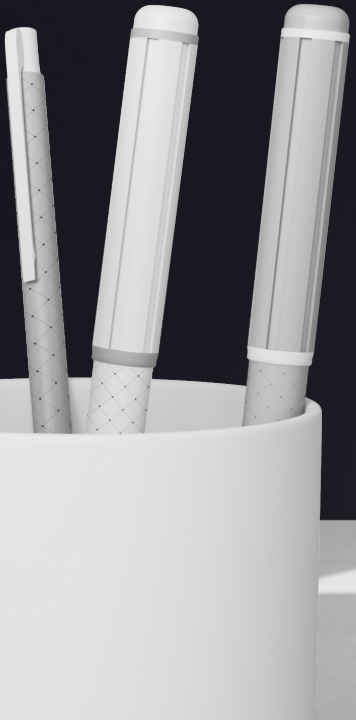




FORMATS & SPECIFICATIONS

YOC GERMANY



FORMATS & SPECIFICATIONS



OVERVIEW



YOC CLASSICS



YOC SPECIALS



YOC AI POWERED SOLUTIONS





YOC CLASSICS

FORMATS & SPECIFICATIONS



FORMATS & SPECIFICATIONS



YOC CLASSICS

DISPLAY

Standardbanner

Medium Rectangle

Carousel

Cube Ad

Interstitial

YOC Understitial Ad[®]

YOC Branded Takeover

YOC Sitebar

Geo Push Notification



VIDEO

YOC Instream Video

Interstitial Video

YOC Understitial Video Ad[®]

YOC Inline Video Ad

YOC Zoom Ad



FORMATS & SPECIFICATIONS



STANDARD BANNER



OPTIONS FOR DELIVERY

Physical

JPG / PNG / GIF

Redirect

Javascript / iFrame

HTML5 URL

SIZES

300x150px
320x50px
300x100px
320x180px
300x75px

WEIGHT

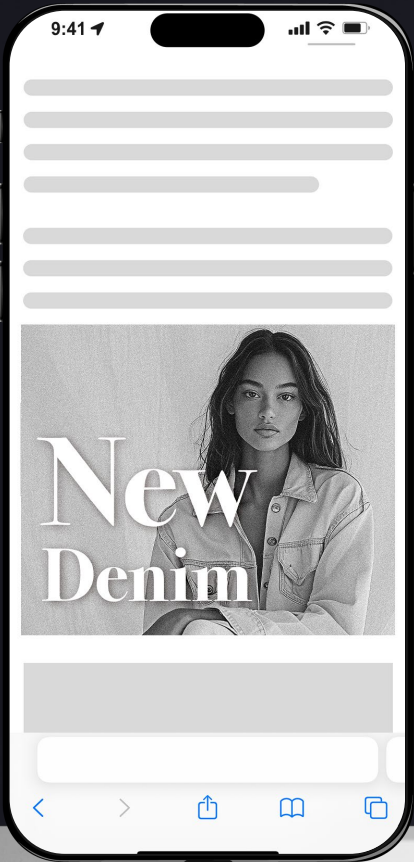
Max. 300 kb

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



MEDIUM RECTANGLE



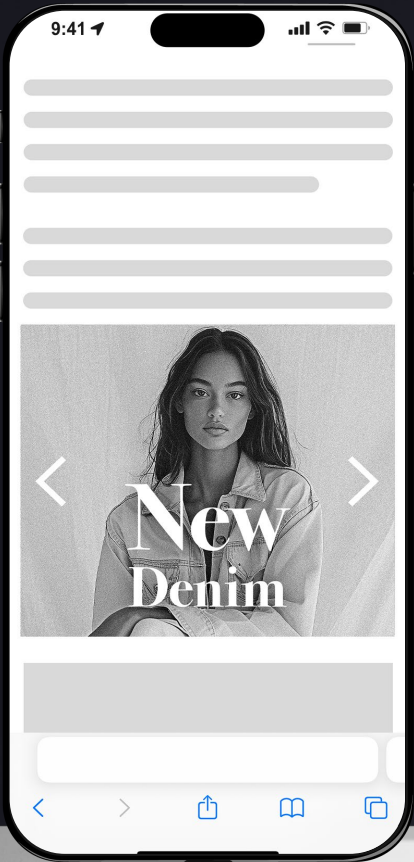
OPTIONS FOR DELIVERY	SIZES	WEIGHT
<p><u>Physical</u></p> <p>JPG / PNG / GIF</p>		
<p><u>Redirect</u></p> <p>Javascript / iFrame</p>	<p>300x250px 600x500px</p>	
<p>HTML5 URL</p>		<p>Max. 300 kb</p>

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



CAROUSEL



OPTIONS FOR DELIVERY	SIZES	WEIGHT
<p><u>Physical</u> JPG / PNG / GIF</p>	<p>320x480px 640x960px 300x600px 600x500px 300x250px</p>	<p>Max. 300 kb</p>

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



CUBE AD



OPTIONS FOR DELIVERY

Physical

JPG / PNG / GIF

4 files – 1 for each cube side

SIZES

Vertical:
300x600px
320x480px
500x1000px

Horizontal:
2000x500px

Square:
600x600px
1000x1000px

WEIGHT

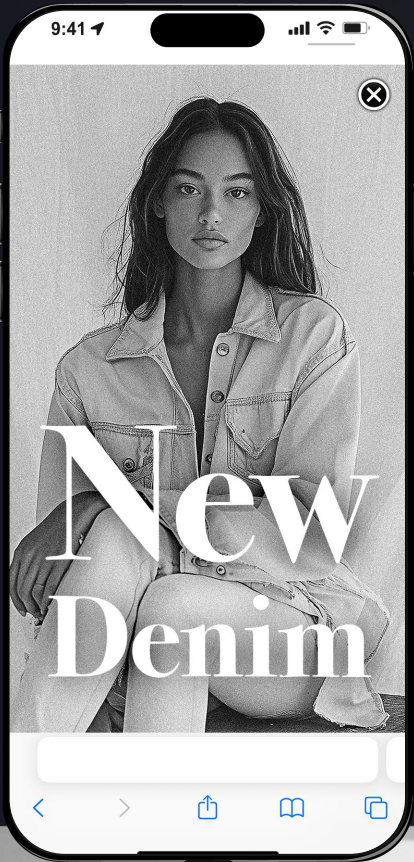
Max. 500 kb

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



INTERSTITIAL



OPTIONS FOR DELIVERY

Physical

JPG / PNG / GIF

Redirect

Javascript / iFrame

HTML5 URL

SIZES

320x480px
640x960px

WEIGHT

Max. 300 kb

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



YOC UNDERSTITIAL AD®



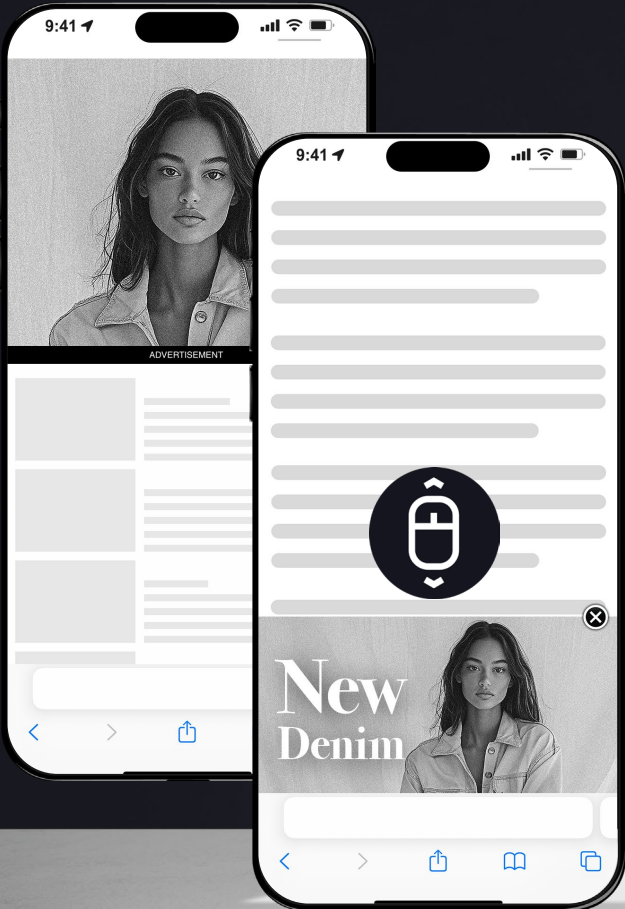
OPTIONS FOR DELIVERY	SIZES	WEIGHT
<p><u>Physical</u></p> <p>JPG / PNG / GIF</p>		
<p><u>Redirect</u></p> <p>Javascript / iFrame</p>	<p>320x480px 640x960px 300x600px</p>	
<p>HTML5 URL</p>		<p>Max. 300 kb</p>

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



YOC BRANDED TAKEOVER



OPTIONS FOR DELIVERY	SIZES	WEIGHT	OPTIONAL VIDEO
<p>1st Ad Unit</p> <p>JPG / PNG / GIF</p> <p>TEMPLATE HERE!</p>	<p>320x480px 640x960px</p>	<p>Max. 300 kb</p>	<p>640x360px Max. 2 MB Max. 30 Sec.</p>
<p>2nd Ad Unit</p> <p>JPG / PNG / GIF</p> <p>TEMPLATE HERE!</p>	<p>320x180px 640x360px</p>		

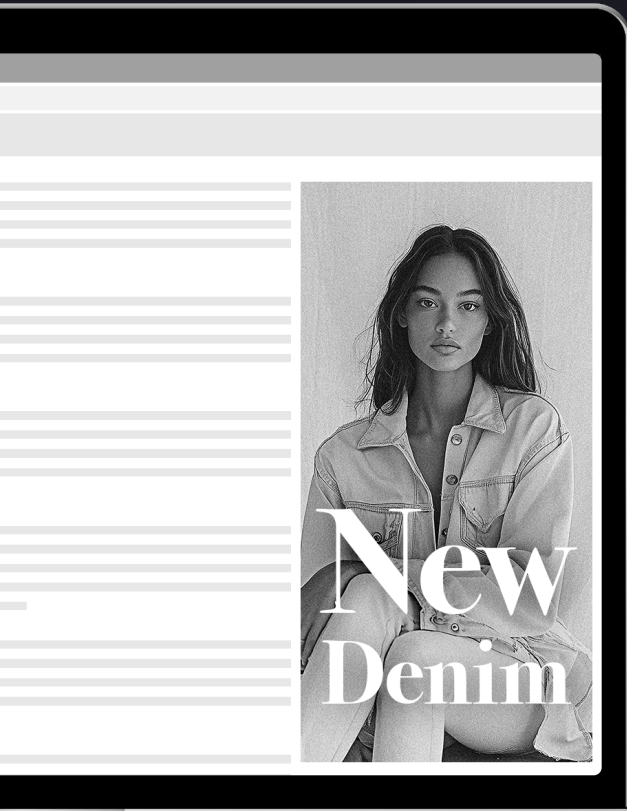
[Click here for Creation by YOC Studio](#)

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



YOC SITEBAR



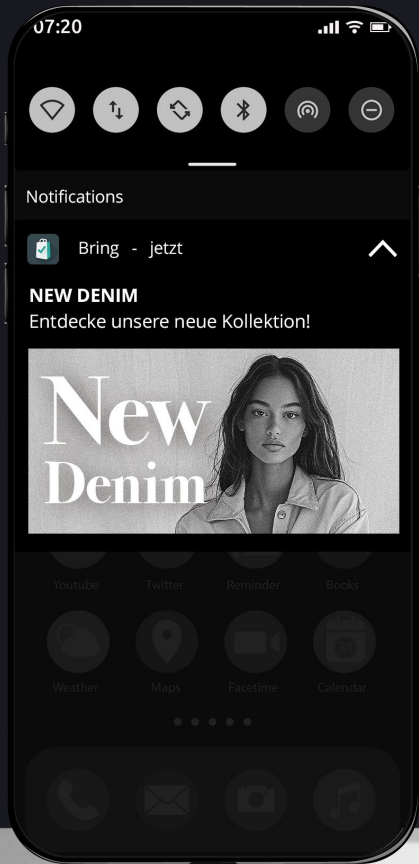
OPTIONS FOR DELIVERY	SIZES	WEIGHT	OPTIONAL VIDEO
<p><u>Physical</u></p> <p>JPG / PNG / GIF / HTML</p>	<p>300x600px 500x1000px</p>	<p>Max. 300 kb</p>	<p>640x1280px Max. 2 MB Max. 30 Sec.</p>
<p><u>Redirect</u></p> <p>Javascript / iFrame</p>			
<p>Click here for Creation by YOC Studio</p>			

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



GEO PUSH NOTIFICATION



TEXT PUSH MESSAGE

Headline max. 30 characters

Subline max. 50 characters

Emojis are possible

NOTIFICATION CENTER TEXT

Headline max. 30 characters

Subline max. 50 characters

ICON LOGO

PNG / JPG
250x250px

BIG PICTURE*

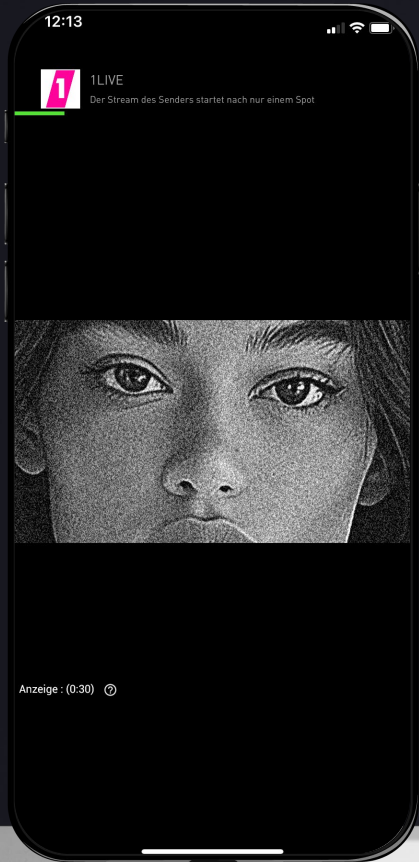
PNG / JPG
512x256px
Max. 500 kb

Delivery:
5 Days before campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



YOC INSTREAM VIDEO



OPTIONS FOR DELIVERY

Video
MP4 / VAST 2.0 – 3.0
HD Quality

SIZES

1280x720px
640x360px
320x180px

WEIGHT

Max. 2 MB

LENGTH

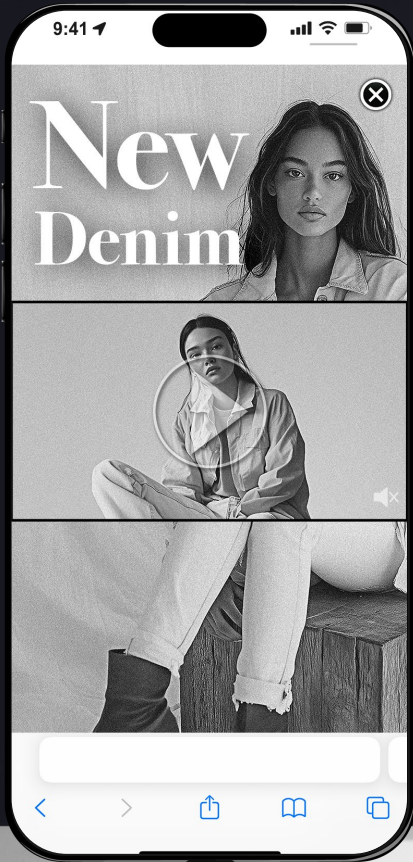
30 Sec.

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



VIDEO INTERSTITIAL

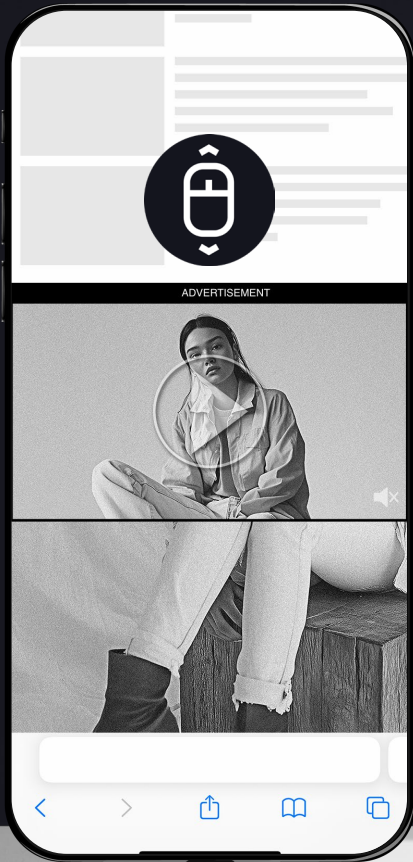


OPTIONS FOR DELIVERY	SIZES	WEIGHT	LENGTH
<p><u>Background Image</u> JPG / PNG / GIF TEMPLATE HERE!</p>	<p>320x480px 640x960px</p>	<p>Max. 300 kb</p>	
<p><u>Video</u> MP4 HD Quality Subtitles are recommended</p>	<p>640x360px</p>	<p>Max. 2 MB</p>	<p>15 – 30 Sec.</p>

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS

YOC UNDERSTITIAL VIDEO AD®



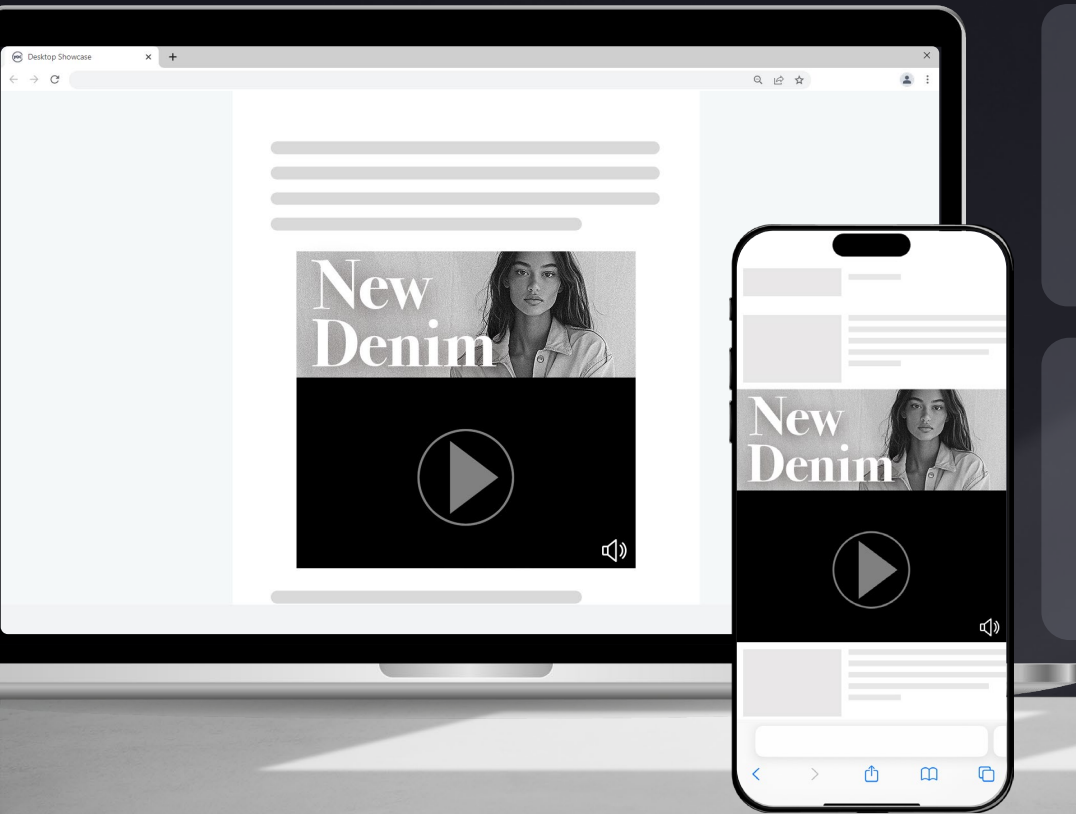
OPTIONS FOR DELIVERY	SIZES	WEIGHT	LENGTH
<p><u>Background Image</u> JPG / PNG / GIF TEMPLATE HERE!</p>	<p>320x480px 640x960px</p>	<p>Max. 300 kb</p>	<p>15 – 30 Sec.</p>
<p><u>Video</u> MP4 HD Quality Subtitles are recommended</p>	<p>640x360px</p>	<p>Max. 2 MB</p>	

Delivery:
5 Days before
campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



YOC INLINE VIDEO AD



OPTIONS FOR DELIVERY

Video

MP4 / VAST 2.0 – 3.0

Subtitles are recommended

Optional: Branded Player

JPG / PNG / GIF

[TEMPLATE HERE!](#)

SIZES

640x360px

640x600px

WEIGHT

Max. 2 MB

300 kb

LENGTH

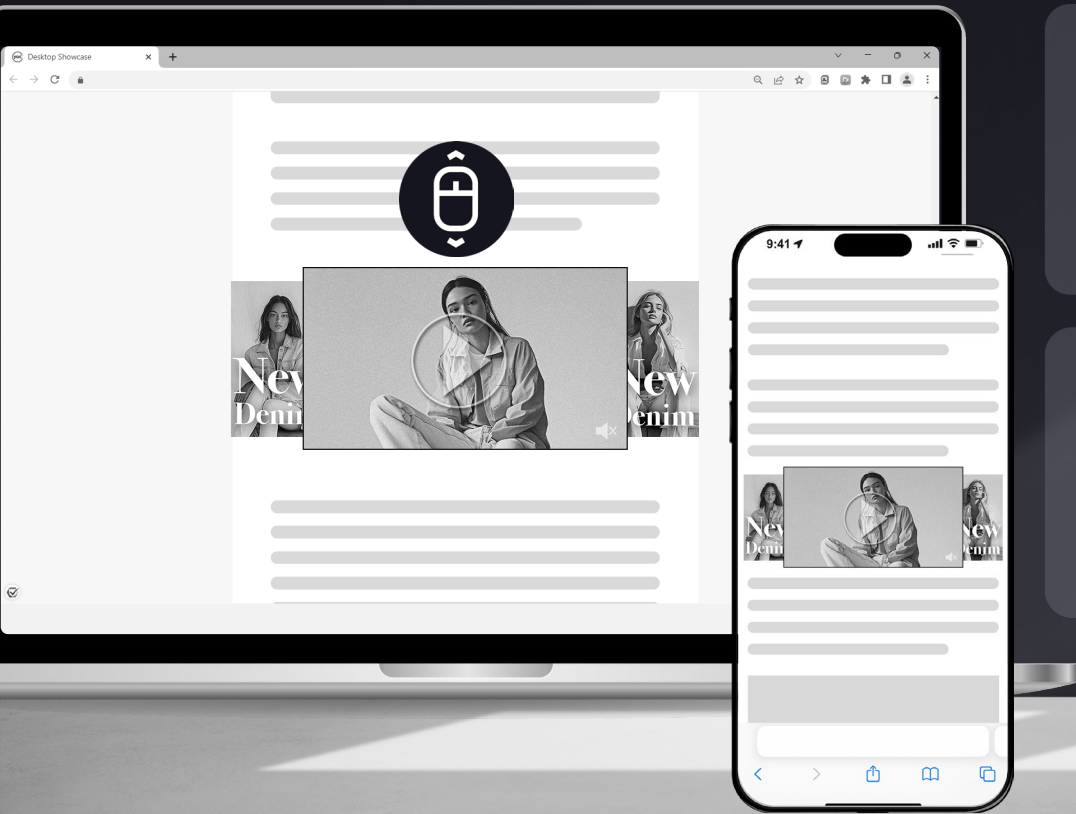
30 Sec.

Delivery:
5 Days before campaign start
banner@yoc.com

FORMATS & SPECIFICATIONS



YOC ZOOM AD



OPTIONS FOR DELIVERY

SIZES

WEIGHT

Framing Banner
JPG / PNG / GIF
[TEMPLATE HERE!](#)

1080x360px

Max. 300 kb

Video
MP4 / VAST 2.0 – 3.0

640x360px

Max. 2 MB
Max. 30 Sec.

Delivery:
5 Days before
campaign start
banner@yoc.com



YOC SPECIALS

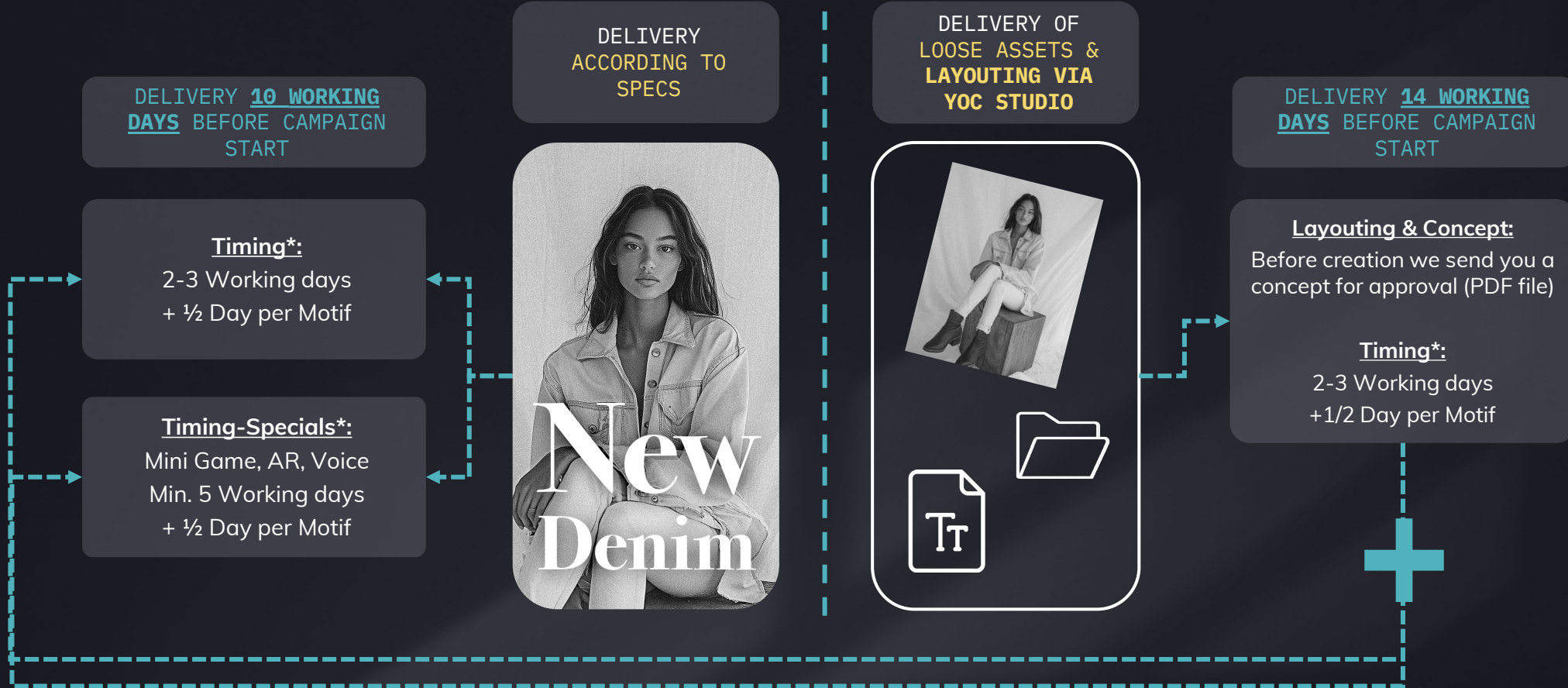
FORMATS & SPECIFICATIONS



CREATION BY YOC



TIMINGS & DELIVERY



Delivery:
studio@yoc.com

FORMATS & SPECIFICATIONS



YOC SPECIALS

SPECIALS

YOC Mystery Ad[®]



YOC Mystery Scroller[®]

YOC Branded Takeover

YOC Skin

YOC Sitebar

YOC Digital Citylight

YOC Retail Media Gallery





YOC MYSTERY AD[®]

FORMATS & SPECIFICATIONS



YOC MYSTERY AD[®]



FEATURE OVERVIEW

FEATURE

360 Swipe

Augmented Reality

Calendar

Drag & Drop

Gallery

Hotspots

Incoming Call



Map Integration

Match

Mini Game

Panorama

Poll

Quiz / Choose

Shake

Slider

Story

Swipe / Tap

Tune

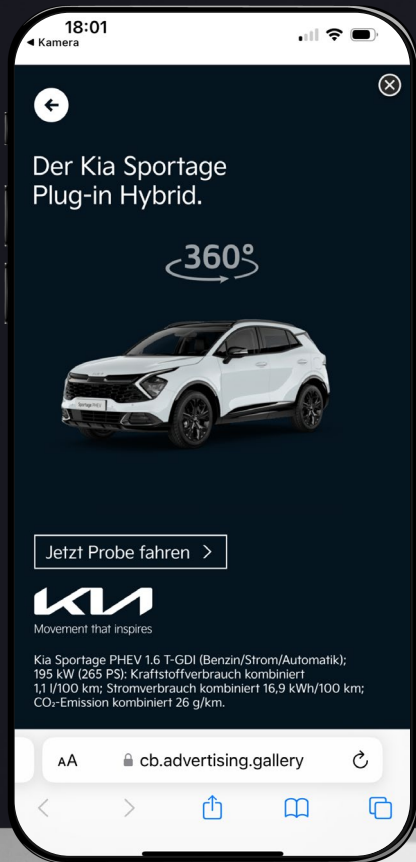
Wipe Away



FORMATS & SPECIFICATIONS



YOC MYSTERY AD® - 360 SWIPE



VISUALS

Photoshop File (.psd) / Figma
640x960px
With Smartobjects and HD Visuals
TEMPLATE HERE!
Layer effects cannot be applied!

15-30 perspective single views of the 360° object as transparent PNG file

TEXT & WORDINGS

Font Files (OTF / TTF)
Ad Texts (Headline, Subline, etc.)
CTA Wording

CI

CI Specifications
Brand Logo
If possible
Sample Banners and Storyboard

OPTIONAL VIDEO

MP4 / MOV
16:9 / 9:16 / 1:1
HD Quality
Max. 30 Sec.
(Recommended 15 Sec.)

Timings & Delivery

FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - AUGMENTED REALITY*



VISUALS

Photoshop File (.psd) / Figma

640x960px

With Smartobjects and HD Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be applied!

360° all-around views of the objects ideally 3D files

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline, Subline, etc.)

CTA Wording

CI

CI Specifications

Brand Logo

If possible Sample Banners and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1

HD Quality

Max. 30 Sec. (Recommended 15 Sec.)

Timings & Delivery 

FORMATS & SPECIFICATIONS



YOC MYSTERY AD® - CALENDAR*



VISUALS

Photoshop File (.psd) / Figma

640x960px

With Smartobjects and HD Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be applied!

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline, Subline, etc.)

CTA Wording

Calendar entry:
Event Title, Location, Date & Time, Notes if Applicable

[TEMPLATE HERE!](#)

CI

CI Specifications

Brand Logo

If possible
Sample Banners and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1

HD Quality

Max. 30 Sec.
(Recommended 15 Sec.)



Timings & Delivery

FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - DRAG & DROP



VISUALS

Photoshop File (.psd) / Figma
640x960px
With Smartobjects and HD Visuals
[TEMPLATE HERE!](#)
Layer effects cannot be applied!

Draggable Object/s

TEXT & WORDINGS

Font Files (OTF / TTF)
Ad Texts (Headline, Subline, etc.)
CTA Wording

CI

CI Specifications
Brand Logo
If possible
Sample Banners and Storyboard

OPTIONAL VIDEO

MP4 / MOV
16:9 / 9:16 / 1:1
HD Quality
Max. 30 Sec.
(Recommended 15 Sec.)

Timings & Delivery 

FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - GALLERY



VISUALS

Photoshop File (.psd) / Figma

640x960px

With Smartobjects and HD Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be applied!

At least 2 visuals for
the gallery (max. 10)

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline, Subline,
etc.)

CTA Wording

CI

CI Specifications

Brand Logo

If possible
Sample Banners
and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1

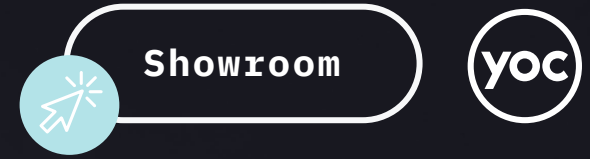
HD Quality

Max. 30 Sec.
(Recommended
15 Sec.)

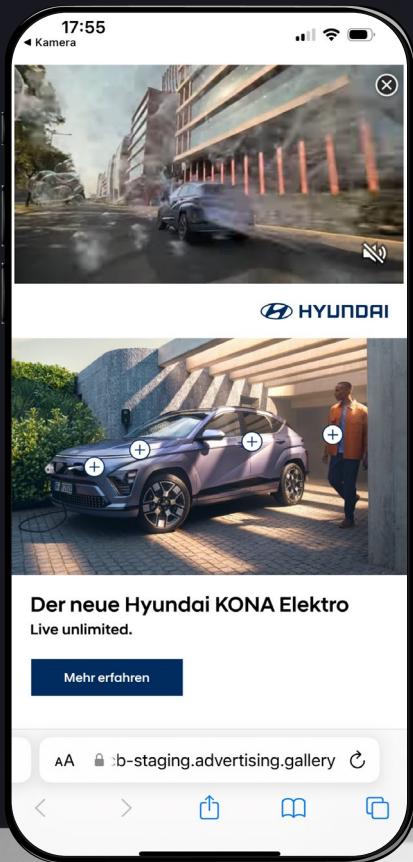
Timings &
Delivery



FORMATS & SPECIFICATIONS



YOC MYSTERY AD® - HOTSPOTS



VISUALS

Photoshop File (.psd) / Figma

640x960px

With Smartobjects and HD Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be applied!

Hotspot Icons
Hotspot Content: Images / Video / etc.

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline, Subline,
etc.)

CTA Wording

Texts for Hotspot
Information

CI

CI Specifications

Brand Logo

If possible
Sample Banners
and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1

HD Quality

Max. 30 Sec.
(Recommended
15 Sec.)

Timings &
Delivery



FORMATS & SPECIFICATIONS

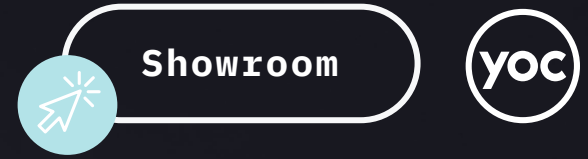
YOC MYSTERY AD® - INCOMING CALL



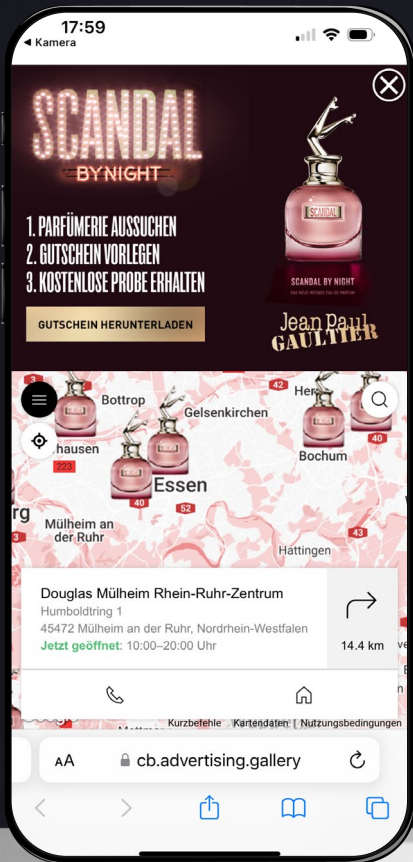
VISUALS	TEXT & WORDINGS	CI	OPTIONAL VIDEO
<p><u>Photoshop File (.psd) / Figma</u></p> <p>640x960px</p> <p>With Smartobjects and HD Visuals</p> <p>TEMPLATE HERE!</p> <p>Layer effects cannot be applied!</p>	<p>Font Files (OTF / TTF)</p> <p>Ad Texts (Headline, Subline, etc.)</p> <p>CTA Wording</p>	<p>CI Specifications</p> <p>Brand Logo</p> <p>If possible Sample Banners and Storyboard</p>	<p>MP4 / MOV</p> <p>16:9 / 9:16 / 1:1</p> <p>HD Quality</p> <p>Max. 30 Sec. (Recommended 15 Sec.)</p>
<p>Call Icon/s (Slider or 2 Buttons)</p> <p>For 2 Button Version: 2 different Endscreens (Denied / Accepted)</p>	<p>Text for Caller Information</p>		

Timings & Delivery 

FORMATS & SPECIFICATIONS



YOC MYSTERY AD® - MAP INTEGRATION*



VISUALS

Photoshop File (.psd) / Figma
640x960px
With Smartobjects and HD Visuals
[TEMPLATE HERE!](#)
Layer effects cannot be applied!

If necessary Location Pins

TEXT & WORDINGS

Font Files (OTF / TTF)
Ad Texts (Headline, Subline, etc.)
CTA Wording
Store Locations:
[TEMPLATE HERE!](#)

CI

CI Specifications
Brand Logo
If possible
Sample Banners and Storyboard

OPTIONAL VIDEO

MP4 / MOV
16:9 / 9:16 / 1:1
HD Quality
Max. 30 Sec.
(Recommended 15 Sec.)

Timings & Delivery

FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - MATCH



VISUALS

Photoshop File (.psd) / Figma
640x960px
With Smartobjects and HD Visuals
[TEMPLATE HERE!](#)
Layer effects cannot be applied!

At least 2 and max. 10 different images / scenarios for matching;
Match Icons (e.g. Like /Dislike)

TEXT & WORDINGS

Font Files (OTF / TTF)
Ad Texts (Headline, Subline, etc.)
CTA Wording

CI

CI Specifications
Brand Logo
If possible
Sample Banners and Storyboard

OPTIONAL VIDEO

MP4 / MOV
16:9 / 9:16 / 1:1
HD Quality
Max. 30 Sec.
(Recommended 15 Sec.)

Timings & Delivery 

FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - MINI GAME



VISUALS

Photoshop File (.psd) / Figma

640x960px

With Smartobjects and HD Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be applied!

Gaming objects (e.g. game characters, landscape for jump & run, memory cards, etc.)

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline, Subline, etc.)

CTA Wording

CI

CI Specifications

Brand Logo

If possible
Sample Banners
and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1

HD Quality

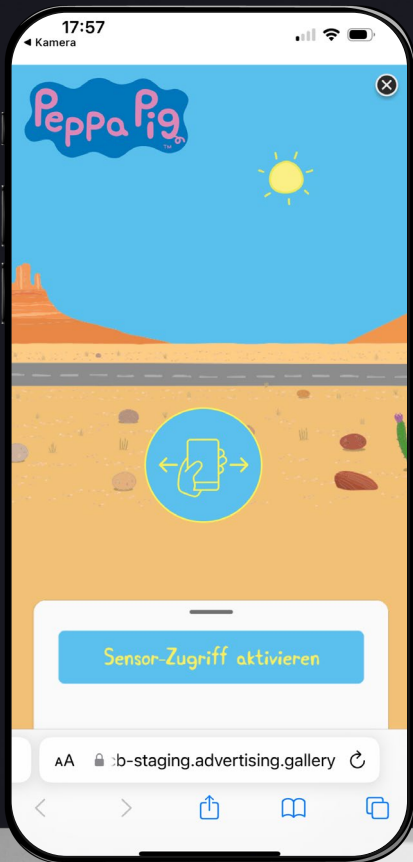
Max. 30 Sec.
(Recommended
15 Sec.)

Timings & Delivery



FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - PANORAMA*



VISUALS

Photoshop File (.psd) / Figma

640x960px

With Smartobjects and HD Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be applied!

Panorama Image – min. 1000px
and max. 2000px wide;
If necessary other objects, which should
be placed on the panorama

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline, Subline,
etc.)

CTA Wording

CI

CI Specifications

Brand Logo

If possible
Sample Banners
and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1

HD Quality

Max. 30 Sec.
(Recommended
15 Sec.)

Timings &
Delivery



FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - POLL



VISUALS

Photoshop File (.psd) / Figma
640x960px
With Smartobjects and HD Visuals
[TEMPLATE HERE!](#)
Layer effects cannot be applied!

Different endscreens, depending on the user decision;
Poll Icons

TEXT & WORDINGS

Font Files (OTF / TTF)
Ad Texts (Headline, Subline, etc.)
CTA Wording

CI

CI Specifications
Brand Logo
If possible
Sample Banners and Storyboard

OPTIONAL VIDEO

MP4 / MOV
16:9 / 9:16 / 1:1
HD Quality
Max. 30 Sec.
(Recommended 15 Sec.)

Timings & Delivery 

FORMATS & SPECIFICATIONS



YOC MYSTERY AD® - QUIZ / CHOOSE



VISUALS

Photoshop File (.psd) / Figma

640x960px

With Smartobjects and HD Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be applied!

Different endscreens, depending on the user decision;
If necessary other objects related to Quiz or Choose feature

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline, Subline, etc.)

CTA Wording

Questions & Answers

CI

CI Specifications

Brand Logo

If possible
Sample Banners
and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1

HD Quality

Max. 30 Sec.
(Recommended 15 Sec.)



FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - SHAKE*

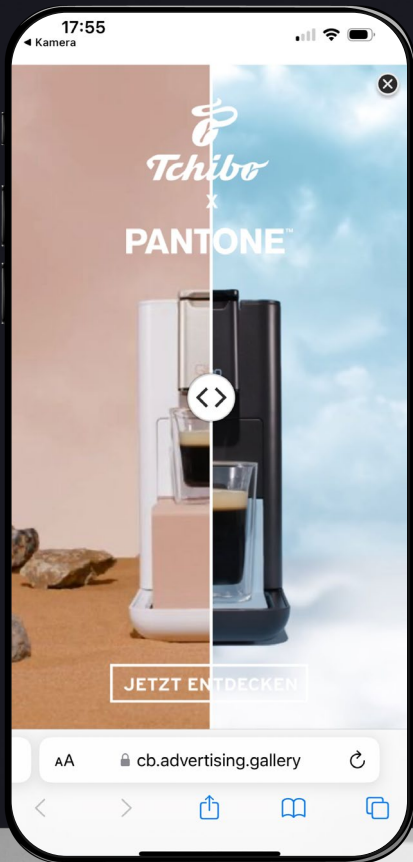


VISUALS	TEXT & WORDINGS	CI	OPTIONAL VIDEO
<p><u>Photoshop File (.psd) / Figma</u></p> <p>640x960px</p> <p>With Smartobjects and HD Visuals</p> <p>TEMPLATE HERE!</p> <p>Layer effects cannot be applied!</p>	<p>Font Files (OTF / TTF)</p> <p>Ad Texts (Headline, Subline, etc.)</p> <p>CTA Wording</p>	<p>CI Specifications</p> <p>Brand Logo</p> <p>If possible Sample Banners and Storyboard</p>	<p>MP4 / MOV</p> <p>16:9 / 9:16 / 1:1</p> <p>HD Quality</p> <p>Max. 30 Sec. (Recommended 15 Sec.)</p>
<p>Objects which should be animated after Shake</p>			

Timings & Delivery 

FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - SLIDER



VISUALS

Photoshop File (.psd) / Figma
640x960px
With Smartobjects and HD Visuals
[TEMPLATE HERE!](#)
Layer effects cannot be applied!

Image before / after
or image left / right

TEXT & WORDINGS

Font Files (OTF / TTF)
Ad Texts (Headline, Subline,
etc.)
CTA Wording

CI

CI Specifications
Brand Logo
If possible
Sample Banners
and Storyboard

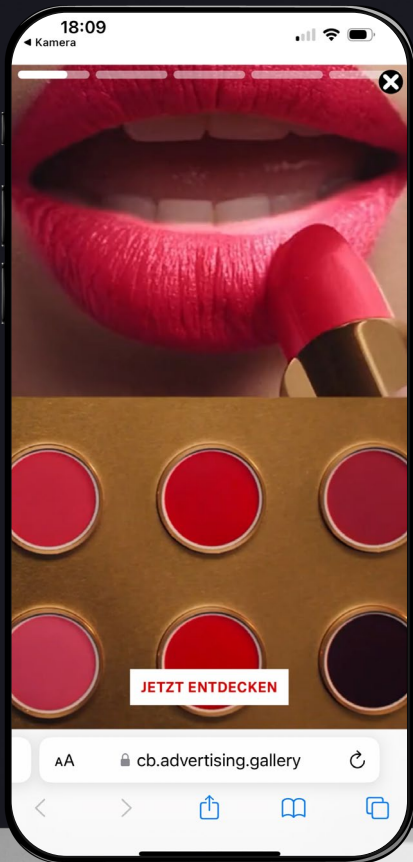
OPTIONAL VIDEO

MP4 / MOV
16:9 / 9:16 / 1:1
HD Quality
Max. 30 Sec.
(Recommended
15 Sec.)

Timings & Delivery 

FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - STORY



VISUALS

Photoshop File (.psd) / Figma
640x960px
With Smartobjects and HD Visuals
[TEMPLATE HERE!](#)
Layer effects cannot be applied!

Image or Video Content for the Storyline
(Max. 5 Story Panels possible)

TEXT & WORDINGS

Font Files (OTF / TTF)
Ad Texts (Headline, Subline, etc.)
CTA Wording

CI

CI Specifications
Brand Logo
If possible
Sample Banners and Storyboard

OPTIONAL VIDEO

MP4 / MOV
16:9 / 9:16 / 1:1
HD Quality
Max. 30 Sec.
(Recommended 15 Sec.)

Timings & Delivery 

FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - SWIPE / TAP



VISUALS	TEXT & WORDINGS	CI	OPTIONAL VIDEO
<p><u>Photoshop File (.psd) / Figma</u></p> <p>640x960px</p> <p>With Smartobjects and HD Visuals</p> <p>TEMPLATE HERE!</p> <p>Layer effects cannot be applied!</p>	<p>Font Files (OTF / TTF)</p> <p>Ad Texts (Headline, Subline, etc.)</p> <p>CTA Wording</p>	<p>CI Specifications</p> <p>Brand Logo</p> <p>If possible Sample Banners and Storyboard</p>	<p>MP4 / MOV</p> <p>16:9 / 9:16 / 1:1</p> <p>HD Quality</p> <p>Max. 30 Sec. (Recommended 15 Sec.)</p>
<p>Objects which should be animated after Touch / Swipe</p>			

Timings & Delivery 

FORMATS & SPECIFICATIONS



YOC MYSTERY AD® - TUNE*



VISUALS

Photoshop File (.psd) / Figma
640x960px
With Smartobjects and HD Visuals
[TEMPLATE HERE!](#)
Layer effects cannot be applied!

TEXT & WORDINGS

Font Files (OTF / TTF)
Ad Texts (Headline, Subline, etc.)
CTA Wording

CI

CI Specifications
Brand Logo
If possible
Sample Banners and Storyboard

AUDIO FILE

MP3
Max. 30 Sec.



FORMATS & SPECIFICATIONS

YOC MYSTERY AD® - WIPE AWAY



VISUALS

Photoshop File (.psd) / Figma
640x960px
With Smartobjects and HD Visuals
[TEMPLATE HERE!](#)
Layer effects cannot be applied!

Wipeable Layer;
Object for Wipe if necessary

TEXT & WORDINGS

Font Files (OTF / TTF)
Ad Texts (Headline, Subline, etc.)
CTA Wording

CI

CI Specifications
Brand Logo
If possible
Sample Banners and Storyboard

OPTIONAL VIDEO

MP4 / MOV
16:9 / 9:16 / 1:1
HD Quality
Max. 30 Sec.
(Recommended 15 Sec.)

Timings & Delivery 



YOC MYSTERY SCROLLER®

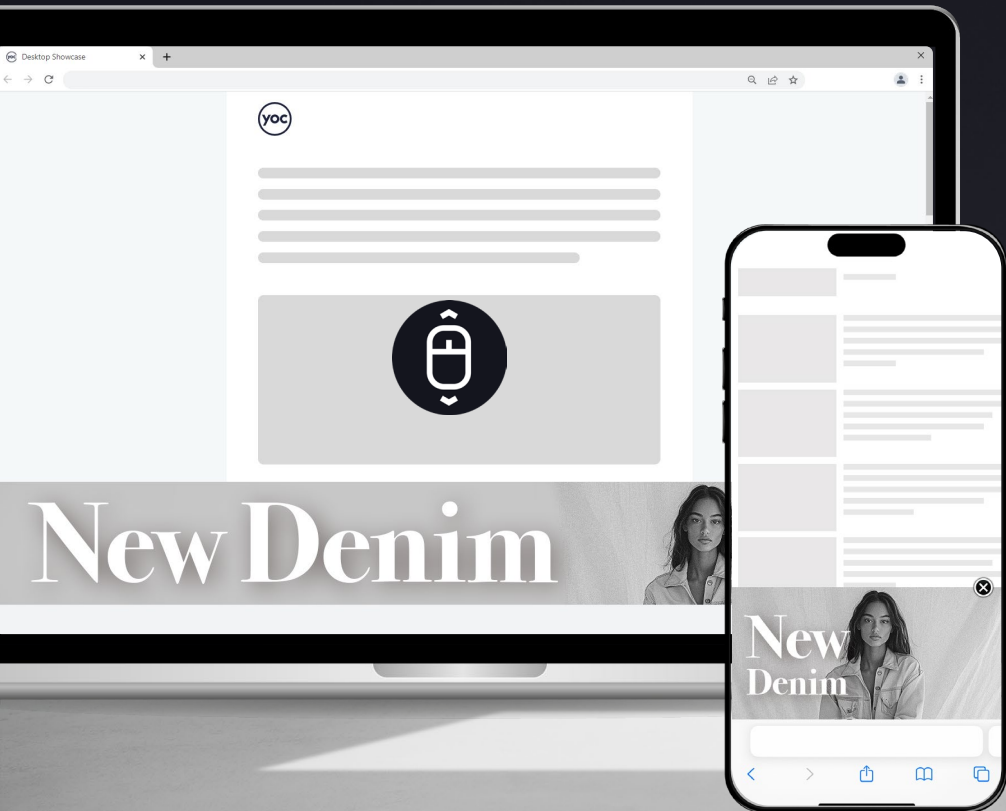
FORMATS & SPECIFICATIONS



FORMATS & SPECIFICATIONS



YOC MYSTERY SCROLLER®



VISUALS

Photoshop File (.psd) /
Figma

Mobile Sticky: 640x360px

Mobile Inline: 600x500px

Desktop: 1000x125px

With Smartobjects and HD
Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be
applied!

TEXT & WORDINGS

Font Files
(OTF / TTF)

Ad Texts
(Headline,
Subline, etc.)

CTA Wording

CI

CI
Specifications

Brand Logo

If possible
Sample
Banners and
Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1

HD Quality

Max. 30 Sec.
(Recommended
15 Sec.)

Timings &
Delivery



FORMATS & SPECIFICATIONS



YOC MYSTERY SCROLLER® - PLUS



VISUALS

Photoshop File (.psd) /

Figma

Mobile Sticky:

600x500px

With Smartobjects and

HD Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be applied!

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline, Subline, etc.)

CTA Wording

CI

CI Specifications

Brand Logo

If possible
Sample Banners
and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 1:1

HD Quality

Max. 30 Sec.
(Recommended 15 Sec.)

Timings & Delivery





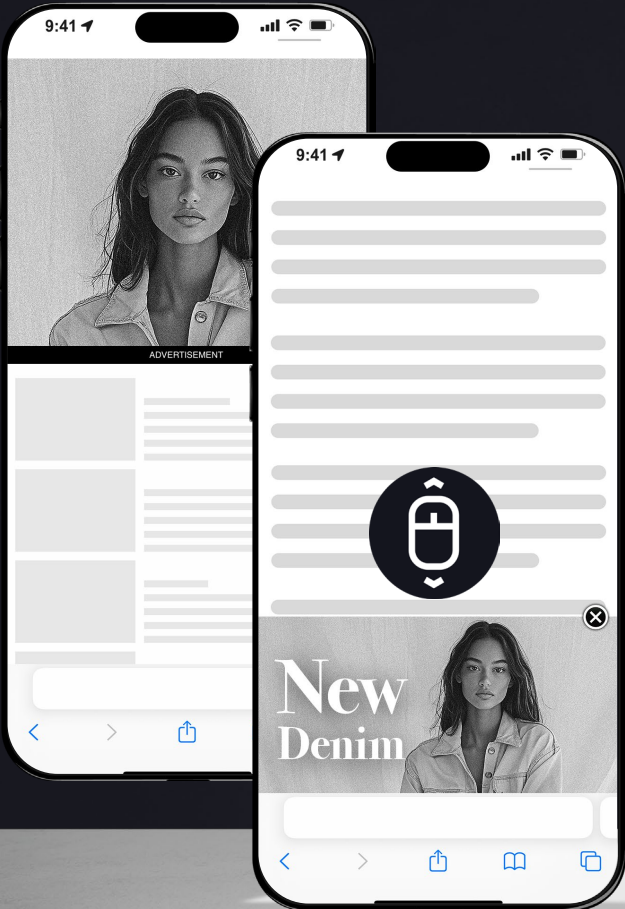
YOC BRANDED TAKEOVER

FORMATS & SPECIFICATIONS



FORMATS & SPECIFICATIONS

YOC BRANDED TAKEOVER



VISUALS

Photoshop File (.psd) / Figma

1st Unit: 640x960px
+
2nd Unit: 640x360px

[TEMPLATE HERE!](#)

With Smartobjects and HD Visuals
Layer effects cannot be applied!

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline, Subline, etc.)

CTA Wording

CI

CI Specifications

Brand Logo

If possible
Sample Banners
and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1

HD Quality

Max. 30 Sec.
(Recommended
15 Sec.)

Timings & Delivery 



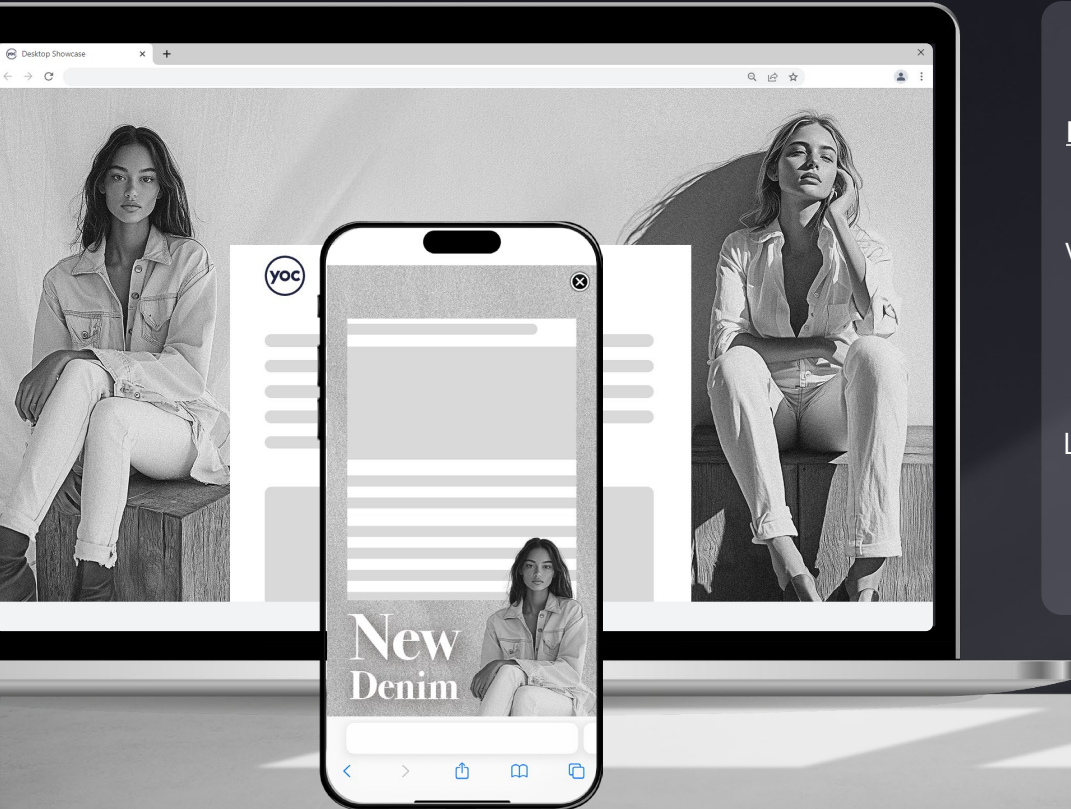
YOC SKIN

FORMATS & SPECIFICATIONS



FORMATS & SPECIFICATIONS

YOC SKIN



VISUALS

Photoshop File (.psd) /
Figma

With Smartobjects and
HD Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be
applied!

TEXT & WORDINGS

Font Files (OTF /
TTF)

Ad Texts
(Headline,
Subline, etc.)

CTA Wording

CI

CI Specifications

Brand Logo

If possible
Sample Banners
and Storyboard

OPTIONAL VIDEO

MP4 / MOV

16:9 / 9:16 / 1:1
(for Desktop Skin
we recommend
9:16)

HD Quality

Max. 30 Sec.
(Recommended
15 Sec.)

Timings &
Delivery 



YOC SITEBAR

FORMATS & SPECIFICATIONS



FORMATS & SPECIFICATIONS

YOC SITEBAR



VISUALS	TEXT & WORDINGS	CI	OPTIONAL VIDEO
<p><u>Photoshop File (.psd) / Figma</u></p> <p>500x1000px</p> <p>TEMPLATE HERE!</p> <p>With Smartobjects and HD Visuals</p> <p>Layer effects cannot be applied!</p>	<p>Font Files (OTF / TTF)</p> <p>Ad Texts (Headline, Subline, etc.)</p> <p>CTA Wording</p>	<p>CI Specifications</p> <p>Brand Logo</p> <p>If possible Sample Banners and Storyboard</p>	<p>MP4 / MOV</p> <p>16:9 / 9:16 / 1:1 (Recommended 9:16)</p> <p>HD Quality</p> <p>Max. 30 Sec. (Recommended 15 Sec.)</p>

Timings & Delivery 



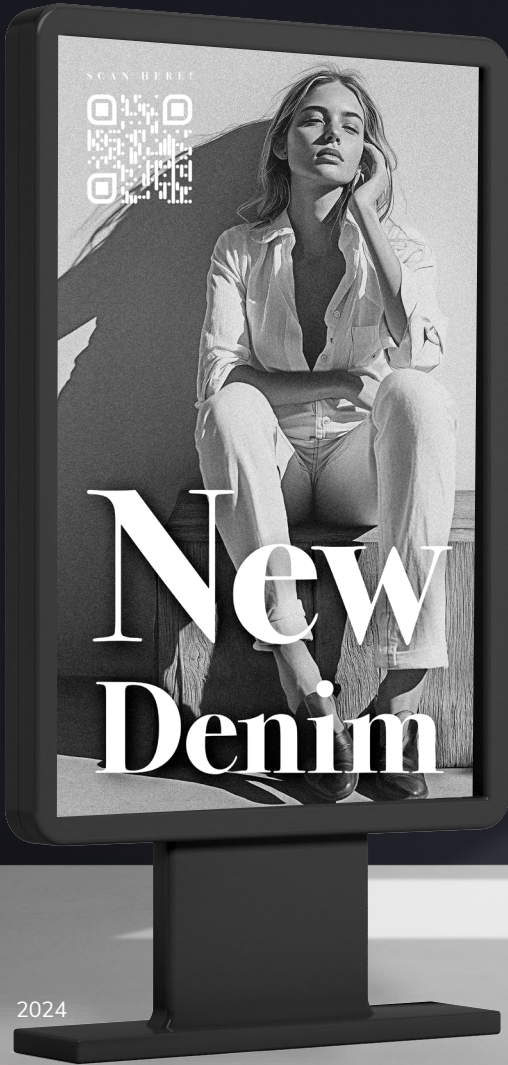
YOC DIGITAL CITYLIGHT (DOOH)

FORMATS & SPECIFICATIONS



FORMATS & SPECIFICATIONS

YOC DIGITAL CITYLIGHT (DOOH)



VISUALS

Photoshop File (.psd) / Figma

2160x3840px

With Smartobjects and HD
Visuals

[TEMPLATE HERE!](#)

Layer effects cannot be applied!

Animation length max. 10 Sec.

TEXT & WORDINGS

Font Files (OTF / TTF)

Ad Texts (Headline,
Subline, etc.)

CI

CI Specifications

Brand Logo

If possible Sample
Banners and
Storyboard

OPTIONAL QR CODE

QR code can be
supplied as an image
file or as a URL (YOC
then creates the QR
code).

Timings &
Delivery





YOC RETAIL MEDIA GALLERY

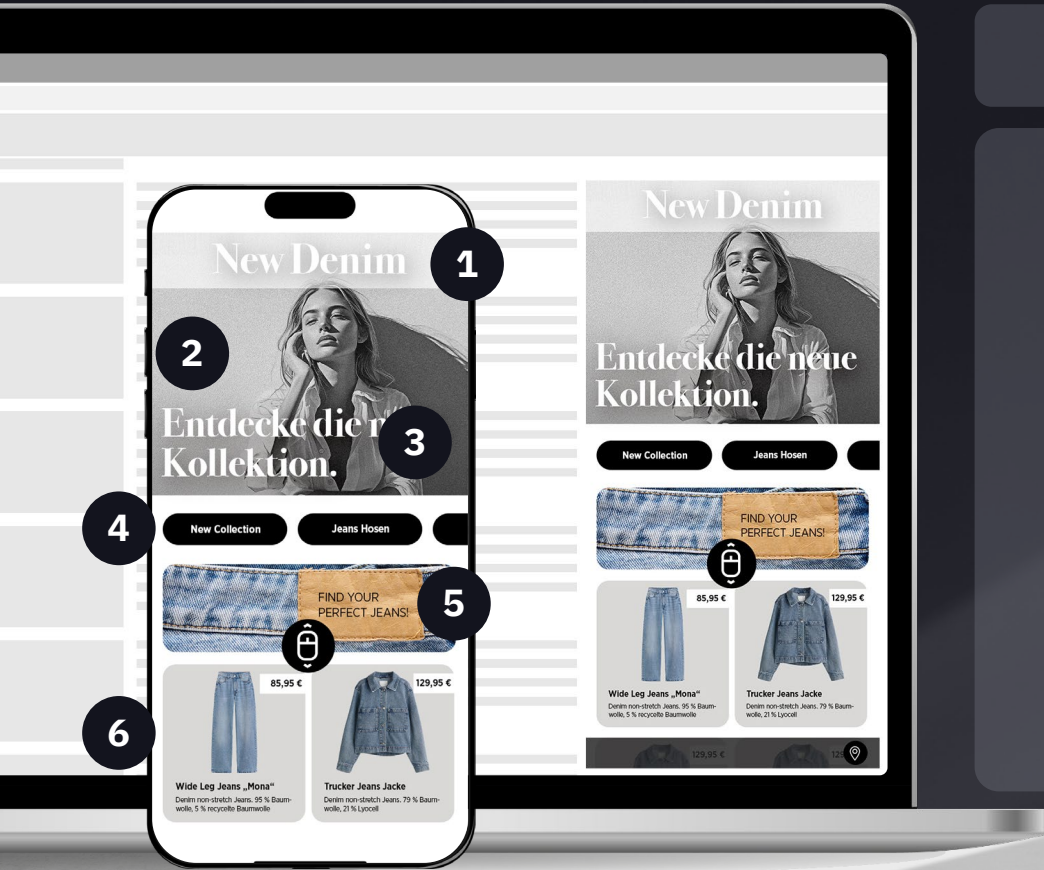
FORMATS & SPECIFICATIONS



FORMATS & SPECIFICATIONS



YOC RETAIL MEDIA GALLERY



VISUALS

- (1) Brand Logo**
SVG
- (2) Header Image**
PNG / JPG (HD)
- (5) Special Banner**
PNG / JPG (HD)
- (6) Product Images**
PNG / JPG (HD)
Max. 20

TEXT & WORDINGS

- (3) Header Text**
Font Files
(OTF / TTF)
Max. 2 Lines
- (4) Categories**
Max. 5
- (6) Product Infos**
Title
Description
Price

OPTIONAL VIDEO

- MP4 / MOV
- 16:9
Header
Placement (2) or
as Special
Banner (5)
- HD Quality
- Max. 30 Sec.
(Recommended
15 Sec.)

OPTIONAL STORE INTEGRATION

[EXCEL FILE:
HERE!](#)





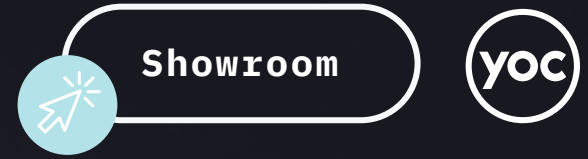
YOC AI POWERED SOLUTIONS

FORMATS & SPECIFICATIONS



FORMATS & SPECIFICATIONS

YOC UNIVERSAL DISPLAY SOLUTION



Timings & Delivery



Campaign Assets

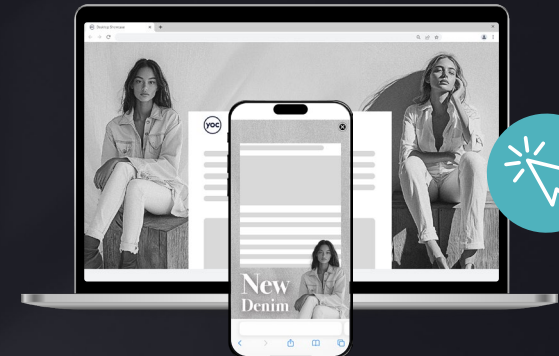


YOC MYSTERY AD®



VIS.X® AI

Best Effect Selection & Echtzeit KI-Optimierung auf vordefinierte Display KPIs



YOC SKIN



YOC SITEBAR



YOC MYSTERY SCROLLER®

FORMATS & SPECIFICATIONS

YOC UNIVERSAL VIDEO SOLUTION



Campaign Assets



YOC VIDEO INTER-/UNDERSTITIAL

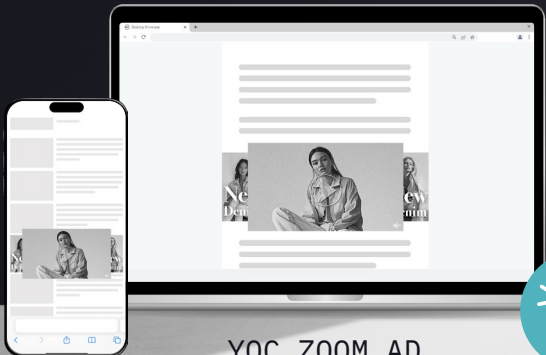


VIS.X® AI

Best Effect Selection & Echtzeit KI-Optimierung auf vordefinierte Video KPIs



YOC SITEBAR VIDEO



YOC ZOOM AD



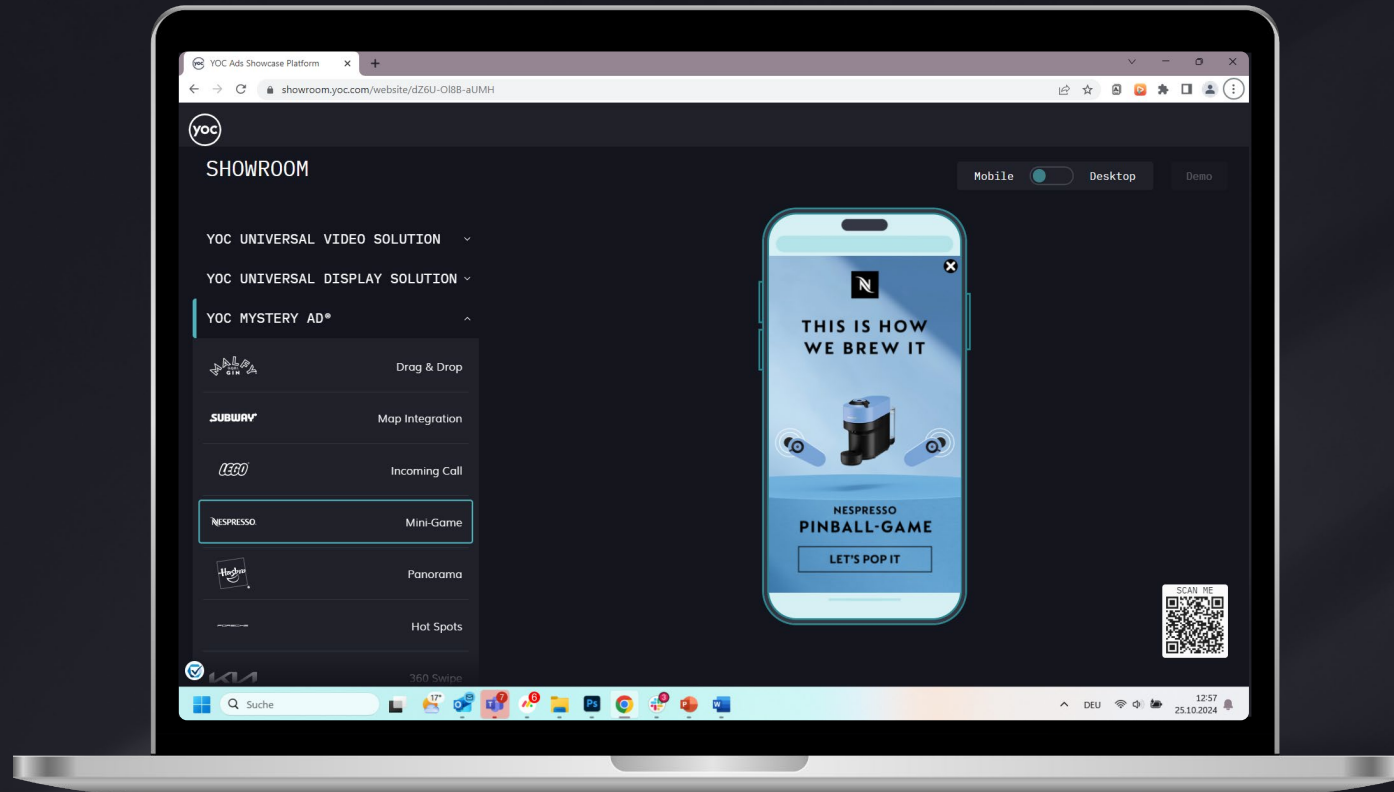
YOC INLINE VIDEO AD



DELIVERING A BETTER ADVERTISING
EXPERIENCE FOR EVERYONE.

SHOWCASES & SHOWROOM

YOC HIGHLIGHTS ENTDECKEN!





KONTAKT

LET'S TALK ABOUT ADS!

WANT TO KNOW MORE?



LET'S TALK ABOUT ADS!

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