

Platform		Wir in der Praxis Das PTA Magazin	Springer Pflege	Springer Medizin	Ärzte Zeitung					
Before/after Login		open	open	open/closed	open/closed	TECHNICAL SPECIFICATIONS				
DISPLAY AD FORMAT	Playout	CPM	CPM	CPM	CPM	ID	Width (pixel)	Height (pixel)	File Weight (kb)	Further Specifications
Web-Advertorial	Desktop / mobile	/	65 €	90 € / 180 €	90 € / 180 €		620	150	150	Static picture: 390 x 246 px, Headline: max. 60 characters Text: max. 350 characters incl. Link text and spaces
Rectangle	Desktop / mobile	40 €	65 €	90 € / 180 €	90 € / 180 €	307	180	150	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
	Desktop / mobile						300	250		
	Desktop						336	280		
Video Ad	Desktop / mobile	/	65 €	90 € / 180 €	90 € / 180 €	307	300	250	150	JPG, GIF, HTML5*, Redirect Tag; muted by default, Frequency Capping Limitation (optional)
Billboard Ad	Desktop	40 €	65 €	90 € / 180 €	90 € / 180 €	801	800 900	250 250	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
Fullbanner	Desktop/mobile	40 €	65 €	90 € / 180 €	90 € / 180 €	271	468	60	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
Skyscraper	Desktop	/	65 €	/	/	362	120	600	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
							160	600		
Super Banner	Desktop	40 €	65 €	90 € / 180 €	90 € / 180 €	358	728	90	150	JPG, GIF, HTML5*, Redirect Tag; Frequency Capping Limitation (optional)
Mobile Banner 150	Mobile	/	65 €	90 € / 180 €	90 € / 180 €	503	300 320	150 150	150	JPG, GIF, HTML5*, Redirect Tag
Mobile Banner 75	Mobile	/	65 €	90 € / 180 €	90 € / 180 €	504	300	75	150	JPG, GIF, HTML5*, Redirect Tag
							320	75		
Mobile Banner 50	Mobile	/	65 €	90 € / 180 €	90 € / 180 €	505	300	50	150	JPG, GIF, HTML5*, Redirect Tag
							320	50		
Sponsoring		On Request	On Request	On Request	On Request					
NEWSLETTER AD FORMAT										
Newsletter Medium Rectangle							300	250	150	static gif, jp, png
Newsletter-Advertorial							620	150	150	Static picture: 390 x 246 px, Headline: max. 60 characters Text: max. 350 characters incl. Link text and spaces

Notes:
 A web banner can not refer to pdf files only, it is mandatory to use a target url to an HTML page.
 Please deliver HTML5 assets via download link, mails with attached HTML5 zip files might be filtered out by our spam protection software.
 Please take care of HTML5 guidelines for Google Ad Manager: <https://support.google.com/admanager/answer/7046799?hl=en>

Christine Hoffmann
 Team Lead Ad Operations
 Phone: +49 30 82787 5583
 E-Mail: ad-operations@springernature.com

Link to Springer Medizin Adwizard:
<https://adwizard.springer.com/adwizard/home/index>