

A resolution of 72 dpi applies to all online advertising formats

For every advertisement we need a link to your landingpage

## Superbanner

Homepage and all pages except Branchenticker and Wissensportal

File size:  
File formats:  
Size:

max. 120 kB  
JPG, PNG, GIF (static), GIF (animated), HTML5  
728 pixels wide, 90 pixels tall

mobile: 320 pixels wide, 50 pixels tall

## Superbanner MAXI

Homepage and all pages except Branchenticker and Wissensportal

File size:  
File formats:  
Size:

max. 180 kB  
JPG, PNG, GIF (static), GIF (animated), HTML5  
1.200 pixels wide, 150 pixels tall

mobile: 320 pixels wide, 50 pixels tall

## Wide Skyscraper

optional:  
- Homepage plus rest  
- Branchenticker

File size:  
File formats:  
Size:

max. 120 kB  
JPG, PNG, GIF (static), GIF (animated), HTML5  
160 pixels wide, 600 pixels tall

mobile: 320 pixels wide, 480 pixels tall

## Curtain-Dropper

- Homepage

File size:  
File formats:  
Size:

max. 180 kB  
JPG, PNG, GIF (static)  
1.024 pixels wide, 640 pixels tall

mobile: same version

## Banderole

- Branchenticker

File size:  
File formats:  
Size:

max. 180 kB  
JPG, PNG, GIF (static), GIF (animated)  
770 pixels wide, 250 pixels tall

mobile: same version

## Brandgate

- Wissensportal

File size:  
File formats:  
Size Banner top:  
Size Banner aside:

max. 120 kB pro Banner  
JPG, PNG, GIF (static), GIF (animated)  
1.200 pixels wide, 150 pixels tall  
160 pixels wide, 1.170 pixels tall

mobile: no version

## Videowall

- Homepage  
- Other pages

File size:  
File formats:  
Size and format of the videos:  
Playing time und volume:

Image: 367 pixels wide, 220 pixels tall, headline: max. 65 characters\*, Text max. 350 characters\*  
JPG, PNG  
MP4, 720p-Format (1.280 pixels wide, 720 pixels tall)  
Playing time: max. 6 minutes, File size: max. 200 MB

mobile: same version

\* inkl. space

## Medium-Rectangle

- Wissensportal

File size:  
File formats:  
Size (= mobil):

max. 120 kB  
JPG, PNG, GIF (static), GIF (animated), HTML5  
300 pixels wide, 250 pixels tall

mobile: same version

## Sidebar-Ad

- Wissensportal

File size:  
File formats:  
Size (= mobil):

max. 120 kB  
JPG, PNG, GIF (static), GIF (animated), HTML5  
347 pixels wide, 370 pixels tall

mobile: same version

## REIHE 1

- Branchenticker

File size:  
File formats:  
Size (= mobil):

max. 120 kB  
JPG, PNG, GIF (static), GIF (animated), HTML5  
347 pixels wide, 370 pixels tall

mobile: same version

## Banner - Startseite unten

- Homepage

File size:  
File formats:  
Size:

max. 120 kB  
JPG, PNG, GIF (static), GIF (animated), HTML5  
468 pixels wide, 60 pixels tall

mobile: same version

## cci Branchenticker Modul (BTM)

Image-Advert

- Branchenticker

Size:  
File size:  
File formats:

428 pixels wide, 155 pixels tall  
max. 140 kB  
JPG, PNG, GIF (static), GIF (animated)

Variant 1: **ONE** Banner (static) for E-Newsletter in cci Branchenticker and Website  
Variant 2: **TWO DIFFERENT** Banners for E-Newsletter in cci Branchenticker (static) and Website (static oder animated)

mobile: same version

## cci Branchenticker Anzeige (BTA)

Image-Advert

- Branchenticker

**Image:**  
Size:  
File size:  
File formats:

367 pixels wide, 220 pixels tall  
max. 120 kB  
JPG, PNG, GIF (static)

**Text** - characters:

Headline: max. 65 characters\*  
Text: max. 350 characters\*  
(no formatting possible)

mobile: same version

## Best of cci Branchenticker

Image-Text-Advert