
body{width:300px;height:600px;margin:0;padding:0;}
#main-container{width:300px;height:600px;cursor:pointer;}
#click-area1{background-color:red;height:600px;display:block;}
#click-area2{background-color:blue;height:150px;display:block;}
#click-area3{background-color:yellow;height:150px;display:block;}
#click-area4{background-color:black;height:150px;display:block;}
</style>
</head>
<body>

<script type="text/javascript">
var clickTag = "http://www.test.de";
</script>

<div id="main-container">
<a id="click-area1" target="_blank"></a>
</div>

<script>
function customerFunc(){
var clickArea1 = document.getElementById("click-area1");
clickArea1.href = clickTag;
}
sas.clicktag.register(function(){
customerFunc();
});
</script>

</body>
</html>
```

## [2] Expandable forms of advertising

Expandable is used to describe a form of advertising which expands by mouse-over or click.

All expandable ads require the following click commands (as from Flash 8):

- a) for mouse over or click to open ad:                    on (release) {  
getURL("javascript: pub\_ist\_expand()");  
}
- b) if the user moves the cursor out of the expanded area (mouse-out):                    on (release) {  
getURL("javascript: pub\_ist\_collapse()");  
}

Furthermore: the expandable advertising material may:

- expand with mouse-over command or click and must close again with mouse-out.
- expand only upon clicking for all fixed placements.
- not be clickable on the expandable area when folded in.
- This may neither superimpose on the content, nor influence navigation with transparent layers on the site.
- not be automatically opened (no auto-open variant).

## [3] Wallpaper

- For these formats, the skyscraper is always placed on the right hand side next to the leaderboard.
- Background colour has to be a Hexa Code (e.g. #000000).
- For Boerse-Stuttgart.de please always supply https-compliant (also source).
- For Boerse-Stuttgart.de and klassikradio.de please do not use white as background colour.

## [4] Banderole Ad

- The ad closes automatically after 10 seconds. Please make sure that the animations do not exceed this duration. The banderole ad can be reactivated by user via the reminder button.

## [5] Fireplace

- With the specifications given the fireplace is optimised for screen resolution of 1.280 x 1.024 px.  
**Note:** The advertising material is completely visible with screen resolutions of more than 1460 pixels width. Our sales consultants would be pleased to advise you on this.

## [6] Layer

- Automatic closing after max. 10 seconds.
- Clearly visible close button.
- After closing the layer no transparent layer may remain which influences navigation on the site.
- Only visible areas may be clickable.
- For Redirects: The positioning must be individually adjustable. By tag delivery, data on positioning to be changed must be documented.

## [7] Pushdown Ad

Pushdown ad opens automatically when the site is accessed and pushes the content down for 7 seconds. The function can be repeated via mouse-over.

The specifications for flash banners generally apply. Please also observe the following specifications:

- Flash formats may be animated with max. 18 fps.

The pushdown ad requires the following click command to push down on  
(release) {  
flash.external.ExternalInterface.call("xClose");  
}

The following click command is required for the pushdown ad close function

```
on (release) { getURL("javascript: xClose()");  
}
```

- The pushdown ad must close via auto-close after 7 seconds.
- After the auto-close the pushdown ad can move out via the mouse-over command and must close again with mouse-out.

## [8] Homepage Exclusive and Area Bookings

- materials should always be delivered physically. It is also possible to integrate them as redirect or iFrame. Server utilisation must be observed.
- The individual elements may not be larger than 80 kb.
- Max. 3 motives are placed in rotation.

## [9] Homepage Video Ad

- The Homepage Video Ad offers audio-visual advertising messages in a high-quality environment.
- Please supply us with a swf file with crossdomain.xml incl. imported video.
- The video sound may only start by user interaction.

## [10] Standalone Newsletter onvista.de

- Format: HTML
- Size max. 60kb (incl. all files)
- Subject max. 70 signs
- All graphics shown in the newsletter must be delivered physically. Referencing onto an external customer server is not permitted.
- For optimal representation in all standard mail clients, please observe the following:
  - Use a table layout.
  - Use only static content (no JavaScript, no Flash).
  - No forms.
  - No anchor links as these cannot be used globally.
  - No external css files, no css definitions in the header >> only inline styles.
  - No justified text (e.g. align=„justify“).
  - No background images (e.g. as a colour gradient or as a background in a table).
  - No DIVs.
- Give preference to HTML tags before style attributes (e.g. <p align="right"> instead of <p style="text-align:right;">).
- Script formatting should generally be determined for all paragraphs with <font> tag, not with an inline style (Outlook 2007 problems).
- Images within tables (e.g. frames) may be compressed at most but never stretched (Outlook 2007 problems)
- Avoid URLs in the linking text / anchor text, in particular http://- - TargetUrl- - as some mail clients see these as a phishing attempt.

A final control will be carried out by our department. The newsletter supplied by you will be tested for the correct representation.

With the above mentioned specifications, a clean display is guaranteed in the standard mail programmes. If these specifications are not complied with, display errors may occur (especially in Lotus Notes and Outlook 2007).

## [10] Standalone Newsletter Golf.de

### HTML specs:

- Max width 680px, length variable.
- Do not integrate Golf.de/mygolf.de's header and footer.
- The subject line may not be longer than 40 characters.
- Links and tracking needs to be included by the client.
- All images are integrated via an absolute image path and must be hosted by the client.
- We highly recommend the usage of a tabular layout, which always guarantees a flawless presentation in the email client (we do not recommend the usage of CSS and DIV containers).
- Type selectors, class selectors and id selectors must be avoided.
- Do not use CSS forms, CSS wallpaper, CSS positioning, CSS floating elements, CSS external files, animated GIFs, Flash or other plug-ins.
- HTML must be saved in ISO-8859 character format to guarantee a flawless presentation of umlauts and special characters.
- If CSS styles are used versus our recommendation, they must be kept inline. We point out that all CSS styles declared in the header may cause a faulty presentation especially in Outlook 2007 and 2010. We are not responsible for any of those potential problems.

### Guidelines

1. HTML is delivered according to our "HTML specs" by the client
2. A bindingly booked release date may be changed once until 10 days before the release date by the client.
3. HTML is delivered 3 business days in advance at the latest.
4. We might reject a flawed HTML.
5. One correction loop is included.
6. We might charge the client 90€ per hour for extra work on our side.
7. Approval of the newsletter must happen one business day prior to the release date at the latest (by the client).
8. After the approval no further changes are possible.
9. We are not responsible for a faulty presentation of the newsletter via an email client.
10. The client receives a reporting 10 days after the release date of the newsletter, which includes recipients, openings and opening rate.