



adscale 

Media Facts 2012
Brand Communication On adscale

What is adscale?

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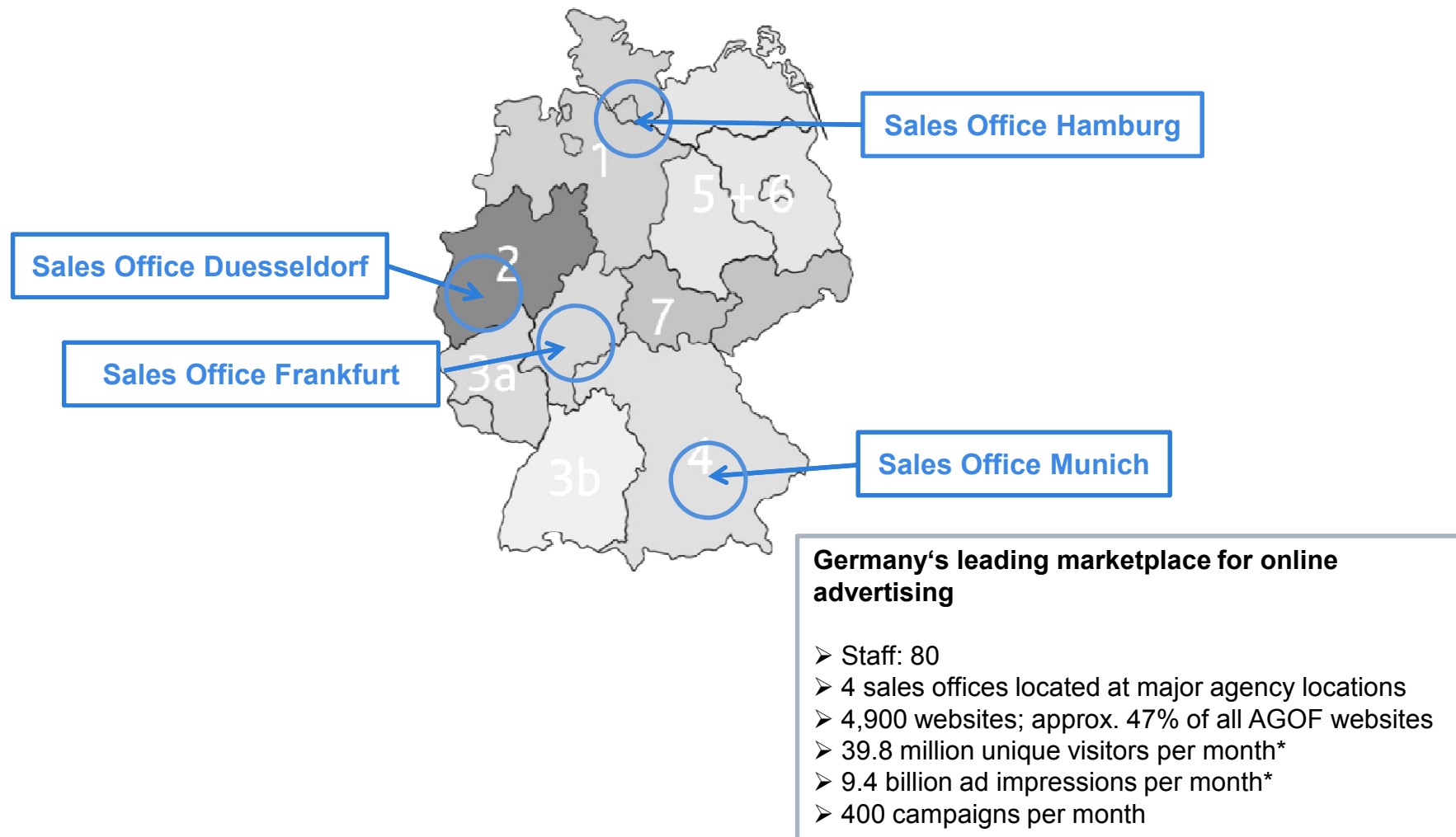
adscale is Germany's leading market place for online advertisements. With 4 offices in Germany, we take care of more than 1,400 advertisers that place ads on more than 4,900 websites.

Why was adscale founded?

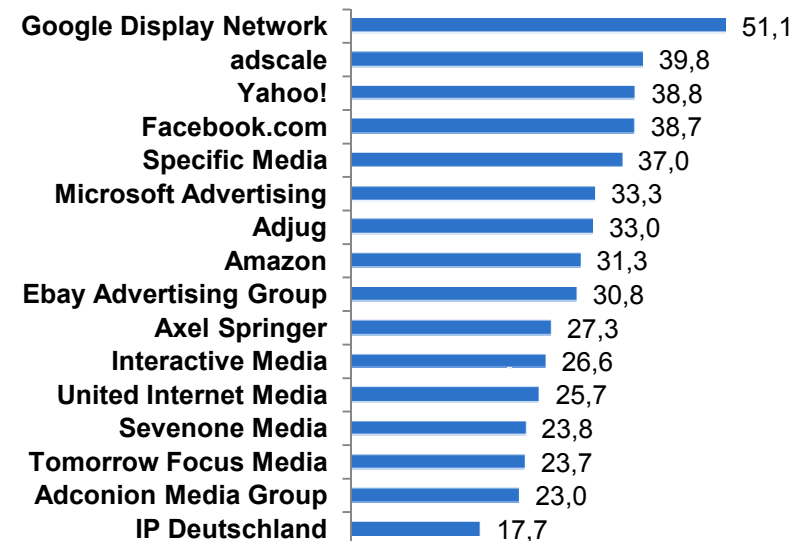
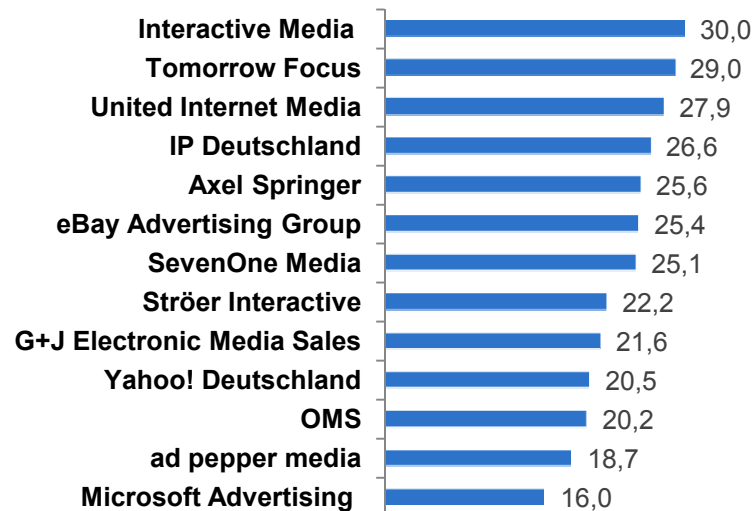
To ease the process of placing ads for clients by consolidating the fragmented publisher market consisting of more than 400 ad networks.



adscale-Facts & Figures



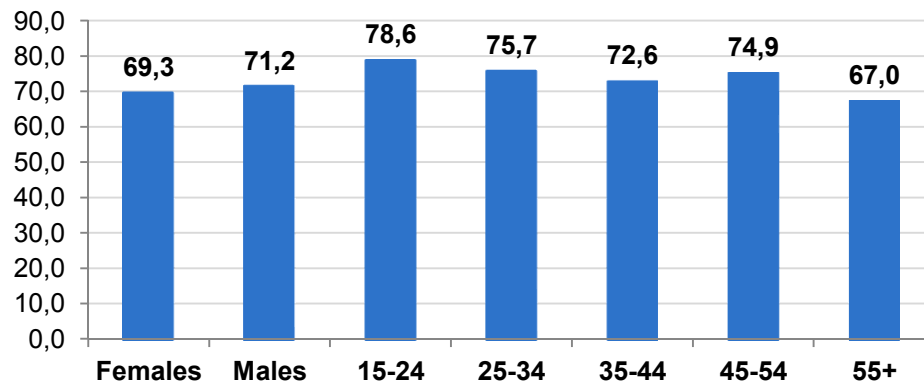
With adscale you get to reach more internet users in Germany than with any other transparent display network



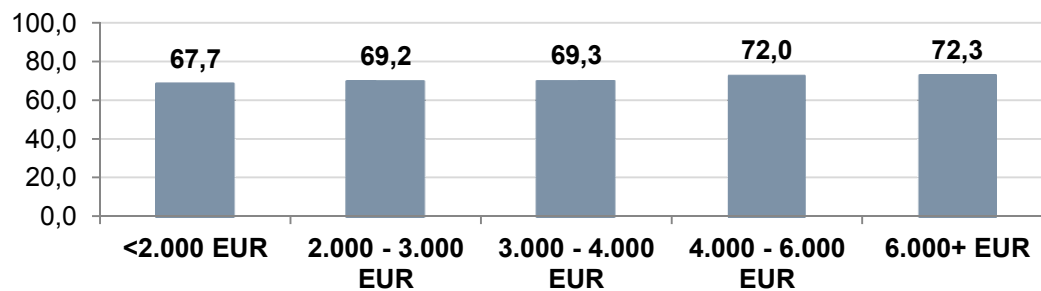
Place your ads with full transparency in our marketplace and get 39.8 million unique users per month in front of them. That is 70.3% of Germany's online population.

Net Reach - Social-Demographic Breakdown

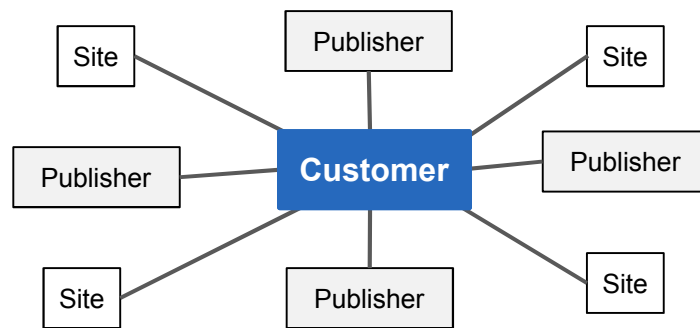
Net Reach by Age and Gender



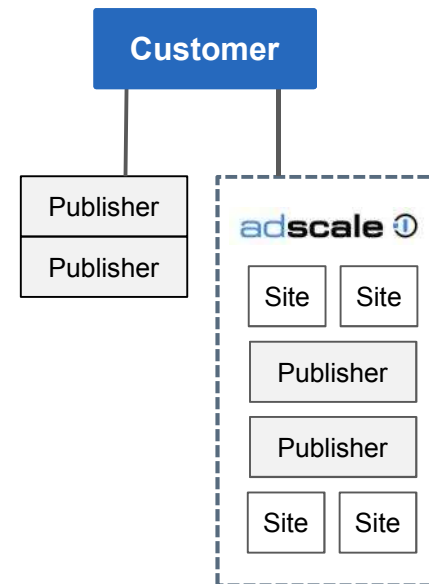
Net Reach by HHNI



Efficient Publishers- Control via adscale I/II



From the „classical“ model to a „market place“



If a customer books individual web pages directly from a publisher to run his campaigns, it takes time.

If the customer books and controls his campaign with adscale, his campaign will be locked into several publisher sales houses and controlled for him without much effort.

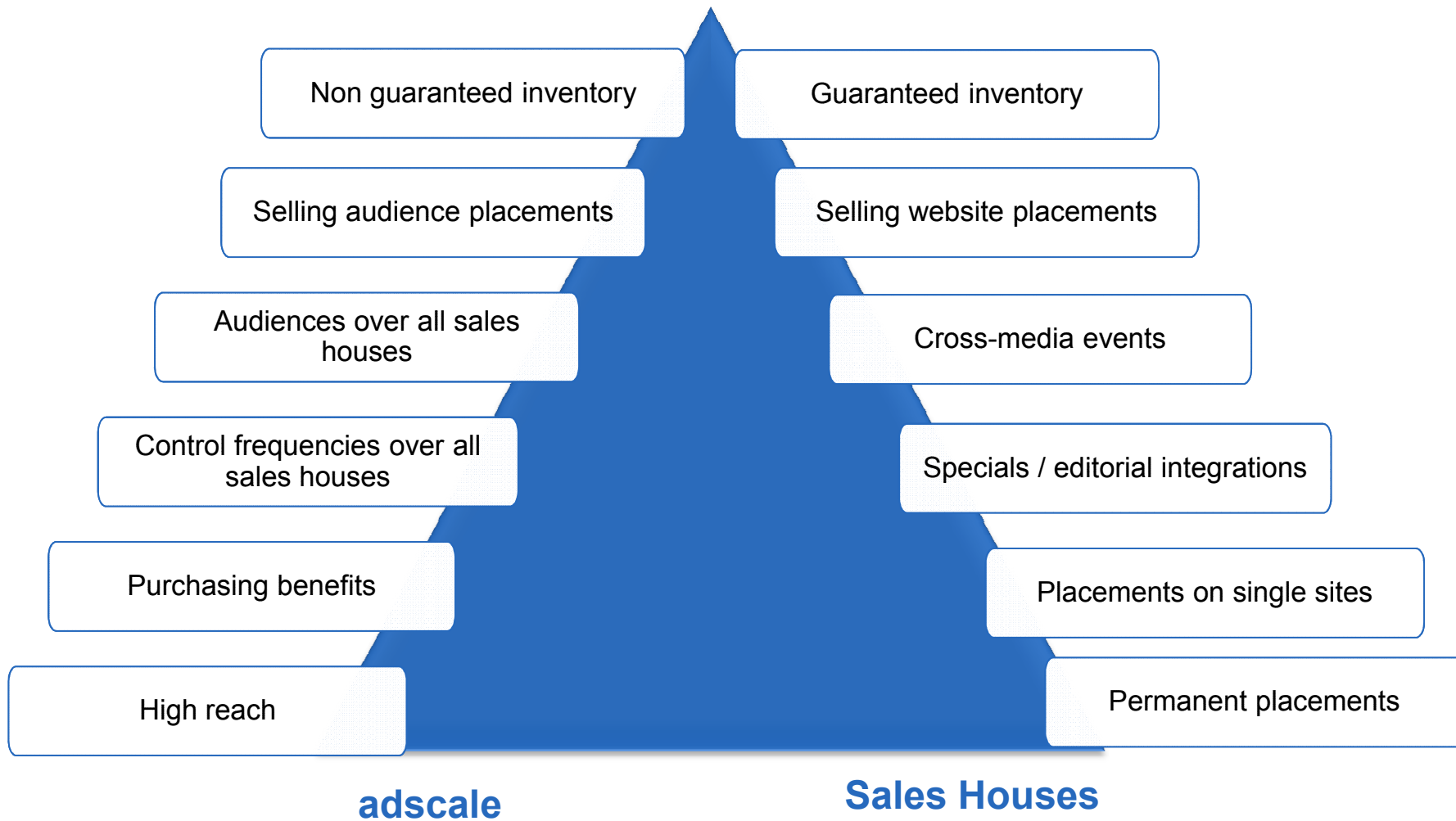
Efficient Publishers- Control via adscale I/II

Your advantages at a glance:

- ✓ No minimum booking volume - No cancellation fees
- ✓ No dependence of the CPM / CPC from booking volume
- ✓ No discount negotiations
- ✓ No charges for targeting / FC / Streaming
- ✓ Immediate Start - All pages are firmly attached

- ✓ Full transparency - No blind bookings
- ✓ Marketers comprehensive real-time control and optimization
- ✓ Very high quality traffic - 100% display inventory
- ✓ Guaranteed compatibility with any publisher ad servers
- ✓ Elimination of unwanted multiple contacts

adscale vs. Sales Houses



How to use adscale

For publisher and advertiser adscale works as the optimal tool to get the best from their inventory (Yield Management). Website operator and sales houses do have exclusive control over unlocking offered campaigns.

Due to the market place's flexible mechanism it is not possible to guarantee delivery on single sites or specific rotations of sites.

adscale therefore is not a substitute to the direct business relationship between agencies and sales houses.















Sales Houses at adscale (Examples):












- ✓ rotations by subjects:
 Automotive – Business – Computer & Electronics – Nutrition & Health – Free time & Hobbies –
 Gaming & Toys – Lifestyle & Fashion – People & Relationships – News – Travel & Tourism –
 Sports & Leisure



Sales Houses at adscale (Examples):

 Die Ratgeber-Community	   die lokale suche für deutschland ✓ as well as more websites
 Deutsche Telekom Gruppe ■ ■ ■ ■ ■	 ✓ rotations by subject on request; as well as more websites
	   ✓ as well as rotation „News“
	✓ rotation „sports“
	  ✓ as well as rotation „News“

Sales Houses at adscale (Examples):

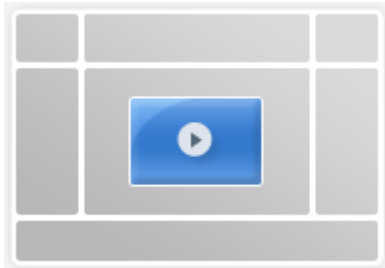
 <p>QUARTER MEDIA HOLTZBRINCK DIGITAL</p>	<ul style="list-style-type: none"> ✓ rotations by subjects: Automotive – Entertainment – Female – Health – IT – Living – Male – Travel – Disciples & Students – Sports – Pet Owner
	
	 <ul style="list-style-type: none"> ✓ as well as rotation over all websites
	
	<ul style="list-style-type: none"> ✓ rotation by subject Automotive, e.g. ✓ rotation by subject Music, e.g. ✓ rotation by subject Travel, e.g. 

Publisher at adscale (Examples)

Female	Male	Automotive	Business / Finance	Entertainment

Eye-Catching Ad Units For Your Creatives

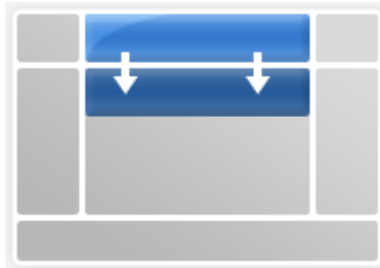
Pre-Roll Ad



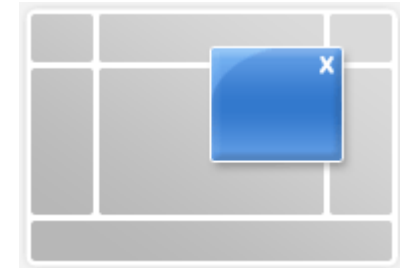
Wallpaper Ad



Expandable Ad



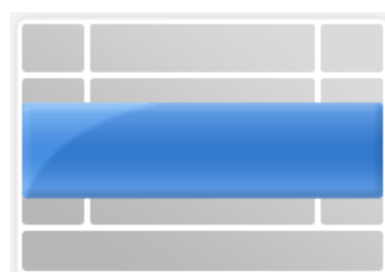
Flash Layer



Tandem Ad



Banderole Ad



Video Interstitial



Halfpage Ad



Overview of available advertising formats

Beschreibung	Format (Breite x Höhe in Pixel)	Maximale Start-Dateigröße (Empfohlen)	Zusätzliche Downloadgröße	Max. Laufzeit in Sekunden
Pre-Roll Ad	16:9 oder 4:3; Mindestbreite 300/ Maximalbreite 1024	-	-	30
Wallpaper	728x90 + 120/160x600 + Hintergrundfärbung	200 KB	-	-
Banderole Ad	770x250	160 KB	-	15
Expandable Ad	Auf Anfrage	70 KB	100 KB	30
Tandem Ad	100/1024x100/800 IAB + Flash Layer	70 KB	100 KB	30
Flash Layer	100/1024x100/800	70 KB	100 KB	10
Video Interstitial	300x250/800x600	10 MB	-	30
Pop Under	von 300x250 bis 1024x800	70 KB	100 KB	-
Wide Skyscraper	160x600	70 KB	-	-
Skyscraper	120x600	70 KB	-	-
Medium Rectangle	300x250	70 KB	-	-
Leaderboard	728x90	70 KB	-	-
Fullsize Banner	468x60	70 KB	-	-
Halfsize Banner	234x60	70 KB	-	-
Halfpage Ad	300x600	70 KB	-	15

Contact

Still questions?

We are really looking forward to your requests!

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www.adscale.de