skysport.de & Sky Sport Apps – Display Ads for Google Ad Manager

Valid for delivery of physical creatives or Redirects

Format:	.png /.gif / .jpg (no .tif, no flash)
Redirects:	ins-Tags, JavaScript Tags, or HTML5**-zips
Animation:	minor animation allowed, always to be approved by Sky Media
Expansion:	minor expansion allowed, to be approved by Sky Media
Sound:	sounds to be switched off by default

Trackings

- Please note that implementing 3rd party trackings is not obligatory for Sky Media and we assess every requested tracking regarding purpose and compliance.

- Due to GDPR (DSGVO) and ePrivacy compliance reasons we only support trackings that are listed in the "Privacy Manager" of our consent management platform (CMP) and that are supported by the IAB TCF v2 Framework.

- 3rd party trackings must be fully functional in secured (https://) and non-secured (http://) environments.

- Whitelisting of all user agents and AWS IP ranges compulsory. Ask Sky AdOps for more details.

Only ad impressions measured by Sky Media will be invoiced. 3rd party reportings will not be used as calculation basis.

Ad Formats & Dimensions

Ad Format	Dimensions (w x h)
Billboard (Desktop only)	970 x 250 px
Halfpage Ad (Desktop + Mobile)	300 x 600 px
Medium Rectangle (Desktop + Mobile)	300 x 250 px
Superbanner	728 x 90 px
Skyscraper	160 x 600 px
Sponsorship Logo (Desktop)	120 x 60 px
Mobile Content Ad 2:1	320 x 150 px, 300 x 150 px
Mobile Content Ad 4:1	320 x 75 px, 300 x 75 px
Mobile Content Ad 6:1	320 x 50 px, 300 x 50 px
Mobile Interstitial (nur In-App)	320 x 416 px
Mobile Sponsorship Logo	88 x 31 px

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Sky Media Ad Specifications

HTML5 Requirements

HTML Head and body	• **HTML5 ads must include:<!DOCTYPE html> declaration** • **<html> tag** • **<head> tag** • **<body> tag** • **Ad format size meta tag within the <head> tag. For example:** **<meta name="ad.size" content="width=300,height=250">** • **Z-Index must be 999 or below**
Ad entry point	The entry point to the ad should be a file called index.html. There should only be one index.html file in the root.
Upload requirements	All code and assets must be referenced using a relative path to resources included in the .zip file. No external references are allowed. If you want to use a 3rd party library, you must download it and include it in the HTML file using a relative path and you can only use one library.
Max file size	After all files have been archived into a .zip-folder it should not exceed **300 KB**
Handling Clicks	**When building your HTML5 zip bundle, please follow the requirements described below:** https://support.google.com/dfp_premium/answer/7042362#clicktagguideline Here's an example of a click tag inserted in an HTML document: <html> <head> <meta name="ad.size" content="width=300,height=250"> <script type="text/javascript"> var clickTag = "http://www.google.com"; </script> </head> [The rest of your creative code goes here.] </html> Your creative must use the click tag variable as the click-through URL: <img src="images/dclk.png" border=0>
Impressions Tracking	We recommend implementing these manually at the end of the creative snippet within your HTML5 code :
Detail	We can only traffick the HTML5 banner as 3rd party redirect. If we have to host the files on our side, we will need to test the creatives beforehand.
File type	The .zip-file should contain the HTML for the ad as well as any of the other following file types: .CSS .JS .HTML .PNG/.JPG/.GIF

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