



Format Specs

 seeding alliance

Teaser Ad/Recruitment Ad: Text

Important:

The title and the text are published in different variations and must be delivered in all versions accordingly. That is the only way we can guarantee that all connected/selected pages approve your campaign and optimally publish it.

Title variants:

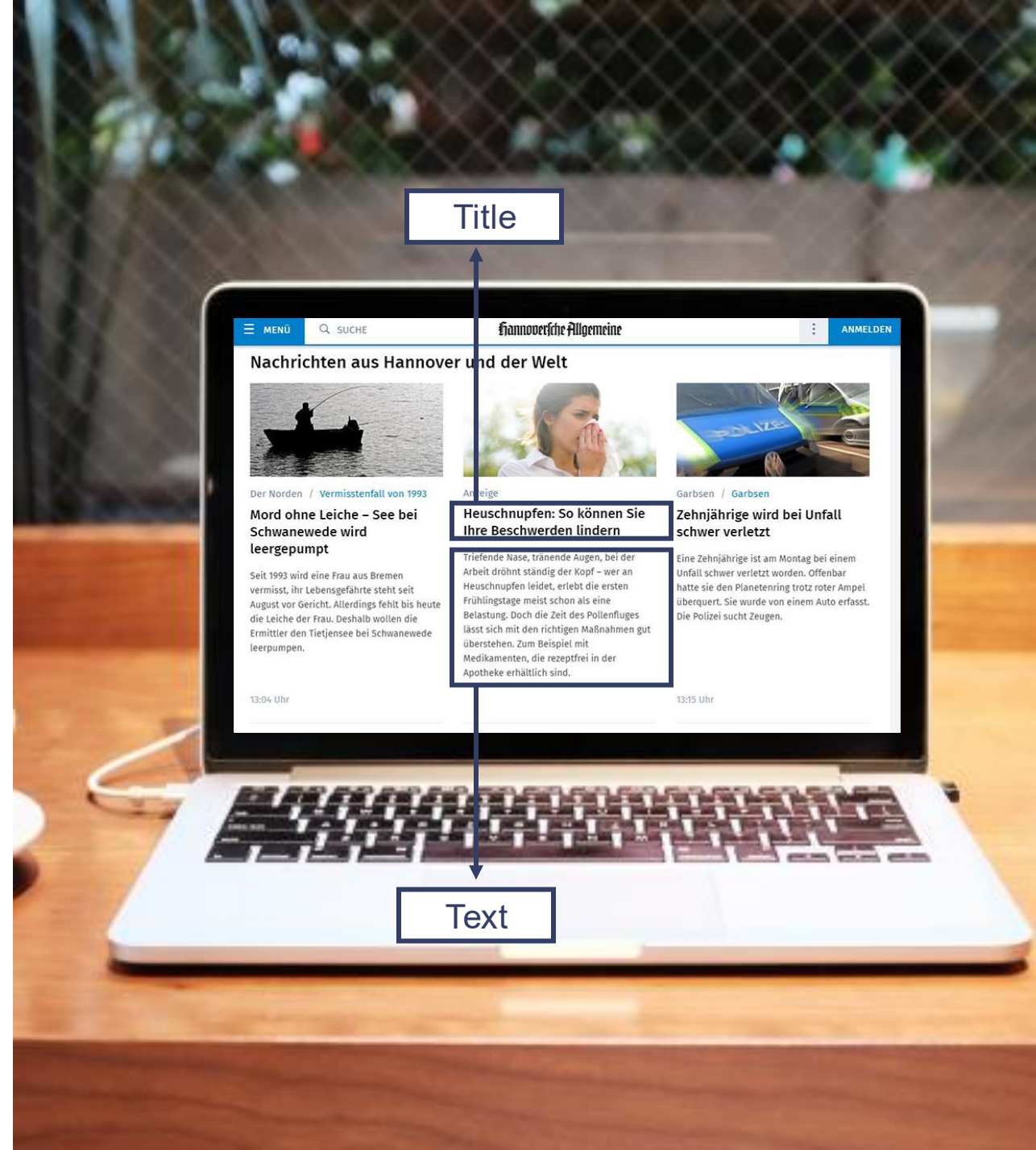
- Short: max. 25 characters
- Medium: 30 to 35 characters
- Long: 40 to 65 characters

Note: no capital letters, prices, or percentages

Text variants:

- Short: 70 to 90 characters
- Medium: 100 to 135 characters
- Long: 250 to 350 characters

Note: maximum one price or percentage. Please avoid using capital letters and directly addressing the readers.



Teaser Ad/Recruitment Ad: Image

Important:

Required image formats per teaser: at least 600 px wide

The following image formats are required for images that contain mandatory details, product presentations, or eye-catchers:

Image formats:
GIF, JPG, or PNG

Image measurements:

- 1:1 (at least 600 x 600 px)
- 2:1 (at least 600 x 300 px)
- 3:2 (at least 600 x 400 px)
- 4:3 (at least 600 x 450 px)
- 6:5 (at least 600 x 500 px)
- 16:9 (at least 800 x 450 px)
- 2:3 (at least 600 x 900 px)

File size:

250 KB per image

Minimum width:

600 px



Teaser Ad/Recruitment Ad: Programmatic

Texts:

- Title: 30 to 45 characters

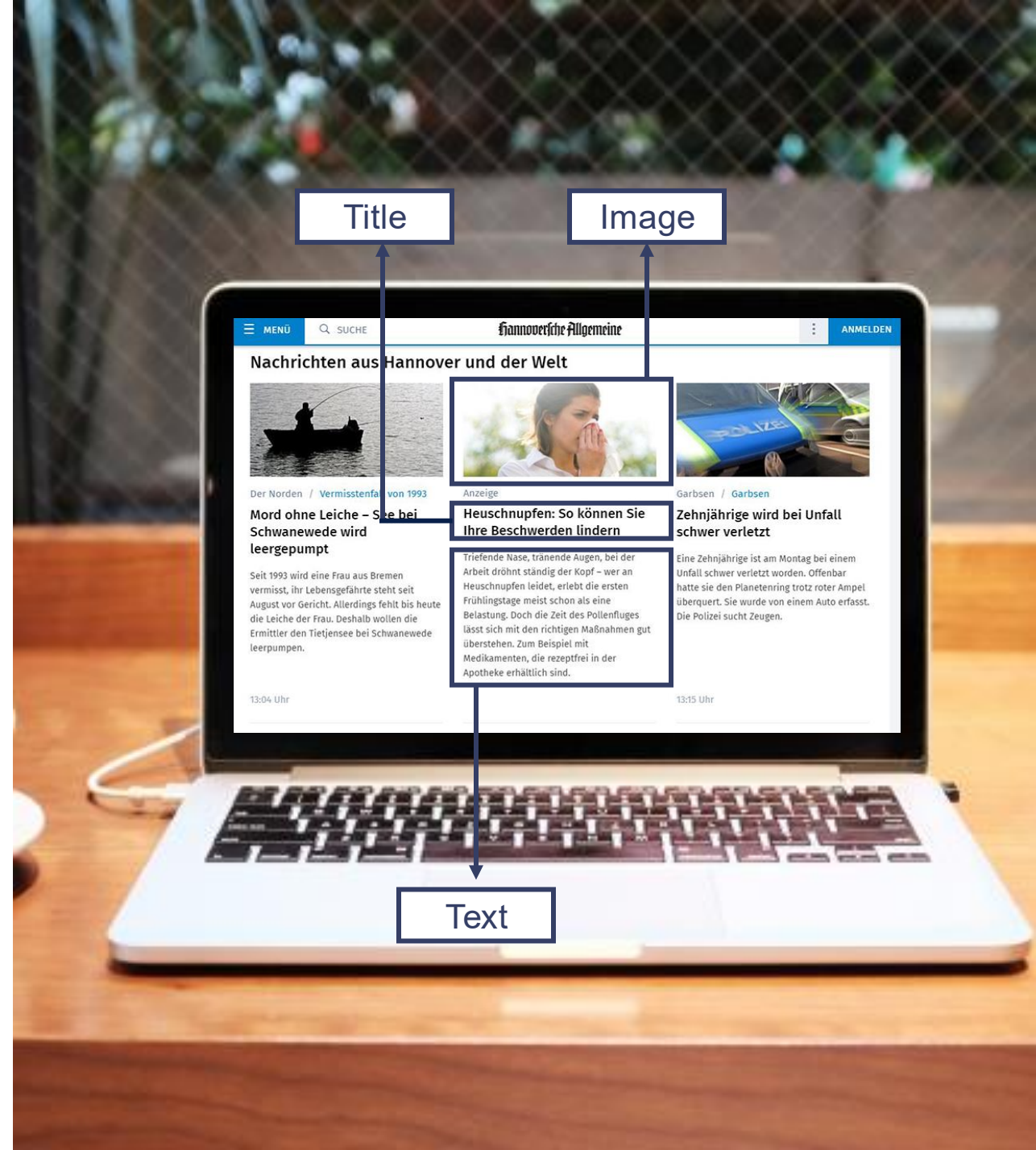
Note: no capital letters, prices, or percentages

- Text: 140 to 200 characters

Note: maximum one price or percentage. Please avoid using capital letters and directly addressing the readers.

Image:

- Image formats: GIF, JPG, or PNG
- Image measurements: 1:1 (at least 600 x 600 px)
- File size: 250 KB per image
- Minimum width: 600 px



Teaser Image Guidelines



Native Content Ad

Important:

Teaser ad + content ad

Content requirements:

- Content: 500 to 2,500 words
- Images: at least 1,200 px wide
- The number of images depends on the length of the content
- Any number of external links can be implemented as links in the content or buttons

Optional:

- Images for the image galleries
- Videos (YouTube, Vimeo, or other videos that can be embedded)
- Content for an accordion element
- Social media widgets (Facebook, Twitter, etc.)

Our publishers use different forms of address for your readers (formal/informal). If you want to publish universal content, avoid directly addressing your readers.

Anzeigen

Kinder lernen beim Spielen fürs Leben

Ob drinnen oder draußen, ob Baby, Kleinkind oder Vorschulalter – für Kinder ist Spielen einfach das Größte! Und das aus gutem Grund: Beim Erschaffen eigener Welten, bei Rollenspielen oder wilden Entdecker-Touren erschließen sie sich die Welt auf ihre ganz eigene Weise. Sie probieren aus, begreifen im wahrsten Sinne des Wortes Neues und wachsen dabei jeden Tag ein Stückchen mehr – nicht nur körperlich, sondern auch intellektuell und emotional.

Und du als Elternteil? Du willst natürlich, dass dein Kind bestmöglich gefördert wird. Die gute Nachricht: Mehr Spielen im Alltag ist der einfachste (und spaßigste!) Weg dorthin. Erfahre, welche Fähigkeiten sich dabei entwickeln und wie du das ganz entspannt in euren Familienalltag einbauen kannst.



Warum ist Spielen wichtig?

Schon gewusst? Rund 90 Prozent des Gehirns entwickeln sich vor dem 5. Lebensjahr – und genau deshalb ist Spielen so wichtig. Denn während dein Kind fröhlich entdeckt, baut, ausprobiert und in Fantasiewelten eintaucht, passiert im Köpfchen eine ganze Menge. Spielen ist quasi das Fitnessstudio fürs Gehirn: Es trainiert logisches Denken, fördert kreative Lösungen und stärkt soziale Fähigkeiten. Kurz gesagt: Sowohl der IQ (kognitive Fähigkeiten) als auch der EQ (emotionale und soziale Entwicklung) profitieren davon.

Und das Beste: dein Kind lernt dabei spielerisch ganz nebenbei wichtige Alltagsfähigkeiten – ohne es überhaupt zu merken.

IQ-Fähigkeiten durch Spielen stärken

Spielen macht nicht nur unglaublich Spaß, sondern es stellt auch eine echte Lernwerkstatt dar. Denn beim **Sortieren, Stapeln und Herausforderungen überwinden** trainiert dein Kind seine kognitive Entwicklung – es lernt, Farben zu erkennen, Reihenfolgen zu verstehen und Tiere zu unterscheiden. Ganz nebenbei wächst so die Fähigkeit, Probleme zu lösen und Neues zu begreifen.

Auch die **Bewegungsabläufe** kommen nicht zu kurz: **Greifen, Bauen, Ziehen, Zeigen** – all das fördert die Fein- und Grobmotorik. Das **Spielen mit Figuren** lässt die Kinder in fantasievolle Welten eintauchen und hilft ihnen, Alltagssituationen nachzustellen. Das fördert nicht nur die **Kreativität**, sondern auch die Sprechfähigkeit, das Lernen von Farben und vieles mehr.

Native Dynamic Content Ad

Important:

Teaser ad + dynamic content ad

Content requirements:

- Content: 500 to 2,500 words
- Images: at least 1,200 px wide
- The number of images depends on the length of the content
- Any number of external links can be implemented as links in the content or buttons

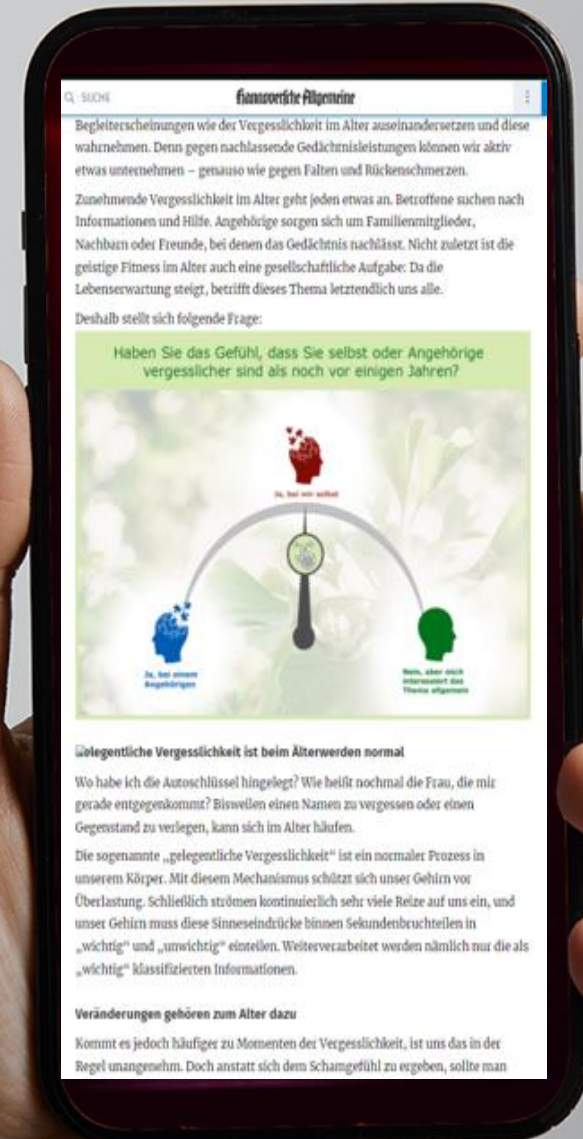
Dynamic element requirements:

- Background image
- Arrow + icons (with appropriate text)

Optional:

- Images for the image galleries
- Videos (YouTube, Vimeo, or other videos that can be embedded)
- Content for an accordion element
- Social media widgets (Facebook, Twitter, etc.)

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Native Promotion Ad

General:

Includes creation, if desired

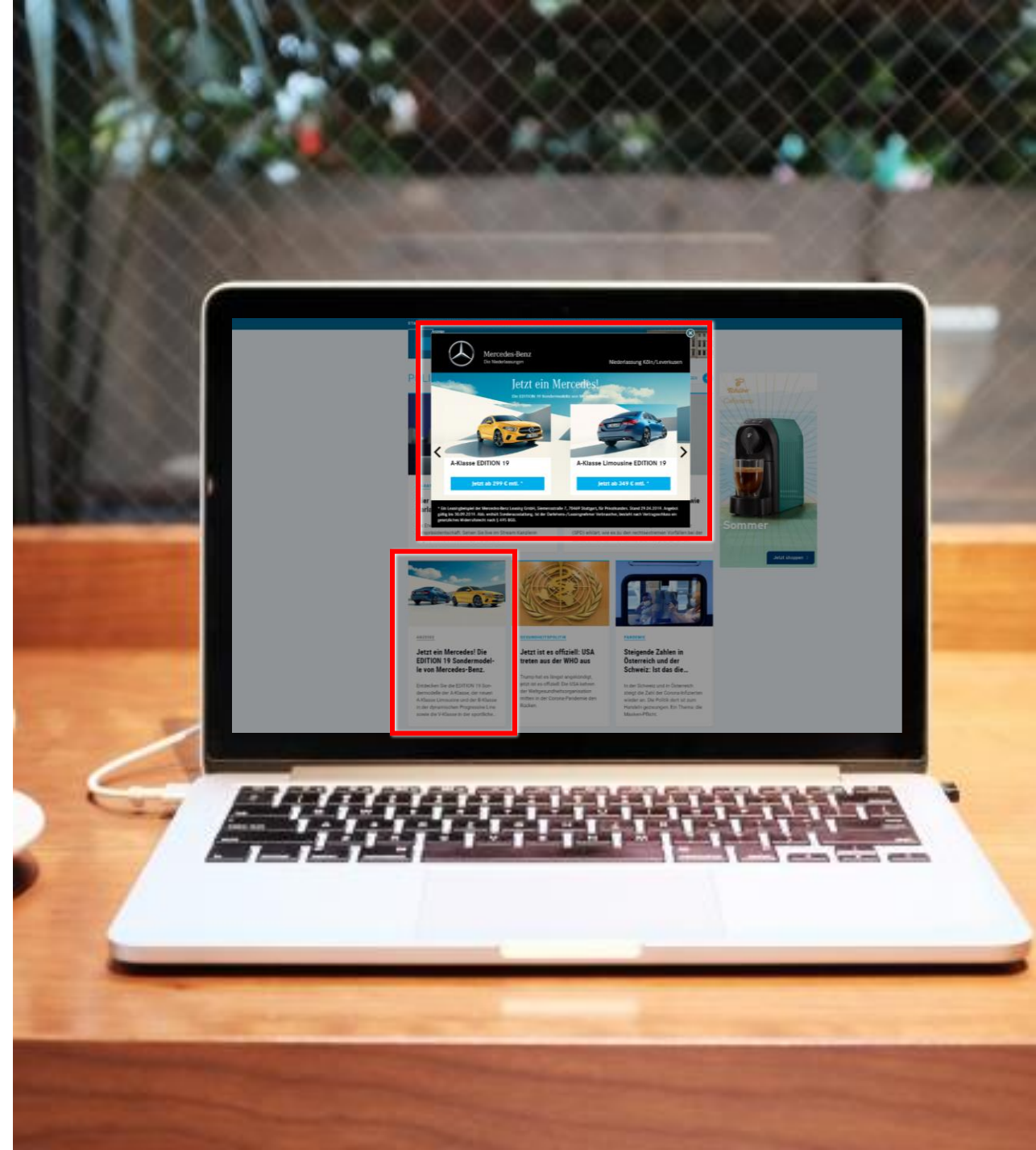
Product data:

- Product images: at least 300 px wide (transparent)
- Product description: max. 80 characters
- Legal information for prices must be provided
- Font: option of sending own fonts

Optional: product feeds

The XML feed makes it possible to dynamically change products/prices.

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Native Cinema Ad

Expanding video with branded background

- Branded background: 800 x 600 px (JPG, PNG, GIF)
- Supported video formats: MP4, WEBM, OGG
- Optional video source: YouTube
- Optional: linking the background (tracking link) or linking the CTA button (tracking link)
- Teaser: see teaser ad/teaser ad image specifications

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Native Video Ad

Video requirements:

- Supported formats: MP4, WEBM, OGG
- Optional video source: YouTube
- Optional: linking a video (tracking link)
- **Final screen:** supported image formats: PNG, JPG, GIF without animation

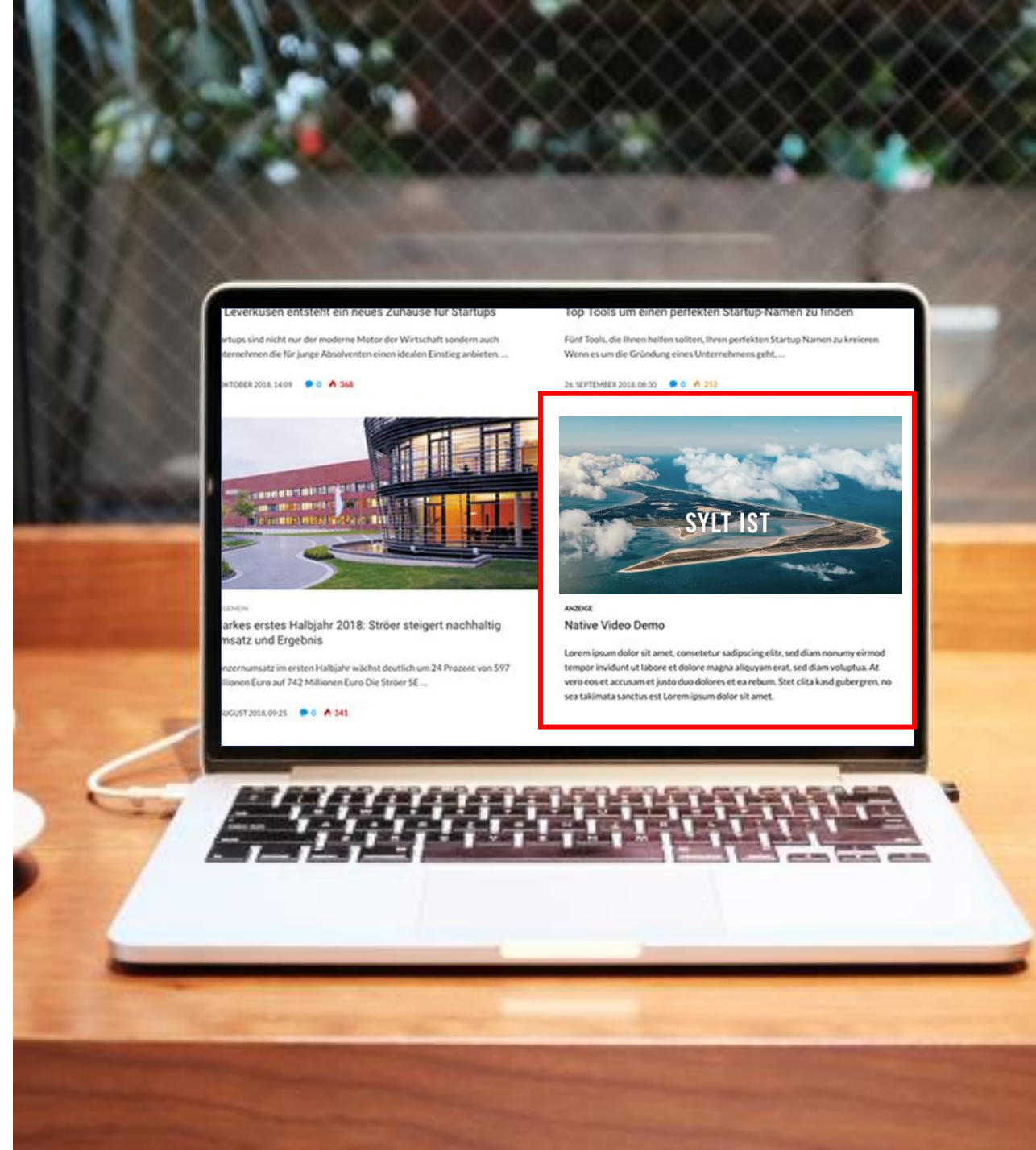
Title variants:

- Short: max. 25 characters
- Medium: 30 to 45 characters
- Long: 60 to 70 characters

Text variants:

- Short: 70 to 110 characters
- Medium: 140 to 200 characters
- Long: 250 to 350 characters

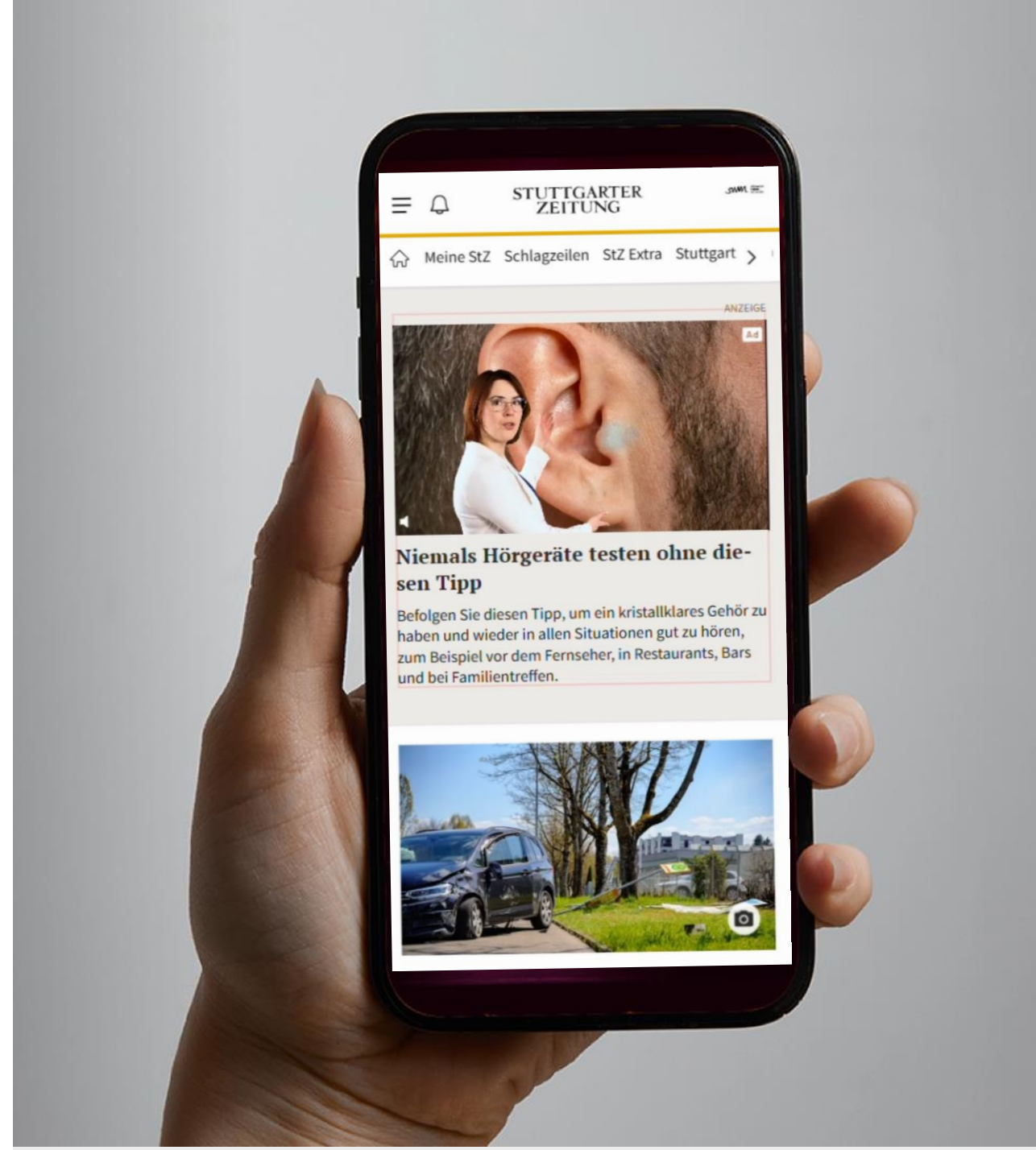
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Native Motion Ad

Product data:

- Video length: max. 10 seconds (is played in a loop)
- Headline: max. 25 characters
- Video format: GIF
- File size: max. 3 MB
- Image formats: 16:9 or 4:3



Native Catalog Ad

Title variants*:

- Short: max. 25 characters
- Medium: 30 to 45 characters
- Long: 60 to 70 characters

Note: no capital letters, prices, or percentages

Text variants*:

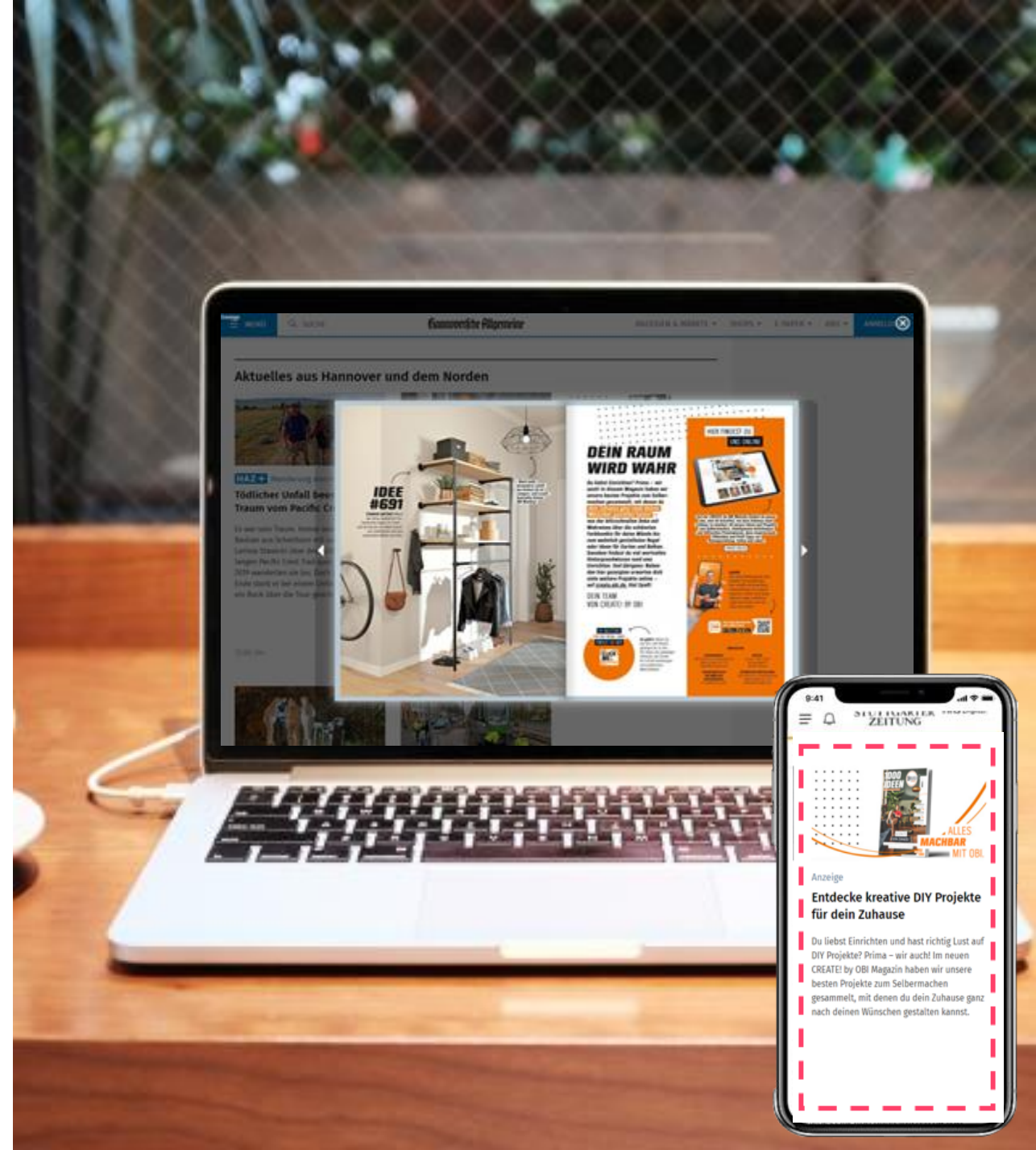
- Short: 70 to 110 characters
- Medium: 140 to 200 characters
- Long: 250 to 350 characters

Note: maximum one price or percentage. Please avoid using capital letters and directly addressing the readers.

Catalog:

File format: PDF

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Native Product Ad

Video requirements:

- Supported formats: MP4, WEBM, OGG
- Optional video source: YouTube
- Optional: linking a video (tracking link)
- **Final screen:** supported image formats: PNG, JPG, GIF without animation
- The number of loops until the final screen appears can be determined

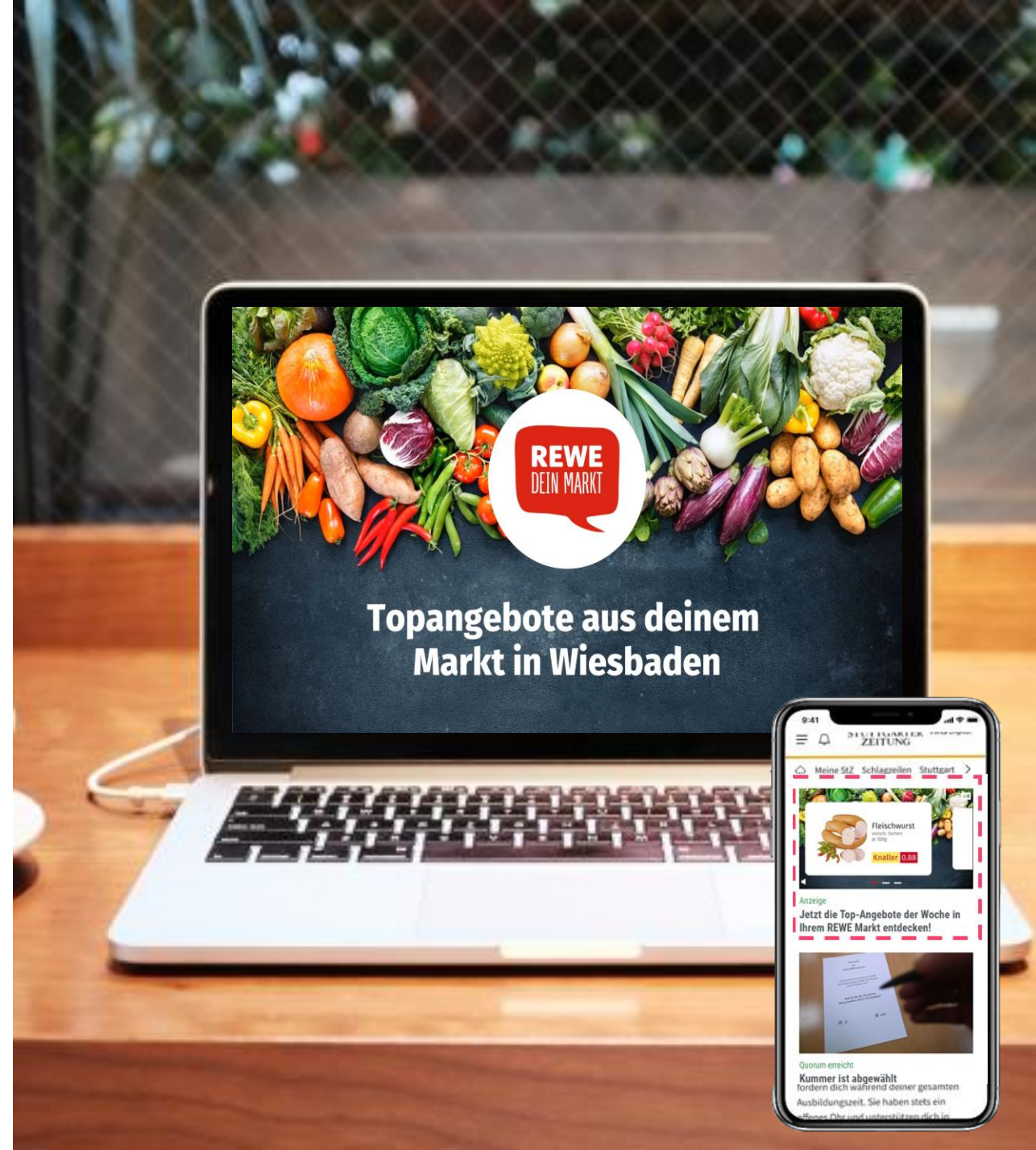
Title variants

- Short: max. 25 characters
- Medium: 30 to 45 characters
- Long: 60 to 70 characters

Text variants:

- Short: 70 to 110 characters
- Medium: 140 to 200 characters
- Long: 250 to 350 characters

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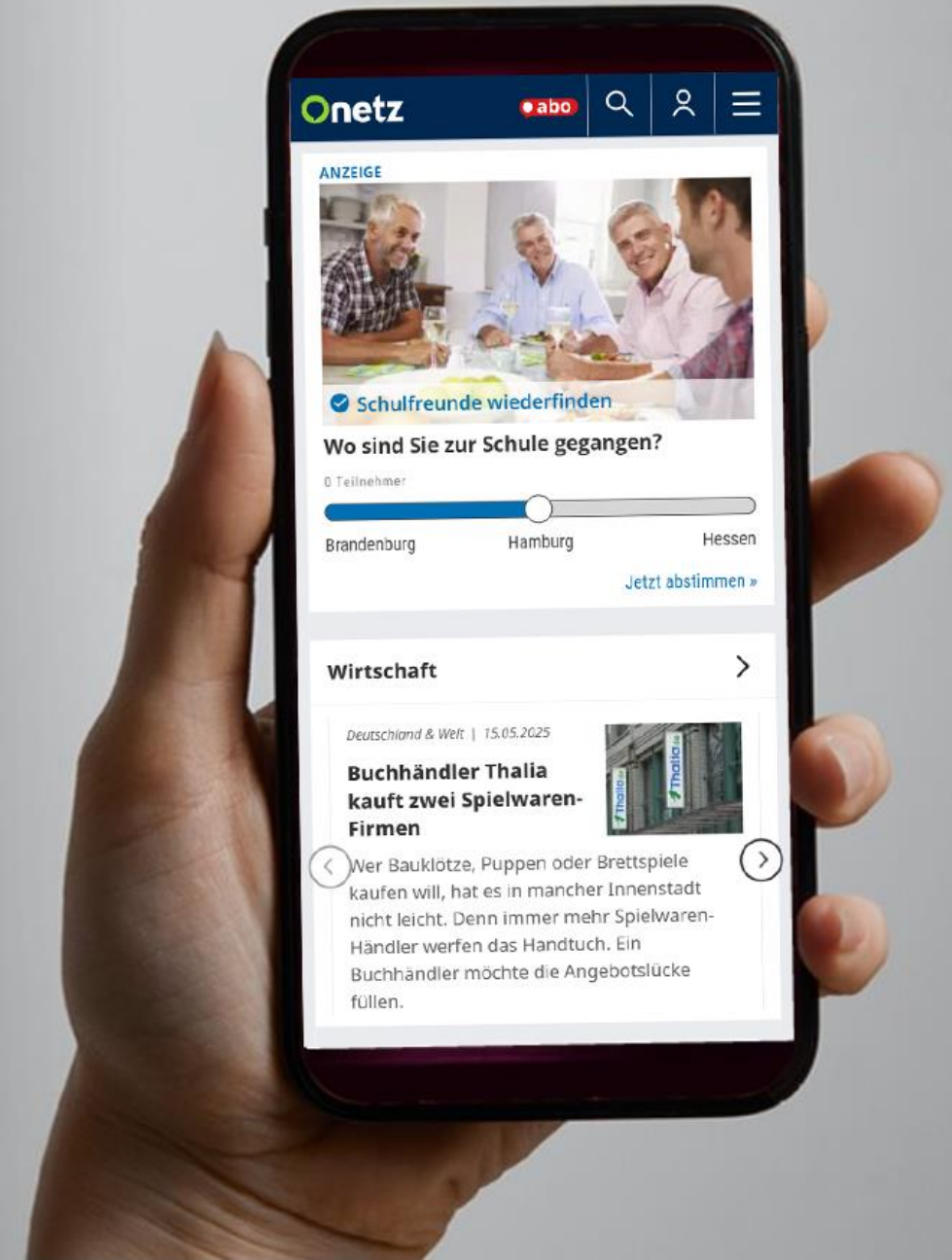


Native Survey Ad

Product data:

- Product images: at least 600 px wide (transparent)
- Up to a maximum of 3 selection possibilities, each with a maximum of 25 characters (long words are hyphenated, if necessary)
- 3 different lengths for the headline: 70 characters, 45 characters, and 25 characters
- Check placeholder (text in image): max. 25 characters
- CTA button: max. 20 characters

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Third-Party Tracking

Teaser

Impression

1x1 pixel tracker, is incorporated as soon as the teaser has been added to the page

Visibility

1x1 pixel tracker, is incorporated as soon as the teaser is 25% visible

Click – native teaser ad

1x1 pixel tracker with forwarding to the target page

Click – native content ad

1x1 pixel tracker without forwarding

Content

Impression

1x1 pixel tracker, is incorporated when the advertorial is completely presented

Click

External linking:
tracker and forwarding to an external target, e.g. customer page

JS tracker as a special solution

Only after agreement and having checked whether it is feasible

General information

Tracking is not required for every image format. Providing it only 1x per teaser is enough.



**We look forward to
hearing from you!**

Your contact: