

Technical Specifications

2026

General Information on Tracking

As part of the GDPR Transparency and Consent Framework (TCF 2.0), onvista media GmbH only permits the use of tracking services provided by IAB-listed vendors for the delivery of display advertising.

Please ensure that only tracking services from providers included in the current IAB Vendor List are supplied for your advertising campaign.

Within the delivered advertising creatives, all tracking elements (counting pixels and third-party redirects) must include the following GDPR macro: `gdpr_consent=${GDPR_CONSENT_XXX}&gdpr=${GDPR}`

Replace **XXX** with the respective Vendor ID according to the current IAB Vendor List (see <https://iabeurope.eu/vendor-list-tcf/>).

Standard Ad Formats

	Formatgröße in px (B x H)	Größe in kB	Dateiformate	Mögliche Portale
Billboard [1]	980 x 250	100	jpg, gif, HTML5	onvista.de
Medium Rectangle [1]	300 x 250	80	jpg, gif, HTML5	onvista.de
Halfpage Ad [1]	300 x 600	80	jpg, gif, HTML5	onvista.de
Skyscraper [1]	max. 200 x 600	80	jpg, gif, HTML5	onvista.de
Sitebar [2]	mind. 120 x 600	150	jpg, gif, HTML5	onvista.de
Billboard	980 x 250 Tracking: UTM parameters are permitted, external ad server tracking is not supported	100	jpg, gif (physisch)	comdirect.de/Informer*

* onvista requires written confirmation that the advertising materials comply with the requirements of the German Securities Trading Act (WpHG).

Content Integrations

	Formatgröße in px (B x H)	Größe in kB	Dateiformate	Mögliche Portale
Premium-Box onvista	Text: max. 120 characters incl. spaces (+URL) Teaser image: 16:10 aspect ratio Disclaimer: optional, max. 60 characters (including spaces)	-	jpg	onvista.de
Premium-Box myonvista	Headline: max. 34 characters (including spaces) Teaser text: 120 characters (including spaces, max. 3 lines) Button text: 22 characters (including spaces) URL: internal or external Tracking: UTM parameters permitted; external ad server tracking not supported Image: Square format, minimum 800 x 800 px Background: Solid or colored background required; no transparency Disclaimer: optional, max. 200 characters (including spaces)		jpg	my.onvista.de
Premium-Box Informer	Headline: max. 30 characters (including spaces) Teaser text: max. 145 characters (including spaces) (+ URL) Teaser image: 310 x 130 px	-	jpg	comdirect.de/Informer
Sponsored Post	Text: max. 88 characters (including spaces) (+ URL) Teaser image: 600 x 500 px	-	jpg, gif	onvista.de
News-Feed	News are delivered via an RSS feed. Various RSS formats are supported, as well as standard-compliant XML. RSS 2.0 is recommended.	-	jpg, png, Text	onvista.de

Content Integrations

	Formatgröße in px (B x H)	Größe in kB	Dateiformate	Mögliche Portale
YouTube Sponsoring	<p>Video: minimum Full HD, maximum 30 seconds</p> <p>Description text: maximum 200 characters (including spaces)</p> <p>Tracking: URL with a maximum length of 200 characters</p> <p>Image: Company logo (transparent background/cut-out)</p>	-	-	youtube.com/@onvista
YouTube Guest Appearance	<p>Lower-third: Guest's name and position/title</p> <p>Description text: maximum 200 characters (including spaces)</p> <p>Tracking: URL with a maximum length of 200 characters</p>			youtube.com/@onvista

Interactions

	Formatgröße in px (B x H)	Größe in kB	Dateiformate	Mögliche Portale
Standard	<p>Headline: 34 characters (incl. spaces)</p> <p>Teaser text: 120 characters (incl. spaces, max. 3 lines)</p> <p>Button text: 22 characters (incl. spaces)</p> <p>URL: Internal or external</p> <p>Tracking: UTM parameters permitted; external ad server tracking not supported</p> <p>Image: Square format, minimum 800 × 800 px</p> <p>Background: Solid or colored background; no transparency</p> <p>Disclaimer: Optional, max. 200 characters (incl. spaces)</p>	-	jpg	onvista.de (AdBlocker- & Non-Consent Reichweite), App (Non-Consent Reichweite Android & iOS)
Banderole	<p>Teaser text: 110 characters (incl. spaces)</p> <p>CTA text: 25 characters (incl. spaces)</p> <p>Tracking: URL including UTM parameters permitted; external ad server tracking not supported</p> <p>Logo: Maximum 24 px height</p>	-	jpg, gif	onvista.de
Photo Ad	<p>Headline: 40 characters (incl. spaces)</p> <p>Teaser text: 160 characters (incl. spaces)</p> <p>Button text: 22 characters (incl. spaces)</p> <p>URL: Internal or external</p> <p>Tracking: UTM parameters permitted; external ad server tracking not supported</p> <p>Image: 16:9, minimum 1,200 × 675 px</p> <p>Note: Use as little white or very bright color as possible. The image serves as the background for the headline and body text. The image should be abstract to ensure good readability of the overlaid text.</p> <p>Disclaimer: Optional, max. 200 characters (incl. spaces)</p>			onvista.de (AdBlocker- & Non-Consent Reichweite), App (Non-Consent Reichweite Android & iOS)

Mobile

	Formatgröße in px (B x H)	Größe in kB	Dateiformate	Mögliche Portale
Understital	320 x 480 px	50	jpg, gif	onvista.de (mobile Webseite)
Content Ad	300 x 250 px	30	jpg, gif, png	onvista.de (mobile Webseite), App (Android, iOS)
Mobile Banner	2:1 300 x 150 px 3:1 300 x 100 px 6:1 300 x 50 px	30	jpg, gif, png	onvista.de (mobile Webseite), App (Android, iOS)
Premium Box App	<p>Non-Consent Version: Headline: max. 40 characters, including spaces Teaser-Text: max.160 characters, including spaces Button-Text: max. 22 characters, including spaces URL: Internal or external Tracking: UTM parameters permitted; external ad server tracking not supported</p> <p>Image: 16:9, minimum 1,200 x 675 px Note: Use as little white or very bright color as possible. The image serves as the background for the headline and body text. The image should be abstract to ensure good readability of the overlaid text. Disclaimer: Optional, max. 200 characters (incl. spaces)</p> <p>Consent Version : the Non-Consent version may be adapted as a display format,</p> <p>or, alternatively</p> <p>300x250 Creative</p>	-	jpg	App (Android & iOS)

Special Advertising Formats / Specifications

General

Creative assets should be delivered at least three days before the campaign starts.

Please provide creatives with HTTPS support.

[1] HTML5

Due to the asynchronous tag implementation on our websites, the use of document.write scripts is not permitted.

Otherwise, the correct execution and display of the advertising creatives cannot be guaranteed.

[2] Sitebar

The Sitebar is a dynamic advertising format that automatically adapts to the user's screen width. Therefore, the creative must be delivered as a responsive advertising unit.

[3] Homepage Exklusiv and Section Bookings

As a general rule, advertising creatives should be supplied as physical files. Integration via redirect or iFrame is also possible. In such cases, the advertiser must ensure that sufficient server capacity is available.

Individual creative elements must not exceed 80 KB.

A maximum of three creatives may be delivered for rotation.