

Technical Specifications 2012

www.haufe.de/mediacenter



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HAUFE.

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Newsletter Advertisement

Standalone Special Advertising Format

Technical Data **Print**

General Requirements

Magazine format/type area

You will find measurements under ad formats for each advertising medium.

Color

Euro scale; slight color deviations are justified within the tolerance limits of the offset process.

Printing process

Sheet-fed offset/roll offset

Processing

Saddle-stitched binding¹

Adhesive binding²

Printing material

> Delivery only in digital form possible!

> Printer-optimized PDF in

pdf/X-3 Standard1

> Color mode: CMYK

> Incl. crop and registration marks

> Bleed: 5 mm

> Resolution: min. 300 dpi

> If necessary, send contract

color proof to:

Haufe-Lexware GmbH & Co. KG

Anzeigenabteilung

Im Kreuz 9

97076 Würzburg

Data transfer

Email: daten@haufe.de

1) acquisa, Bilanz + Buchhaltung, direktmarketing, Immobilienwirtschaft, Personalmagazin, ProFirma, SteuerConsultant, Wirtschaft+Weiterbildung
2) Controller Magazin, Die Wohnungswirtschaft

Mailing addresses and conditions for inserts, bound inserts, and stick-ons

acquisa, direktmarketing, Immobilienwirtschaft, Personal- magazin, ProFirma, SteuerConsultant, Wirtschaft+Weiterbildung

Send free of charge to:

Echter Druck GmbH

Goods Receiving Dept.:

Herr Ronge

Stauffenberg-/Delpstr. 15

97084 Würzburg

Bilanz + Buchhaltung

Send free of charge to:

Rhenus Media Services GmbH

Bereich Abo, WE-Typ 6

Bebelstraße 10

79109 Freiburg

Controller Magazin, PERSONAL quarterly

Send free of charge to:

Bosch Druck GmbH

Warenannahme

Herr Wimmer

Festplatzstraße 6

84030 Landshut

Die Wohnungswirtschaft

Send free of charge to:

rewi

Druckhaus Reiner Winters GmbH

Wiesenstraße 11

57537 Wissen

Delivery conditions for all publications

Please provide a delivery note
with the following information:

Haufe-Lexware GmbH & Co. KG

Name of the print product + issue ...

No. of copies ...

No. of pallets ...

Please also provide the publishing
house with 5 copies in advance:

Haufe-Lexware GmbH & Co. KG

Advertising Dept.

Im Kreuz 9

97076 Würzburg

Technical Data Online

Banner Advertisement

Formats and Weight

Format	Pixels	Weight GIF/JPG/SWF	Fallback for SWF	Specs GIF/JPG	Specs
Bigsize/Leaderboard	728x90	60K	60K	GIF / JPG	Flash
ContentAD	300x250	60K	60K	GIF / JPG	Flash
Standard Skyscraper	max. 200x600	60K	60K	GIF / JPG	Flash
Universal Flash layer					
Universal Flash layer	400x400	-	60K	-	Flash layer
Flash layer					
Expandable Bigsize	728x90/200	-	60K	-	Flash expandable ¹
Expandable Skyscraper	max.200/400x600	-	-	60K	-
Expandable ContentAD	300/500x250/350	-	60K	-	-
Video ads					
In Page (streaming banner)	728x90, max. 200x600, 300x250	-	-	< 700 kB	Streaming banner ¹
Multi component ads					
Wallpaper	728x90+ max. 200x600	max. 60K	max. 60K	GIF / JPG	Wallpaper
TandemAD	combinations of standard formats	max. 60K	max. 60K	GIF / JPG	TandemAD

1) with mouse-over

Non-Flash Picture Formats

- > GIF and JPEG are supported
- > Specify click URL, alt text (optional)
- > The same size restrictions apply to re-directs
- > Special format: button formats

Basically, specifications for the remaining GIF/JPG formats apply. Due to the special dimension, however, it is necessary to either generate temporary ad tags or to integrate content with the placement partner(s).

In this instance, a request must first be made with the publisher. Additional lead time must then be expected. If it is not possible to deliver via the ad server, either a tracking pixel must also be provided or reporting must be agreed upon.

Flash, General Information

- > Please provide Flash advertising material in Flash Version 8 or higher, as lower versions can cause conflicts with Flash Players and/or browsers.
- > Due to performance considerations, we require 12 frames per second.
- > Advertising material may not exceed 40% of processor capacity.

The following factors can overload the processor and should therefore be avoided:

- > A frame rate in excess of 15 frames per second
- > A variety of animation sequences on several levels playing at the same time
- > Imported images spread out over an extremely long period of time (very many frames) during the Flash film.

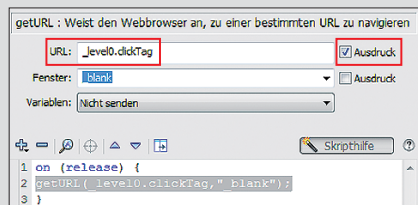
Delivery of advertising material

- > Send standard advertising formats five business days prior to publication
- > Send Wallpaper, HockeyStick, Tandem AD seven business days prior to publication
- > Send special advertising formats, rich media, video seven business days prior to publication

Please submit the advertising material punctually by email to onlinewerbung@haufe.de and name a contact (email and phone) for queries.

Banner Advertisement

ClickTag Method



Under certain circumstances, Flash advertising material may require two buttons, the click button through the command

```
- on (release) {
  getURL(_level0.clickTag, "_blank");
}
```

to be placed manually on the upper level so that the click can be performed successfully. The click button (the key) should be located on the top level.

Alternatively, a variable can also be used to determine the target of the window to enable subsequent changes solely through the control code - without needing to adjust the Flash file an additional time.

```
- on (release) {
  getURL(_level0.clickTag, _level0.clicktarget);
}
```

Reason: This is the only way that click tracking can be performed by the marketer, since the actual target address is redirected. Multilinks are also supported, they must be differentiated by scheme: clickTag1, clickTag2, clickTag3, etc.

As many as 10 links are supported. They are currently not differentiated in the reporting.

Flash

Please provide the following information for Flash advertising material:

- > SWF file
- > The version of Flash used
- > Click URL
- > Information regarding action scripts (if used)
- > **GIF or JPG as a fallback** in the format of the booked advertising format for users who do not have Flash installed (according to the image ad specification)
- > Max. 12 fps (frames per second)

Tracking method for ad clicks:

the buttons should be on the top level, the uniform standard is the "clickTag" method

Flash advertising material via 3rd party advertising

- > **Linking:** The linking must open a new window.
- > Flash must be logged in with a detection script (sniffer code) and fallback image.
- > Deployment wmode:wmode must be disclosed with Flash: wmode=opaque
- > **Flash 3rd party secure server:** When using Flash in HTTPS pages, the CODEBASE and PLUGINSPPAGE must be omitted, otherwise this will initiate warnings of unsafe elements in the site
- > **Variables subject to replacement:** Specify which variables are to be replaced in the tag.
- > **Redirect technology:** The option of transferring a redirect URL must be available and documented, so that the marketer is able to count the clicks.

Flash Layer

Please provide the following information for Flash advertising material:

- > **SWF file**
- > The version of Flash used
- > Click URL
- > Information regarding action scripts (if used)
- > If not using a Universal Flash layer, inquire about the possible size in advance
- > **Tracking method of the ad clicks**
- > The "clickTag" method is the uniform standard
- > wmode = transparent (object AND embed)
- > **Sound:** optional, first with user action (click/mouse-over), no loops
- > **Close:** autoclose function after 10 seconds
Close button positioned clearly visible at the upper right.

The close function in Flash is run as follows:

```
on (release){ fscommand(„hide“);}
```

Flash layer via 3rd party re-direct

- > If not using a Universal Flash layer, inquire about the possible size in advance
- > **Inquire about positioning in advance:** Positioning depends on the defined content area. Positioning is performed through transfer in the tag or through a variable definition in Javascript
- Javascript variation: the variable transfer is carried out through the variable adlayer_x and adlayer_y.
- Tag variation: When the tag is provided, it must be documented which specifications must be made in the tag for positioning.
- > **Unambiguous IDs:** all of the elements used must have unambiguous IDs (several objects numbered consecutively: adlayerobject1 etc. ...)Object ID: id=adlayerobject for the flash object
- > In the case of acceptance of DIVsid=adlayerdiv
- > Browser compatibility (IE, Firefox, Netscape, Opera) must be ensured.

Banner Advertisement

Flash Layer Special Formats

Expandable banner

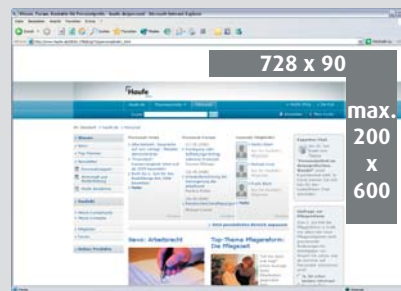
Generally, all specifications for Flash/Flash layer apply, with the additional requirements:

- > Rolling in and out (with mouse-over) is controlled via action script.
- > Rolling out: Mouse-over on (rollOver) {fscommand(„expand“);}
- > Rolling in: Mouse-out on (rollOut) {fscommand(„collapse“);}
- > Fluid movement of the rolling in/out must be guaranteed.
- > Banner must be clickable in any state ("clickTag" method).

Multi Component Ads

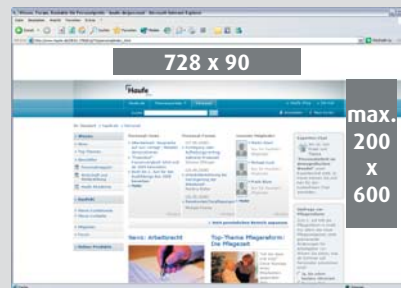
Hockey stick

Like the wallpaper, a hockey stick consists of 2 components. However, without background color. See Wallpaper for specifications.



TandemAD

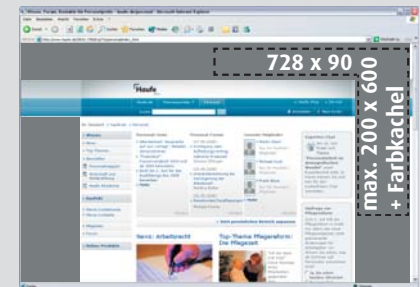
A tandemAD consists of 2 motifs, which are displayed simultaneously, but which must not be connected.



Wallpaper

Classically, a wallpaper consists of two components:

- > A horizontal section usually Bigsize 728/767/x90
 - > A vertical section, skyscraper format, 120 pixels width and 600 pixels length
- They are arranged according to the following scheme on the website:



- > In addition, a background color is required in HexCode.
- > The same specifications for GIF/JPG/Flash Video banner also apply to banner components.

Local connection

The local connection function supports the so-called synchronization and communication between two files with advertising material (e.g. Superbanner & Skyscraper SWF): Local connection may only contain security settings that are permitted in SWF files. "Wait" or "timeout" commands should not be used in the timeline, because they can have a negative effect on synchronization. The use of the "classic" timeline is recommended here to create pauses or to use delays. You will find further information on local connection in the Internet.

Newsletter Advertisement

Ad Formats, Newsletter

- 1 **Text ad with picture/logo**
 - > Headline: max. 65 characters
 - > Picture/logo: max. 120x120 pixels (20K)
 - > Text: max. 300 characters
 - > Link: max. 40 characters
- 2 **ContentAD**
 - > Picture: max. 300x250 pixels (50K)
- 3 **Promotional area**
 - > Picture: max. 300x250 pixels (50K)

Technical Specifications, Newsletter

- > File formats: JPG or GIF (no animation possible to text ads)
- > For advertising material in GIF format: Outlook 2007 and 2010 only show the first frame without animation. Identical design of the first and last frames is therefore recommended.



Delivery of advertising material

Seven business days prior to activation. Please submit the advertising material punctually by email to onlinewerbung@haufe.de and name a contact (email and phone) for queries.

