

iX APP

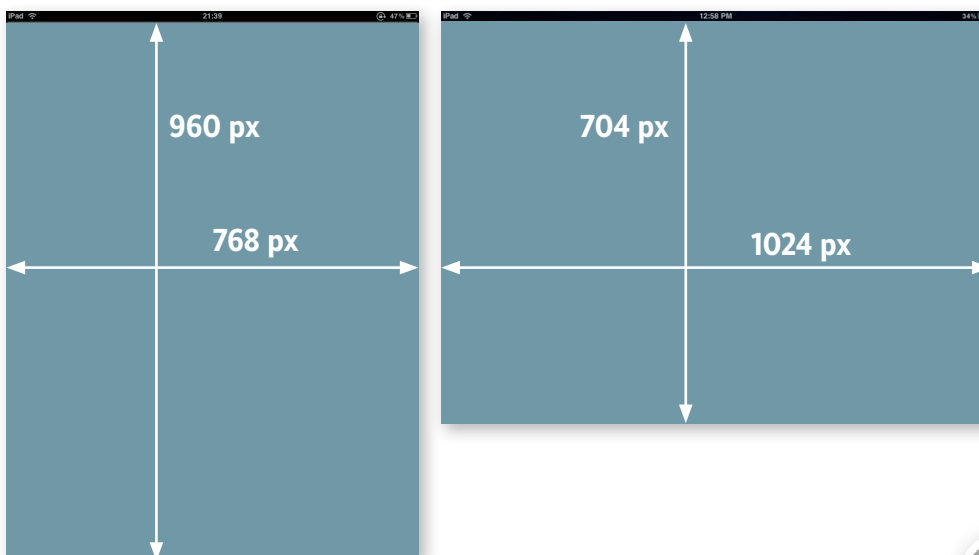
Technical Specifications

RATES AND SPECIFICATIONS

AD FORMAT	PLACEMENT	RATE
Fullscreen Ad iX App	Within editorial content	2.000,00 €
Fullscreen Ad in Print/App-Combination	Within editorial content	1.500,00 €
Fullscreen Ad Opening Page iX App	Between Cover Page and iX TOC	3.000,00 €
Fullscreen Ad Opening Page in Print/App-Combination	Between Cover Page and iX TOC	2.500,00 €
Market Section (Fullscreen, 1/2, 1/4 Screen) iX App	Digital Market Section	Rates on request
Recruitment Section (Fullscreen, 1/2, 1/4 Screen) iX App	Digital Recruitment Section	<i>Rates on request</i>

- Integration of static ads, ads with implemented video or interactive HTML5 ads in iOS and Android edition of iX-Magazin
- Ads have a fixed placement in an issue and remain in the archived issues
- Ad placement available for digital marketplace or recruitment section
- No suitable advertising for mobile devices? Talk to us about our ready-to-advertise solution services!

SPECIFICATION iOS



- The dimensions shown on the iPad screen correspond with the real pixels of the iPad1, 2 and mini. Due to the retina resolution of the iPad 3 version (and follow ups) the number of pixels is in real twice as much, effectively delivered will be the normal size, shown here.
- iOS devices has a display with an aspect ratio of 4:3



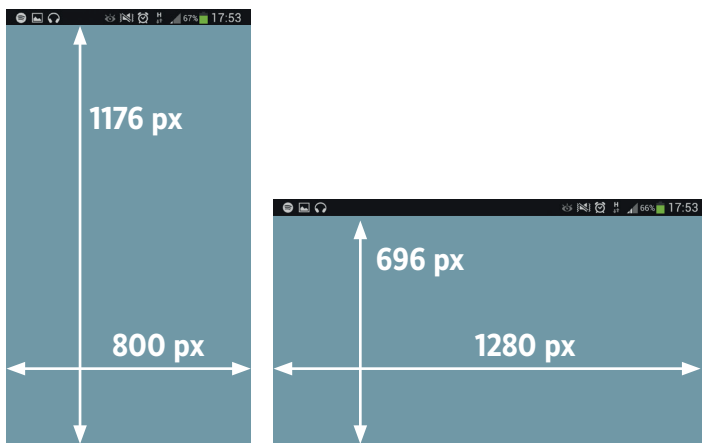
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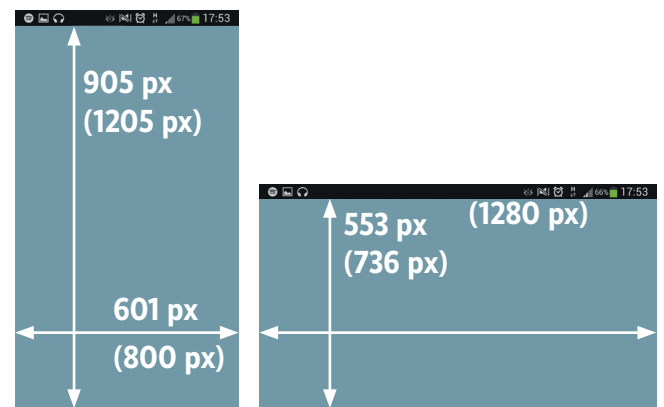
SPECIFICATIONS ANDROID

The Android market is characterized by a high diversity of devices, associated with the different screen resolutions. The Android version of the c't app supports devices with large and xlarge screens and a density of hdpi and xhdpi (see http://developer.android.com/guide/practices/screens_support.html). The majority of Android devices has a display with an aspect ratio of 16:9

screen 10"



screen 7"



We recommend:

The majority of our subscribers use Apple devices. Therefore please optimize the display ad for these devices

Design the displayed ad responsively, so that background and the individual elements of the ad can scale and adapt to the different screen size of Android devices. There should be no major elements of the ad outside the area of the displays shown above.

Please feel free to test how your advertising materials behave at different resolutions at <http://mattkersley.com/responsive/> or <http://responsive.victorcoulon.fr/>.



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TECHNICAL DETAILS

Technical specifications for static ads:

- Landscape: W1024 x H704 pixels / Portrait: W768 x H960 pixels (iOS)
- Due to differing display sizes and resolutions, responsive HTML should be used for the entire ad, e.g. background and elements (Android).
- File formats: jpg, png, gif
- File size: max. 150 KB

Technical specifications for interactive ads (without videos):

- Landscape: B1024 x H704 pixels / Portrait: B768 x H960 pixels (iOS).
- Due to differing display sizes and resolutions, responsive HTML should be used for the entire ad, e.g. background and elements (Android).
- File formats: jpg, png, gif, html
- js, css, jpg, png, and gif file formats are allowed for components of html advertisements. The files must be located at the same level as the html file (no paths to subfolders).
- File size of the entire ad: max. 2 MB altogether/ max. 150 KB per image

Notes on interactive ads and the linking of elements:

- It is not allowed to link the entire surface of the ad. Links must be defined in an HTML file and be optically recognizable by the users. It must be guaranteed for all interactive ads that the users can go to the next magazine page by „wiping“
- Links are opened in an in-app browser provided that an internet connection exists. The in-app browser includes the following navigation elements: Next, Back, Close.
- Interactive elements in an advertisement may be activated only by a user's click (conscious action).
- Interactive ads can access certain features of the end device (shaking, inclination, compass and the like).

Technical specifications for interactive displays including videos:

- Format: 16:9 (max. W1280 x H720 pixels or W1920 x H1080)
- Starting image file type: jpg (16:9 format)
- Starting image file size: max. 150 KB
- Video file type: mp4 (video: H 264 / audio: AAC)
- Video file size: max. 7 MB
- Video duration: max. 30 seconds
- The integration of the video into the app is realized by streaming or downloading from a Heise server
- Videos and sounds may be activated only by a user's click (conscious action)



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Technical Specifications

TECHNICAL DETAILS

Additional general information:

- The advertisement must be free of spyware, malware etc.
 - The advertisement and the links must comply with the requirements of the current App Store Review Guidelines and the Android Developers Guidelines
 - The publisher reserves the right to validate all advertisements including the linked URLs and, if necessary, is allowed to stop the implementation of an URL or the publication of an ad to protect the app's overall appearance and its performance.
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Supply and Delivery of ads:

- Latest delivery is 10 business days prior to publication of the advertisement
 - Copy material delivery by e-mail or FTP server
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CONTACT

www.heise.de/mediadaten/ix/mediadaten_seite_ix_en_2531251.html

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