



Format Specs



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:

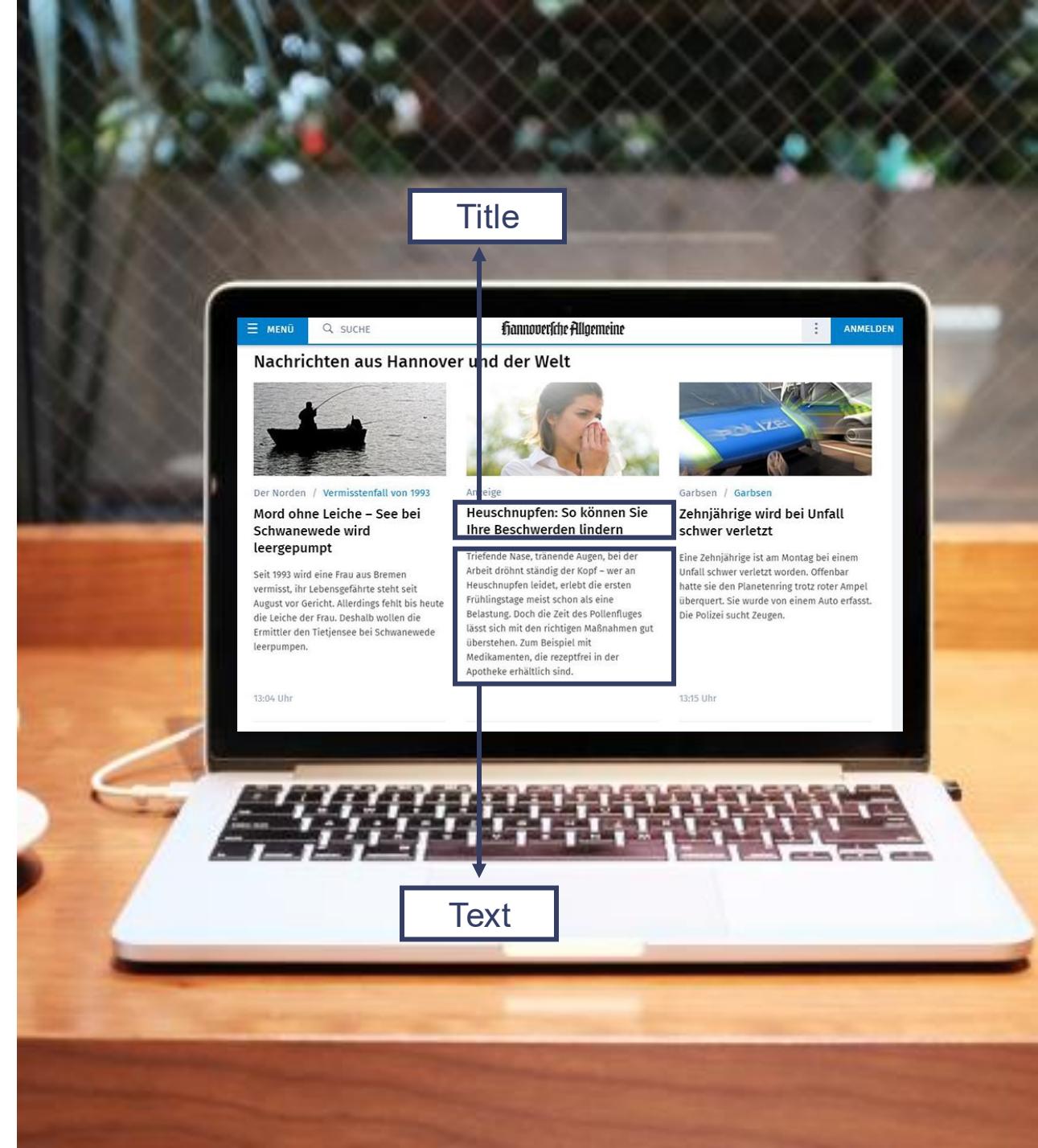
- Short: max. 25 characters
- Medium: 30 to 35 characters
- Long: 40 to 65 characters

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

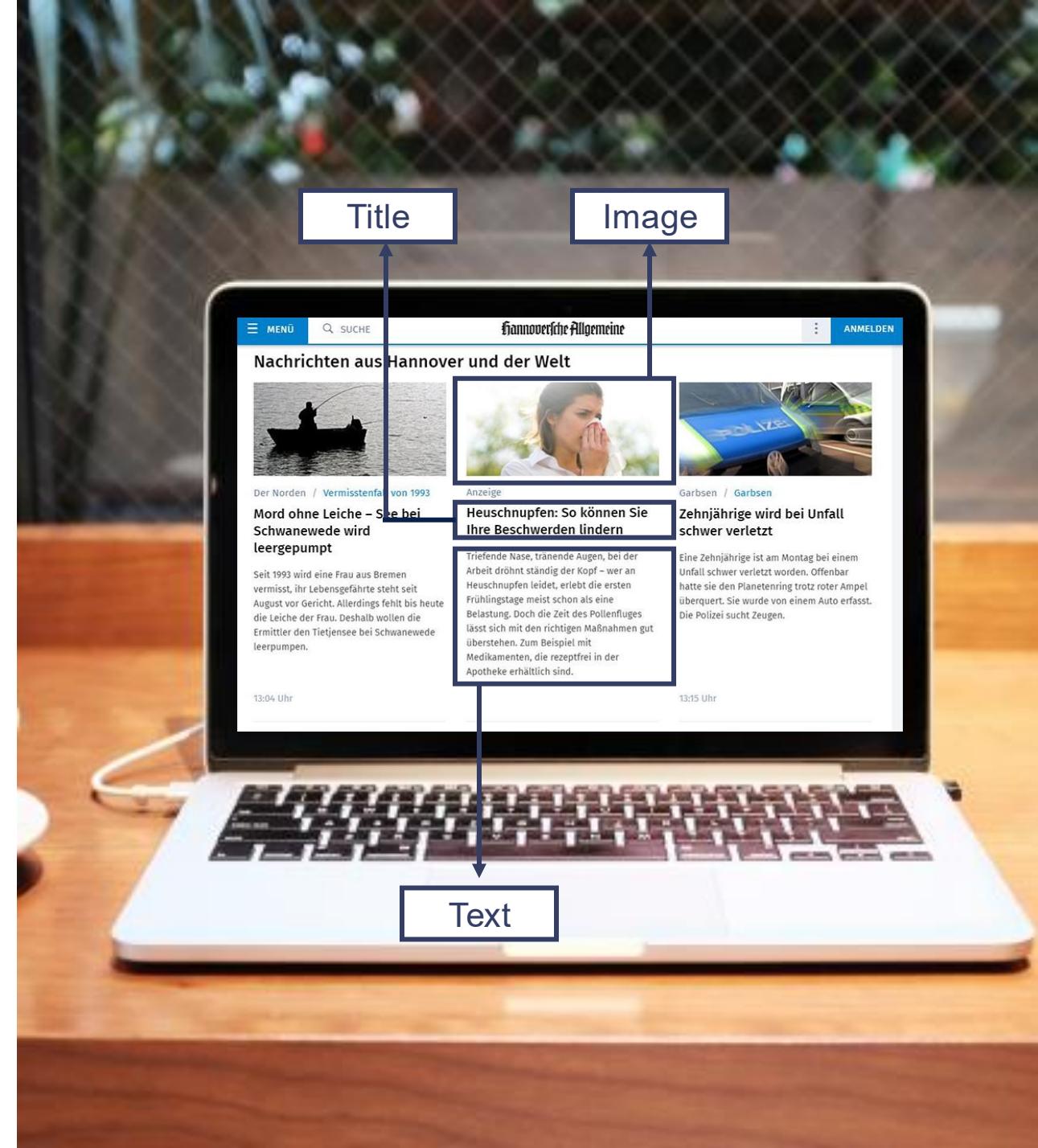
Note: no capital letters, prices, or percentages

- Text: 140 to 200 characters

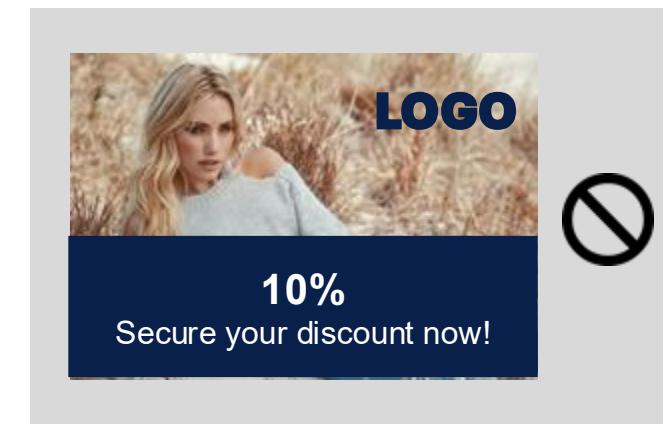
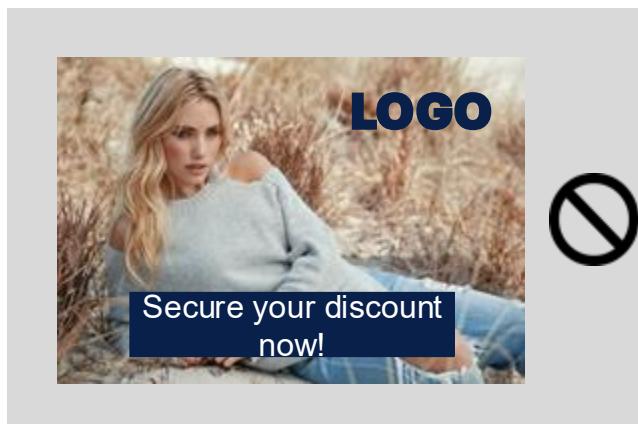
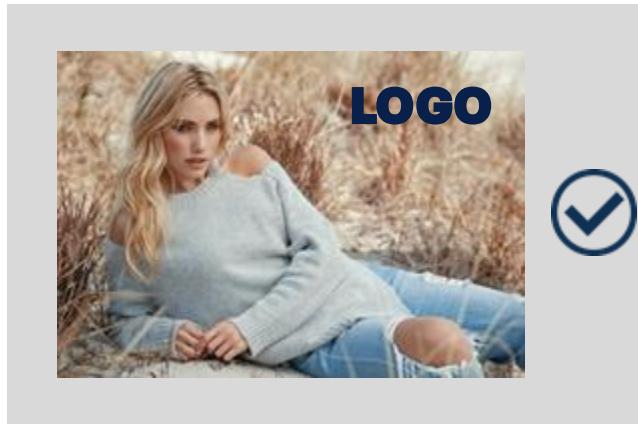
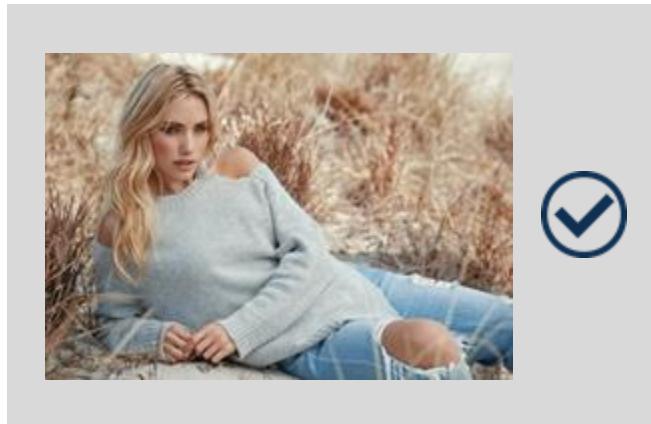
Note: maximum one price or percentage. Please avoid using capital letters and directly addressing the readers.

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

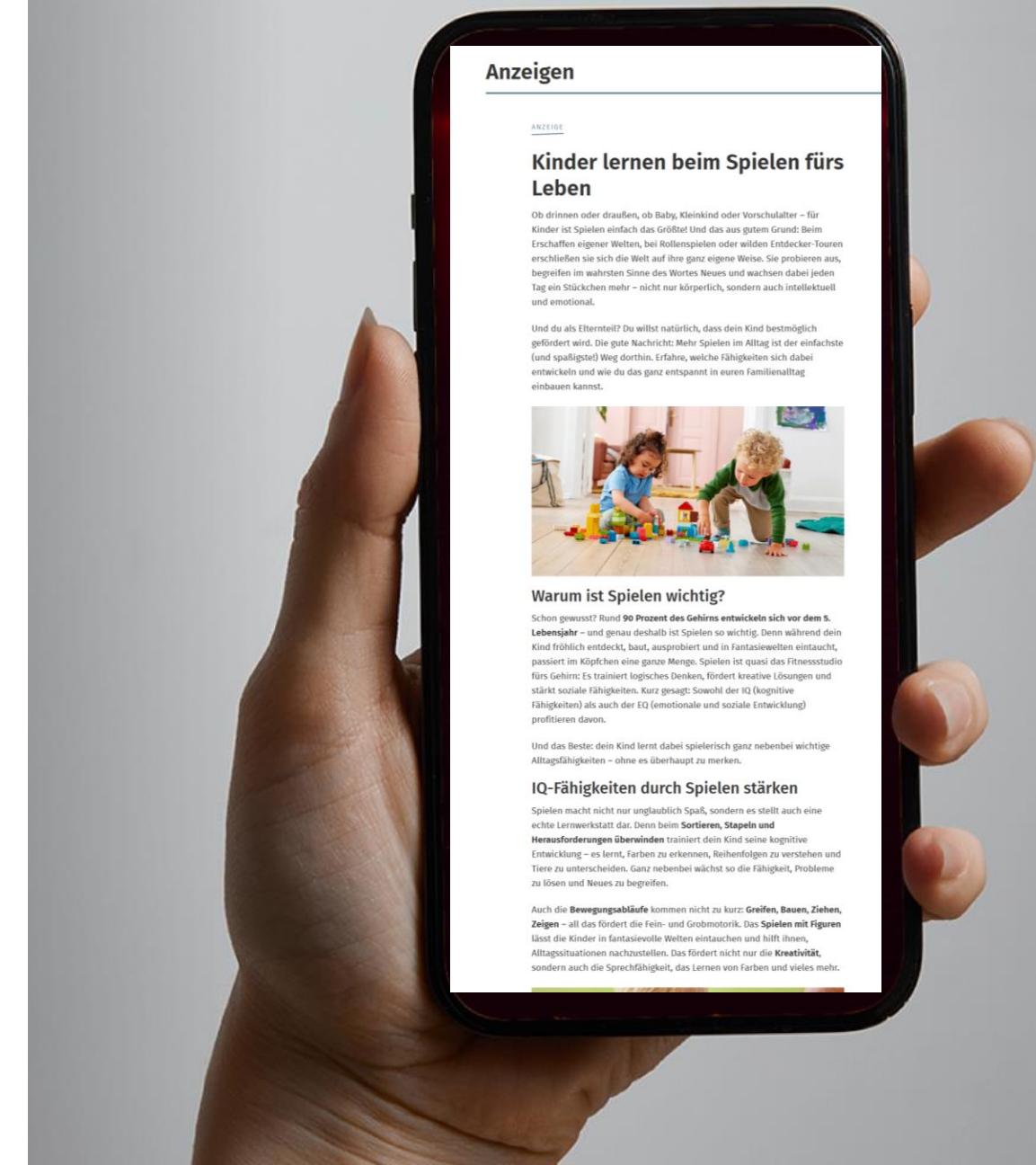
Content requirements:

- 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.



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

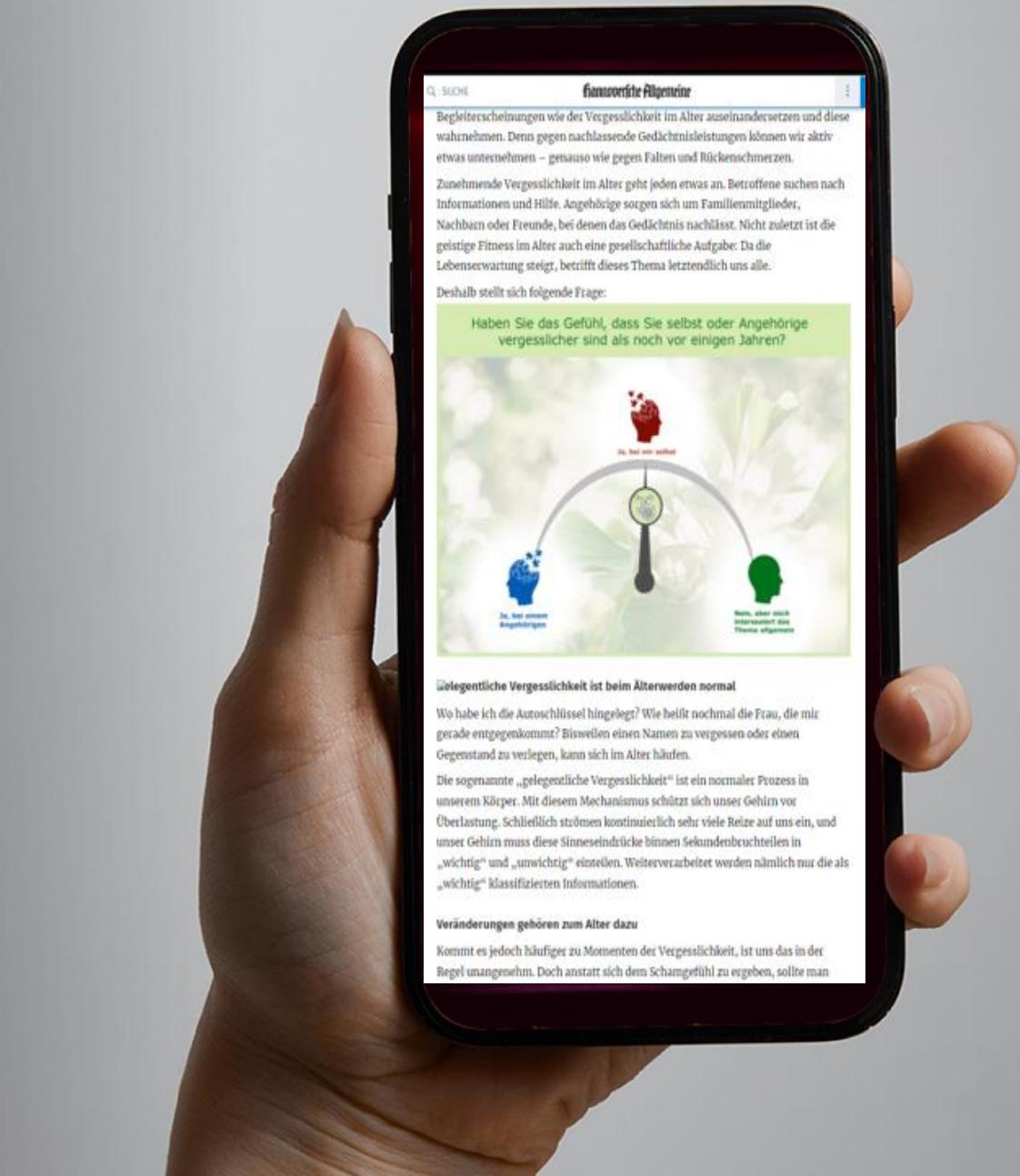
Dynamic element requirements:

- 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

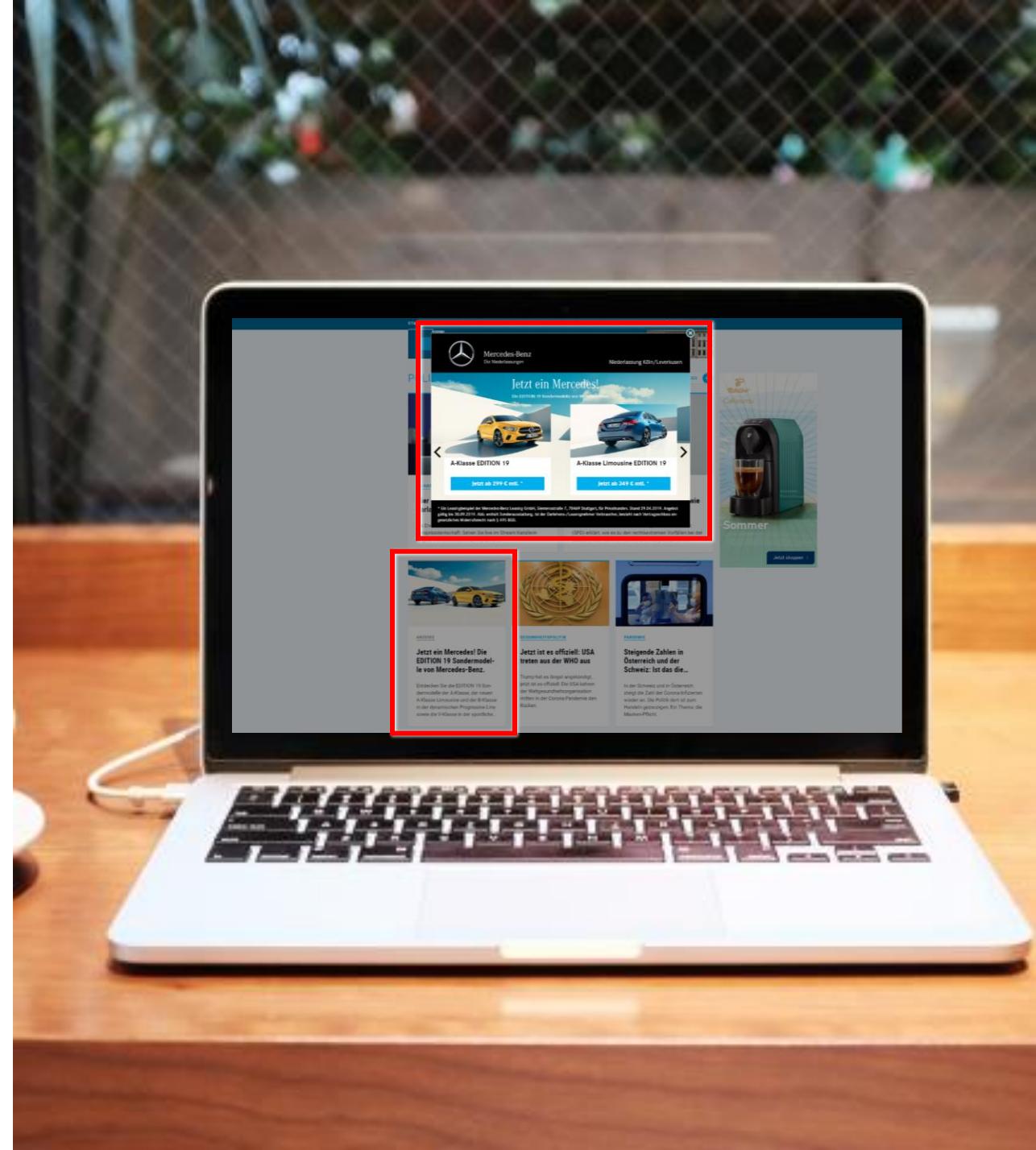
Product data:

- 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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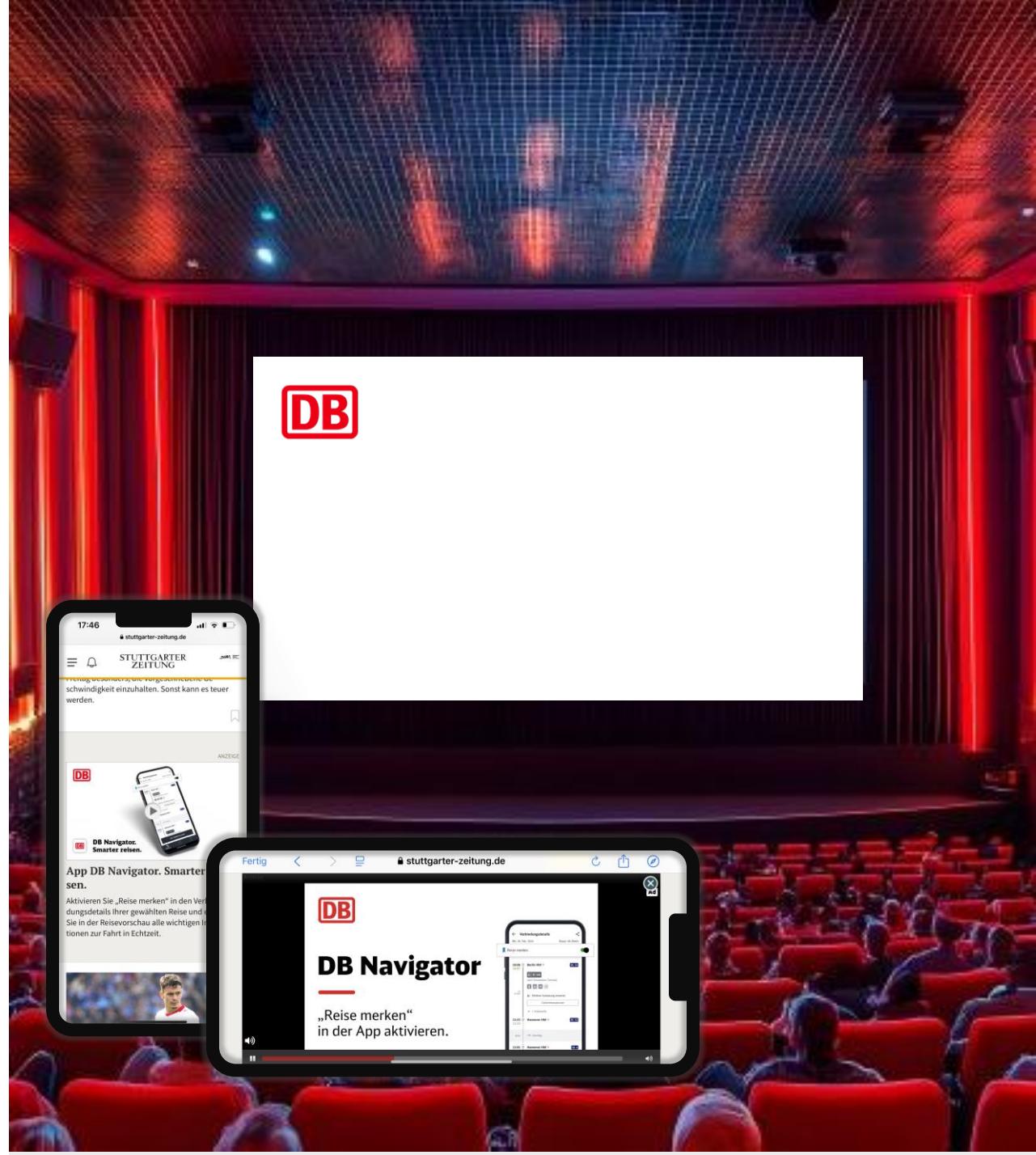


Native Cinema Ad

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

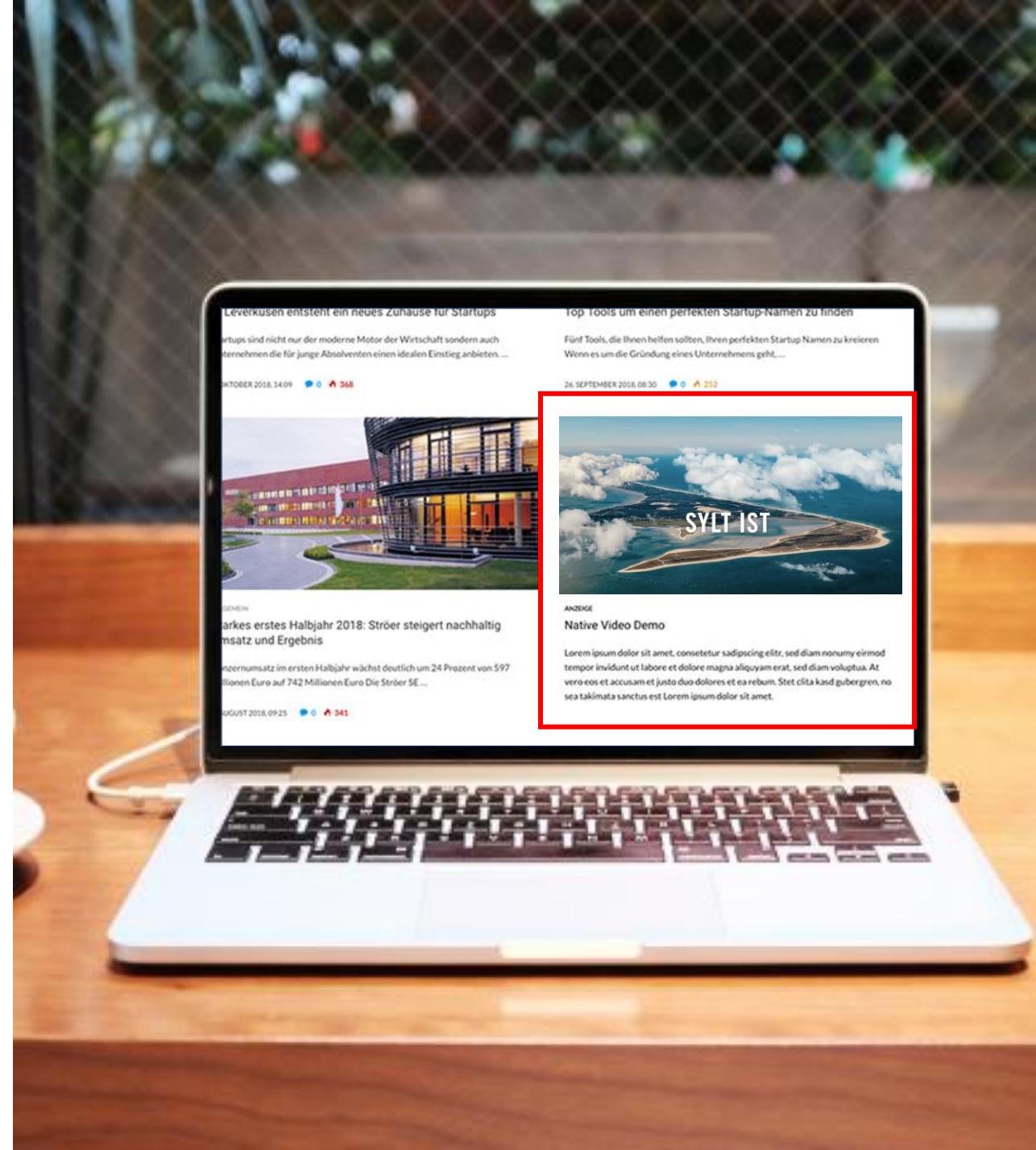
Title variants:

- 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

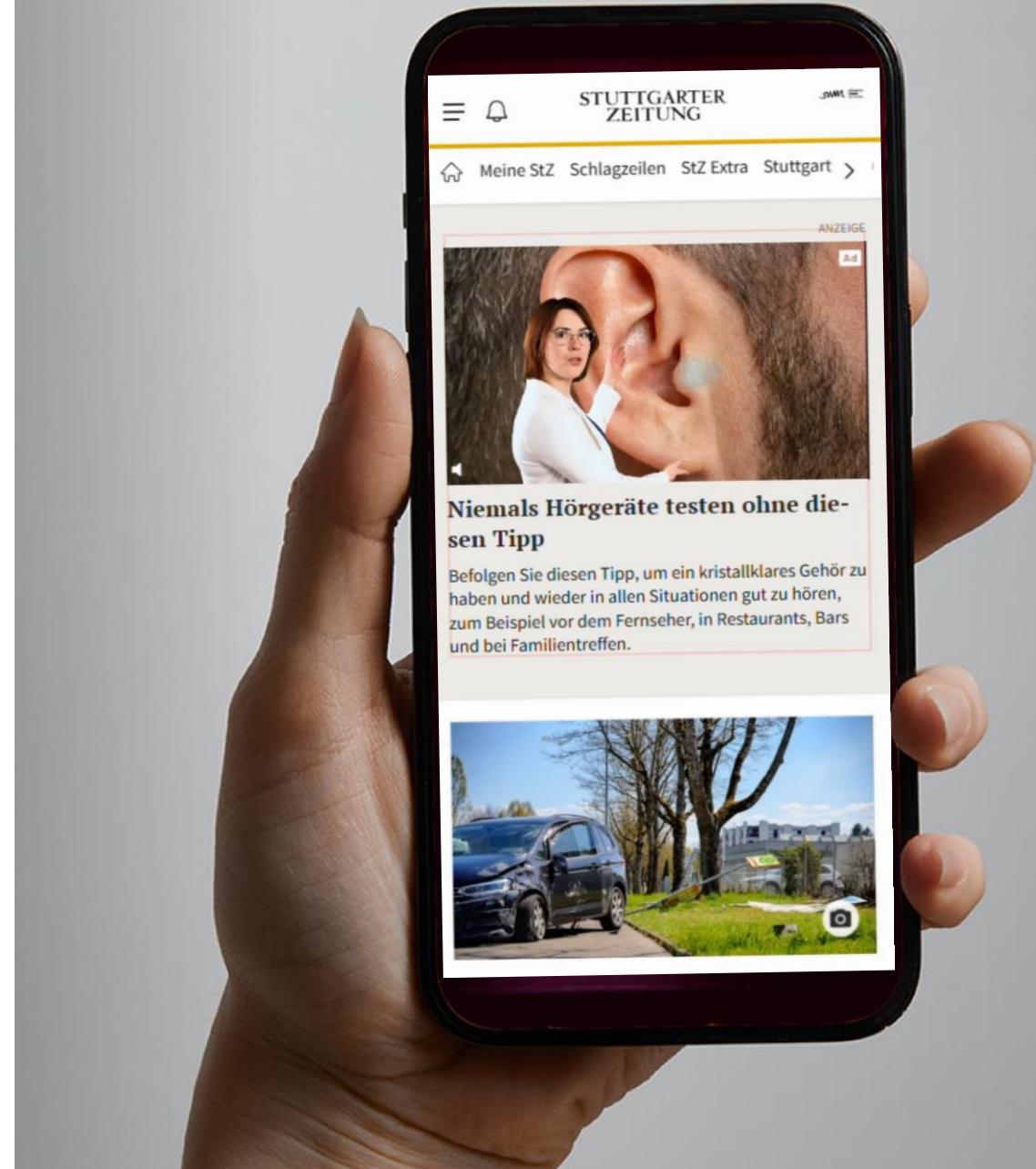
Our publishers use different forms of address for your readers (formal/informal). If you want to publish universal content, avoid directly addressing your readers.



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*:

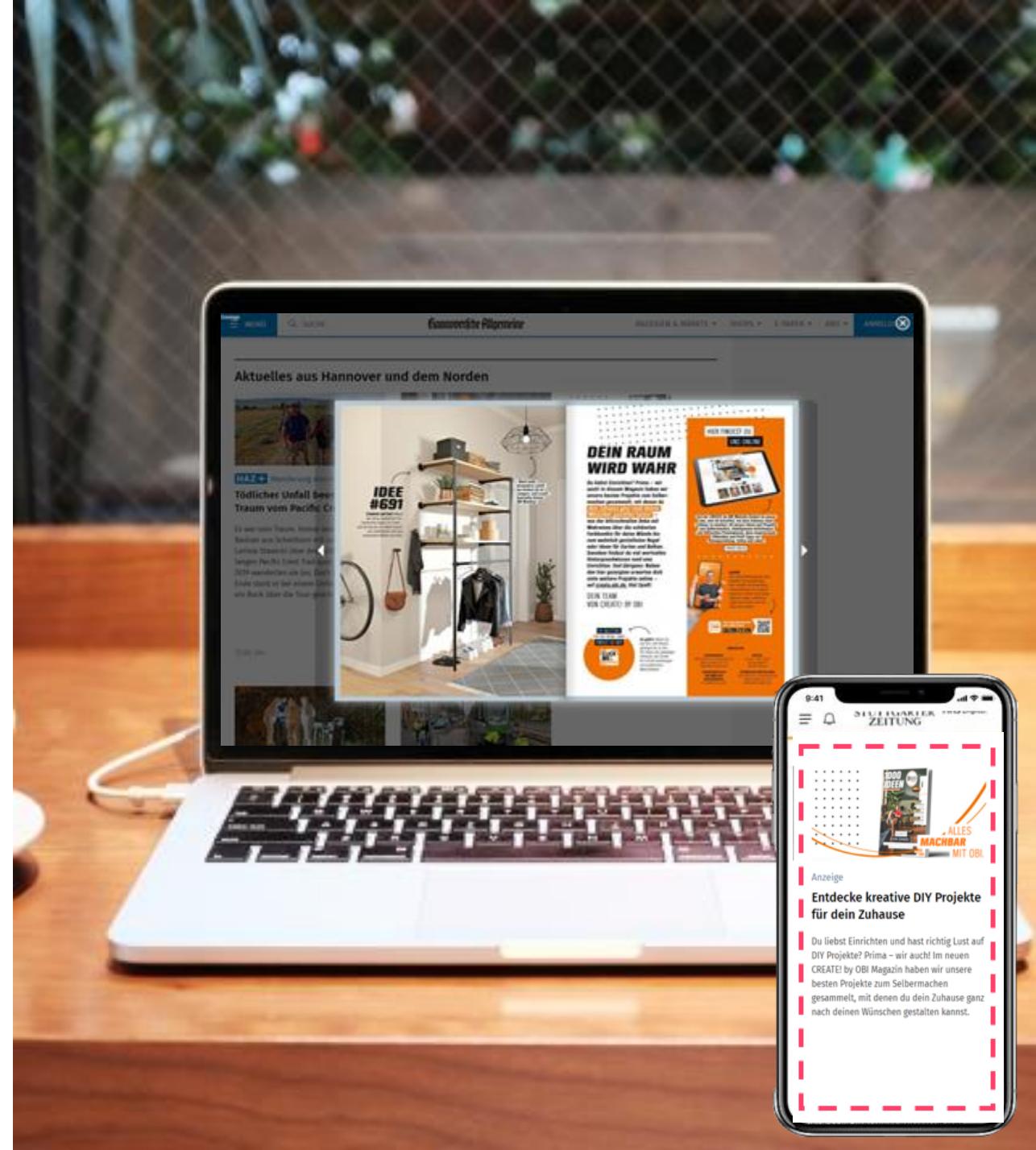
- Short: 70 to 110 characters
- Medium: 140 to 200 characters
- Long: 250 to 350 characters

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

Catalog:

File format: PDF

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



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

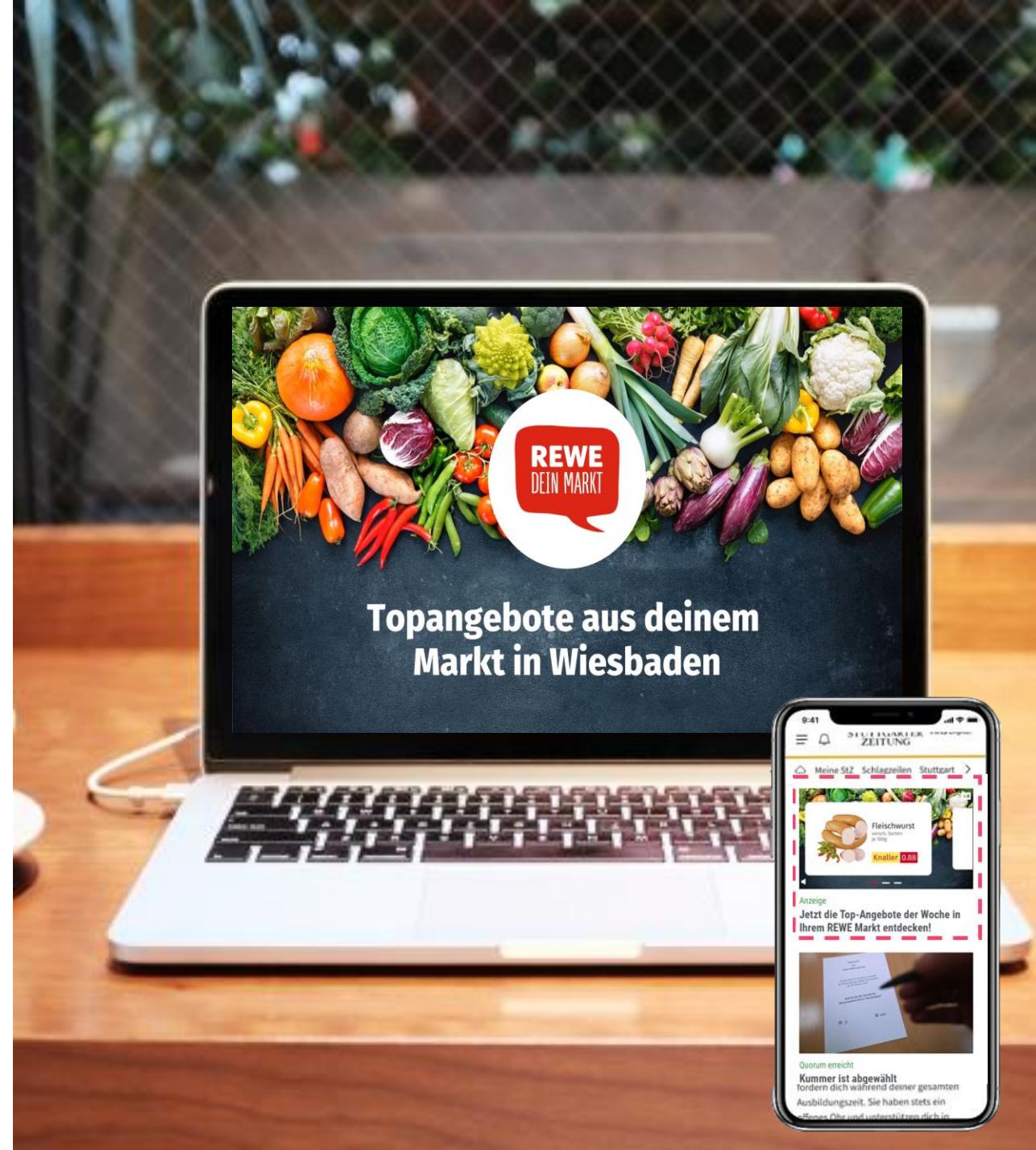
Title variants

- 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

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

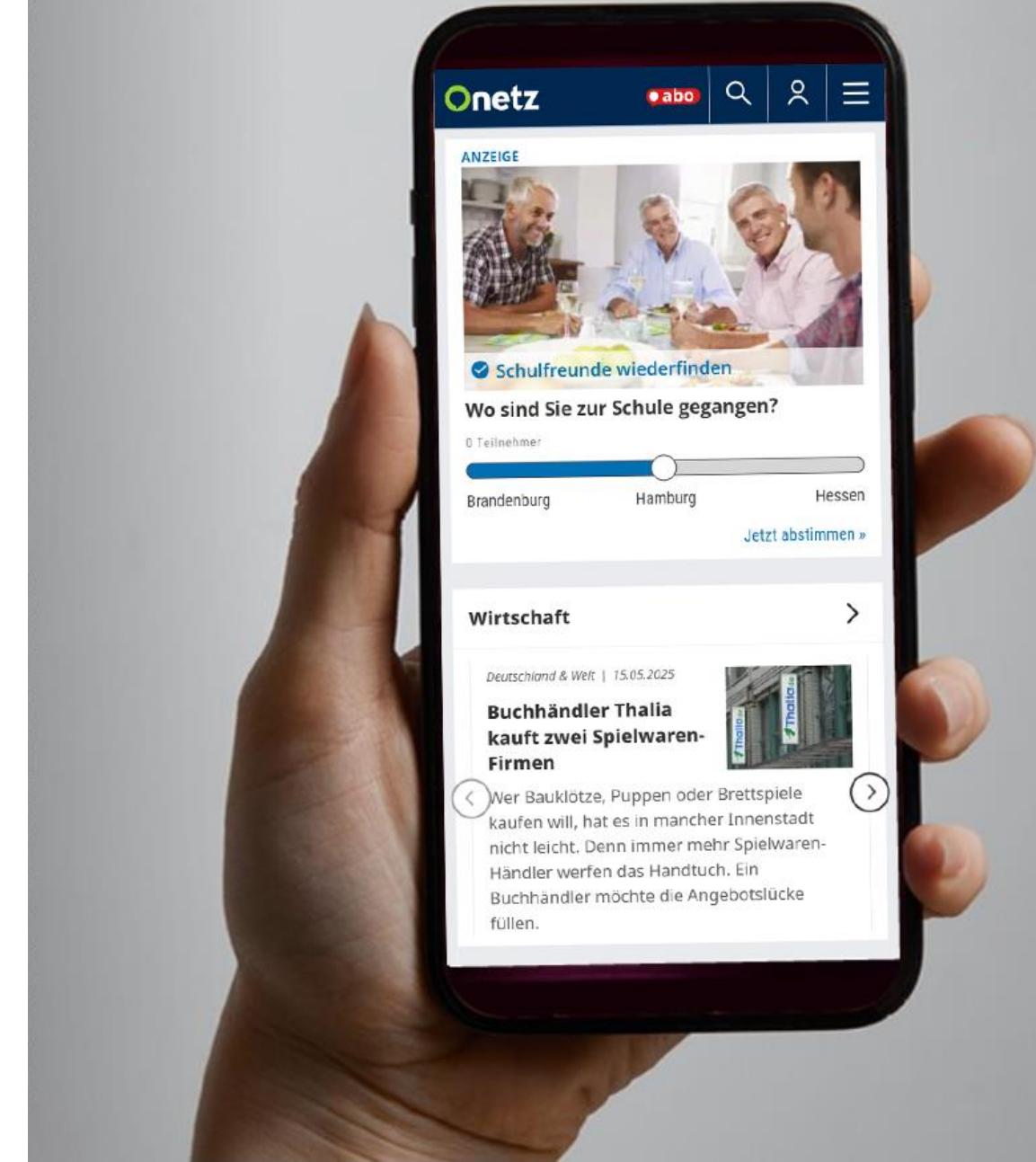


Native Survey Ad

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

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



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:

