

SBB Digital Advertising – Advertising guidelines.

Important information.

Adserver: Google Ad Manager

Animations: multiple parallel animations and overlapping transparent graphics are to be avoided (above all due to performance).

Delivery of advertising materials: by no later than **five working days** before the campaign begins

Label: clear definitions and labels of all elements in HTML (ID or name)

Code: use W3C-valid codes (<http://validator.w3.org/>)

Creatives: create separate zip folders with all necessary files for each piece of advertising material; only put JS and images in subfolders. Deliver the components of a piece of advertising material (also TAGS) as HTTPS-compatible components. Target URL/tracking link must be integrated.

CSS definitions: create names and IDs directly, do not access common elements. Include them directly in the “index.html” file and do not reference them externally.

Fonts: use free fonts if possible. Your own fonts must be well tested and could cause problems.

JavaScript file: do not compress or only do so after the tracking has been inserted.

jQuery: not recommended due to drop in performance.

Click count: Arranged via Google Ad Manager, more [information](#) on ClickTAG.

Tags: Iframe/JavaScript tags (start with <ins and end with </ins>)

Advertising formats.

sbb.ch desktop.

Designation	Display size (pixels)	Delivered size (pixels)	Max. file size	Formats
Desktop, wideboard	994 x 250	994 x 250	90 KB	JPEG, GIF, HTML
Desktop, maxiboard	994 x 118	994 x 118	90 KB	
Desktop, leaderboard	728 x 90	728 x 90	90 KB	
Desktop, halfpage ad	300 x 600	300 x 600	90 KB	
Desktop, medium rectangle	300 x 250	300 x 250	90 KB	

Advertising formats – mobile.

Designation	Display size (pixels)	Delivered size (pixels)	Max. file size	Formats
Mobile rectangle	300 x 250	600 x 500	70 KB	JPEG, GIF, HTML
Mobile wideboard	320 x 160	640 x 320	70 KB	

Attention. For mobile positioning, the advertisement must be retina-compatible. The images must therefore be scaled by the agency using correct HTML image integration from twice the delivery size to the correct display size.

Example of the scaling of a mobile wideboard.

```
<a href="https://www.your-landingpage.ch" target="_blank" rel="nofollow">

</a>
```

Barrier freedom.

The recommendations for barrier-free advertising contents 2.0 of the WCAG (Web Content Accessibility Guideline) apply.

Important criteria.

Function of images and animations: described by alt attribute.

Touch targets: at least 48 x 48 pixels.

Legibility: the font size must never be smaller than 12 point.

Contrast: the colour contrast (for text/icons) must generally comply with the AA standards of WCAG (use of high contrast).

Guidance and aid: the operating aids of the operating system must be supported.

Multimedia services: there are textual alternatives.

Scripts/Applets etc.: barrier free or barrier-free alternatives.