



TECHNICAL SPECIFICATIONS.

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DATA DELIVERY

General

Information on the assignment of the advertising medium

- Customer name
- Campaign name
- Advertising format
- Booking period

Image

It is a common image file, which is displayed by any computer without special programs. Delivery is guaranteed.

Data delivery:

- Static JPG, GIF, PNG or animated GIF
- Target URL
- 3 business days before campaign launch

Delivery adress

- admanagement@holzmann-medien.de
- Please note the respective deadlines for data delivery.

HTML5

Data delivery:

- Zip file (The zip file must contain an index.html file as a starting point an all ancluded scripts as well as all elements contained in the zip file musst be relatively linked)
- Target URL
- 3 business days before campaign launch

Please note:

To make HTML5 ad media as simple and compatible as possible, it is recommended that you adhere to the following implementation recommendations:

- Only one HTML file with the name index.html per ad media
- All files must be located in a common path per ad media.
- All files must be included relatively (e.g. `src="js/scripts.js"`). The only exception are external resources such as frameworks, these must be included absolutely with the complete domain
- For click tracking, a ClickTag must be integrated

DATA DELIVERY

HTML5 – ClickTag

The notation for ClickTags is: clicktag

The notation for Multi-ClickTags is: clicktag, clicktag1, clicktag2 <n>

The following lines of code are to be included in the HTML5 ad to pass the ClickTags. The function returns all GET parameters passed to the file:

Option 1

```
<html>
<head>
<script>
function mytag()
{
window.open(clicktag,"_blank")
}
</script>
</head>
<body>
<a href="#" onclick="mytag();" >
<div id="container1"
style="width: 300px; height:
250px"> </div>
</a>
</body>
</html>
```

Option 2

```
<html>
<head></head>
<body>
<a href="#clicktag"
id="clicktag" target="_blank">
<div id="container1"
style="width: 300px; height:
250px"> </div>
</a>
<script>
document.
getElementById('clicktag').
setAttribute('href', clicktag);
</script>
</body>
</html>
```

Please note

If you define the banner or the ClickTag via a tool, the appropriate settings must be made here; adding a click tag manually has no effect.

Example HTML and assignment of links:

2 HTML links without assigned links:

```
<html>
</head>
<body>
<a href="#clicktag" id="clicktag" target="_blank">
<div id="container1" style="width: 300px; height: 250px"> </div>
</a>
<a href="#clicktag1" id="clicktag1" target="_blank">
<div id="container2" style="width: 300px; height: 250px"> </div>
</a>
<script> document.getElementById('clicktag').setAttribute('href',
clicktag);
document.getElementById('clicktag1').setAttribute('href', click-
tag1);
</script>
</body>
</html>
```

These Javascript lines can then be used to assign the ClickTag to the HTML elements:

```
<script>
function xyz()
{
window.open(clicktag,"_blank")
}</script>
```

DATA DELIVERY

RichMedia

The following requirements must be met for the correct inclusion or click counting of RichMedia <advertising>.

Delivery: The RichMedia <ad media> to be deposited always consists of an independent HTML<fragment> which is delivered basically without header <HTML><HEAD><TITLE><META><BODY>. Additionally, any number of files can be uploaded. These are referenced via a placeholder %file:FILENAME% in the RichMedia code (the placeholder is automatically replaced by the URL to the file on delivery).

Example:
File name: grafik.jpg!
Referencing: %file:grafik.jpg%!

Click count: Fixed, absolute URLs are automatically recognized and provided with the click count.
The following placeholders are also available for click counting:

- a.) %clickurl:e% for the ADDITION click URL encoded
- b.) %clickurl% for the ADDITION click URL not encoded
- c.) %clickurl:u% for the ADDITION click URL not encoded

The URL of the landing page is the URL specified in the ,ClickURL' field in the ad media form. In case multiple target URLs are used, they can be appended directly after the placeholders correctly encoded.

Example:

```
<a href=http://www.url1.de>Link 1</a>
```

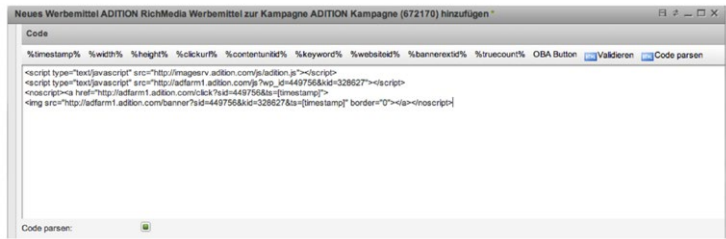
or with multiple target URLs:

```
<script language="JavaScript"> <!--  
//wird automatisch ersetzt  
document.write('a href="%clickurl1%" +  
escape('http://www.url1.de') + " target="_blank">Link 1</a>');  
document.write('a href="%clickurl1%" +  
escape('http://www.url2.de') + " target="_blank">Link 2</a>');  
//-->  
</script>
```

Notice:
Links that are addressed through Javascript should be stored in a variable at the beginning of the <SCRIPT> block, and subsequently only addressed through it. The entire ad should be enclosed in a <TABLE> element whose height and width are fixed to the size of the ad.

DATA DELIVERY

Additional paceholders: Additional placeholders are available through direct access in the RichMedia ad. These are inserted by clicking on the respective parameter at the position where the cursor is located.



%width%	Width of the ad medium
%height%	Height of the ad medium
%keyword%	Passed keyword
%contentunit%	ID of the ad medium unit on which the ad medium is delivered
%timestamp%	Unique ID per call

Javascript variables: The following names must not be used for javascript variables:

- a.) 'ad_hidelaye'
- b.) 'ad_count'
- c.) 'ad_wid'

Notes on forms

Form elements: Generally, 'GET' should be used as the form method. However, if it is mandatory to use 'POST' as the method, please note that click counting is not possible in this case

Form fields: The following names must not be used for form fields:

- a.) 'lid'
- b.) 'clickurl'
- c.) 'url'

DATA DELIVERY

CPU utilization:

Elaborate animations in the ad media lead to increased CPU usage, which results in the website being limited and slow. The CPU usage for ad media should not exceed 25%.

SSL encryption:

- We would like to point out that from now on all components of a campaign (script, iFrame, redirect tags, agency counting pixels and other externally hosted resources) must be delivered as HTTPS-compatible components in order to be able to exclude display and measurement errors with regard to violations of security settings of the different browsers across websites.
- For this purpose, it must be ensured that all resources are hosted on SSL-certified servers. Please therefore check whether the systems you use for hosting the ad media provide this option as standard.



Medium Rectangle

Prominent placement in the content of the website, central and in the user's field of vision.

Dimension: 300 x 250 pixel

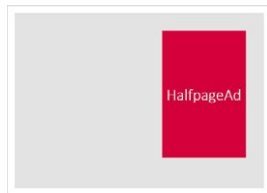
File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

3rd Party AdTag: JavaScript / Iframe / SSL encrypted

Delivery: cross-device (all devices)

Data delivery: 3 business days before campaign launch



HalfpageAd

By integrating it into the content area of the site, the user's eye falls on this striking advertising format.

Dimension: 300 x 600 pixel

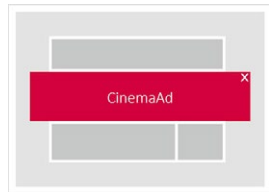
File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

3rd Party AdTag: JavaScript / Iframe / SSL encrypted

Delivery: cross-device (all devices)

Data delivery: 3 business days before campaign launch



CinemaAd

Fold-out advertising medium that contracts to the size of a billboard when the close button is clicked. The complete advertising message remains visible.

Dimension: 380 pixel height, 100% screen width

File formats: HTML5 including ClickTag

File size: max. 300 kB

Delivery: Desktop

Data delivery: 5 business days before campaign launch



Interstitial

An interstitial is a large-scale advertising format and has unlimited scope for design. The interstitial is displayed directly above the content when a user visits the website. The advertising format can be closed by the user. The mobile interstitial is the ideal addition.

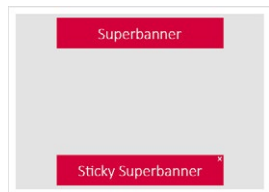
Dimension: 300-550 x 250-400 pixel

File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

Delivery: desktop + tablet

Data delivery: 3 business days before campaign launch



Superbanner/ Sticky Superbanner

Superbanner: Attention-grabbing ad medium with presence in the banner bar. Placed in the immediately visible area with creative design freedom.

Sticky Superbanner: Ad medium is placed at the footer of the website and remains stuck in the visible area of the website when scrolling. The ad medium can be closed by the user.

Dimension: 728 x 90 pixel

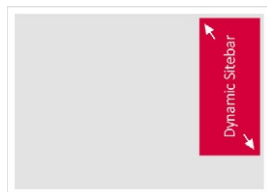
File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

3rd Party AdTag: JavaScript / Iframe / SSL encrypted

Delivery: desktop + tablet

Data delivery: 3 business days before campaign launch



Dynamic Sitebar

The Dynamic Sitebar runs on the right skyscraper space in the always visible area. When scrolling, the Dynamic Sitebar runs automatically (sticky). The advertising format adapts to the respective screen size and thus dynamically uses the maximum available space to the right of the website.

Dimension: 300 x 600 pixel scalable

File formats: Physical or redirect (iframe)- Prefers redirect; GIF / JPEG as fallback (300x600), size 100% dynamic, max. kB initial load 150 KB, max. kB downstream load 2 MB; HTML5 (only for physical delivery): 150 kB per element.

3rd Party AdTag: JavaScript / Iframe / SSL-encrypted

Delivery: desktop

Data delivery: 5 business days before campaign launch



Skyscraper

Placement on the right or left screen; remains in the user's field of vision when scrolling.

Dimension: 120-160 x 600 pixel

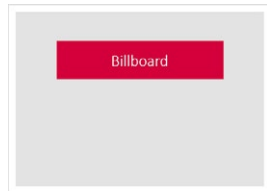
File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

3rd Party AdTag: JavaScript / Iframe / SSL encrypted

Delivery: desktop

Data delivery: 3 business days before campaign launch



Billboard

Large format, positioned between navigation and content with plenty of space for design and information – a prominent stage for your advertising message.

Dimension: 940 x 250 pixels

File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

3rd Party AdTag: JavaScript / Iframe / SSL encrypted

Delivery: desktop

Data delivery: 3 business days before campaign launch



BanderoleAd

The ad medium is located in the directly visible area and lays itself across the homepage like a stripe for a certain time. The BanderoleAd is effective and extremely attention-grabbing. The advertisement can be closed by the user.

Dimension: 770 x 250 pixel

File formats: gif, jpg, png

File size: 120 kB per file

Delivery: desktop

Data delivery: 5 business days before campaign launch



TandemAd

A TandemAd refers to the simultaneous playout of two advertising formats within the same page impression, whereby both advertising media can interact with each other graphically and textually, thus offering a wide range of design options.

Dimension: see single formats

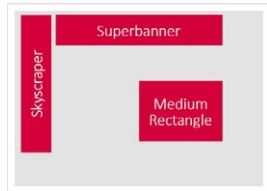
File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

3rd Party AdTag: JavaScript / Iframe / SSL-encrypted

Delivery: desktop

Data delivery: 5 business days before campaign launch



AdBundle

The AdBundle refers to the (joint) delivery of three different classic ad media and serves an extremely strong perception. The deliveries of ad media of an AdBundle do not have to be seen within the same PageImpression, but are from the same advertiser and share a common volume.

Dimension: see single formats

File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

3rd Party AdTag: JavaScript / Iframe / SSL-encrypted

Delivery: desktop

Data delivery: 5 business days before campaign launch



Wallpaper

Combination of Superbanner and Skyscraper. The format frames the website on the top and right side. Wallpapers usually color the side margin of the website. An attention-grabbing ad medium that greatly increases recognition value.

Dimension: Superbanner: 728 x 90 pixel

Skyscraper: 120-160 x 600 pixel

File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

Background color: Yes – a hex code can be supplied for the background

Clickable Background: Yes – a separate ClickCommand can be supplied for the background

3rd Party AdTag: JavaScript / Iframe / SSL-encrypted

Delivery: desktop

Data delivery: 5 business days before campaign launch



FireplaceAd

Placement frames the content from three sides. The FireplaceAd is a generous format that stays in the user's field of vision for a long time and increases attention to the advertising message. It's an ideal addition to the Billboard.

Dimension: Superbanner: 1282 x 90 pixel

Skyscraper: 120-160 x 600 pixel

File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

Background color: Yes – a hex code can be supplied for the background

Clickable Background: Yes – a separate ClickCommand can be supplied for the background

3rd Party AdTag: JavaScript / Iframe / SSL-encrypted

Delivery: desktop

Data delivery: 5 business days before campaign launch



Homepage Takeover

Attention-grabbing combination of FireplaceAd and Billboard.

Dimension: Superbanner: 1282 x 90 pixel

Skyscraper: 120-160 x 600 pixel

Billboard: 940 x 250 pixel

File formats: gif, jpg, png, HTML5

File size: 120 kB per file; HTML5: 150 kB per element

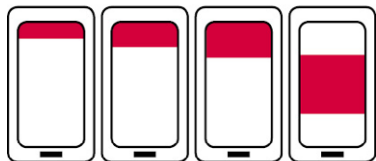
Background color: A hex code for the background color can be supplied

Clickable background: A separate ClickCommand for the background can be supplied

3rd Party AdTag: JavaScript / Iframe / SSL-encrypted

Delivery: desktop

Data delivery: 5 business days before campaign launch



Mobile MMA Banner

Mobile banner that guarantees high attention in the visible area.

MMA 6:1: 300-320 x 50 pixel

MMA 4:1: 300-320 x 75 pixel

MMA 2:1: 300-320 x 150 pixel

MMA 1:1: 300x 250 pixel (Medium Rectangle)

File format: jpg, gif, HTML5

3rd Party AdTag: JavaScript/Iframe/SSL-encrypted

File size: 40 kB per file; HTML5: 150 kB per element

Data delivery: 3 business days before campaign launch



Mobile HalfpageAd

Attention-grabbing ad medium in the content area of the site. The user's gaze falls on the strikingly large advertising format.

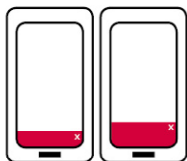
Dimension: 300 x 600 pixel

File format: jpg, gif, HTML5

3rd Party AdTag: JavaScript/Iframe/SSL encrypted

File size: 40 kB per file; HTML5: 150 kB per element

Data delivery: 3 business days before campaign launch



Mobile MMA Banner sticky

Attention-grabbing ad medium that is fixed on the screen in the user's field of vision and does not leave the screen even when scrolling. The ad medium can be closed by the user.

MMA 6:1 sticky: 300-320 x 50 pixel

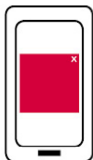
MMA 4:1 sticky: 300-320 x 75 pixel

File format: jpg, gif, HTML5

3rd Party AdTag: JavaScript/Iframe/SSL-encrypted

File size: 40 kB per file; HTML5: 150 kB per element

Data delivery: 3 business days before campaign launch



Mobile Interstitial

The overlay is displayed directly above the content when the website is called up and can be closed by the user. It's an ideal addition to the Overlay.

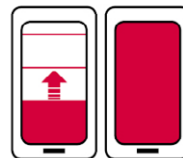
Dimension: 300 x 250-300 pixel

File format: jpg, gif, HTML5

3rd Party AdTag: JavaScript/Iframe/SSL encrypted

File size: 40 kB per file; HTML5: 150 kB per element

Data delivery: 3 business days before campaign launch



Mobile Interscroller

Particularly attention-grabbing form of advertising. Ad media lies behind the content and is displayed by scrolling in the viewing window of the advertising placement and is fully exposed in the process. Not only communicates an advertising message, but also guarantees high brand awareness. Ensures full user attention for a few seconds.

Dimension: 300 x 600 pixel

File formats: jpg, gif, HTML5

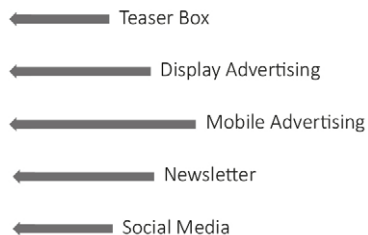
3rd Party AdTag: JavaScript/Iframe/SSL-encrypted

File size: 40 kB per file; HTML5: 150 kB per element

Data delivery: 3 business days before campaign launch



TRAFFIC PUSH



Data delivery

Content: The text material can be delivered as a Word document or as a txt file. The overall layout must be recognizable. The text length is basically not limited. However, for optimal performance, a too long scrolling distance for the user should be avoided. If necessary, we solve this by means of one or more subsites. Links and the positioning of image material must be marked accordingly in advance. Please do not deliver pdf documents.

Images: Images can be delivered in jpg or png format. A file size of 25-50 kB per file should not be exceeded. Large files worsen the loading time of the page and harm the performance.

Video material: MP4 or YouTube link

We build an exclusive microsite (= content page) for you with the look & feel of the website. The microsite will be designed according to your wishes – you can integrate numerous information and content such as images, files, videos and links.

The microsite will be available on the chosen website for a minimum period of 4 weeks. The advertorial is flanked by numerous traffic push measures to redirect our users to the microsite.

You will find your individual Traffic Push in the order confirmation.

The following **Traffic Push elements** can be included:

- Fixed TeaserBox (ROS)
- Display Advertising
- Mobile Advertising
- Newsletter ContentAds
- Social media posts

Logo: Place your company logo as branding in the upper part of the microsite in jpg or png format

Links: URL to landing page
A ClickCommand can be supplied for tracking purposes

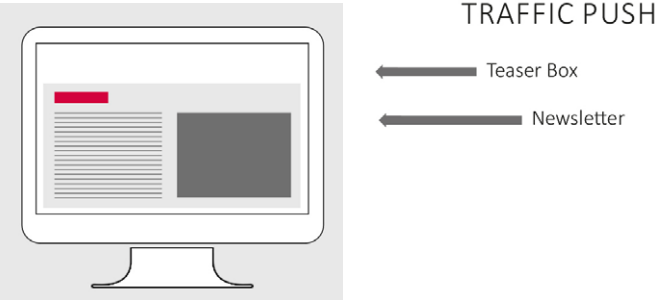
General: No redirects can be used

Data delivery: 14 days before campaign launch

Documentation:

After the end of the runtime you will receive a detailed documentation about:

- PageImpressions of the microsite
- Clicks on images and links
- Traffic push analysis of the accompanying measures



Data delivery

Content: The text material can be delivered as a Word document or as a txt file. The text length is basically not limited, but we recommend as little text as possible to keep the user’s scrolling distance low.

File format for download: pdf

Image: 580 x 360 pixel

Logo: max. 150 pixel high

File format images: gif, jpg, png- no animated graphics

File size: max. 120 kB

Links: URL to landing page
For tracking purposes, a ClickCommand can be supplied

We build an exclusive microsite (content page) for the whitepaper. Here you can insert images, files, videos, links and of course the whitepaper. The collected leads will be passed on to you at the end of the term.

You will find your individual Traffic Push in the order confirmation.

The following Traffic Push elements can lead to the whitepaper:

- TeaserBox (ROS)
- Newsletter ContentAds

General: No redirects can be used

Documentation:

At the end of the runtime, you will receive detailed documentation about:

- PageImpressions of the microsite
- Clicks on images and links
- Traffic push analysis of the flanking measures

Leads: You will receive the leads from us automatically after the end of the runtime

Data delivery: 14 days before campaign launch

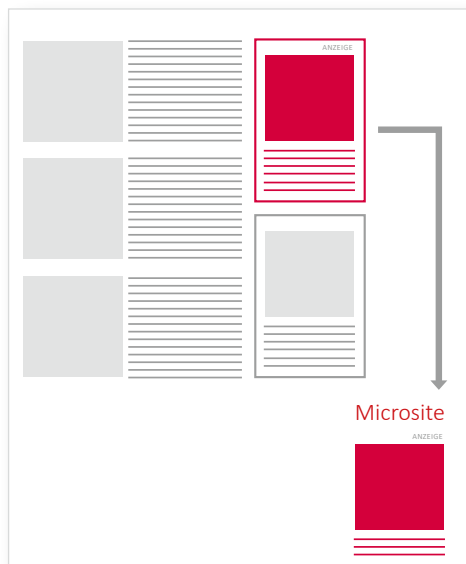


Image-text ad designed in the look and feel of an editorial article and marked as an ad. The placement is in the sidebar (teaser column). The NativeAd In links to a microsite (content page) where you can embed text, images, videos and links.

Data delivery - Teaser:

Headline: max. 40 characters (including spaces)

Teaser image: 300 x 200 pixel

Text: max. 150 characters as continuous text (including spaces)

Linking: URL to landing page

Data delivery - Microsite:

Content: The text material can be delivered as a Word document or as a txt file. The overall layout must be recognizable. The text length is basically not limited. However, for optimal performance, too long a scrolling distance for the user should be avoided. Links and the positioning of image material must be marked accordingly in advance. Please do not deliver pdf formats.

Images: Images can be delivered in jpg or png format.

A file size of 25-40 kB per file should not be exceeded. Large files worsen the loading time of the page and harm the performance.

Video material: MP4 or YouTube link

Logo: Place your company logo as branding at the top of the microsite in jpg or png format

Links: URL to landing page

A ClickCommand can be supplied for tracking purposes

General: No redirects can be used

Data delivery: 14 days before campaign launch

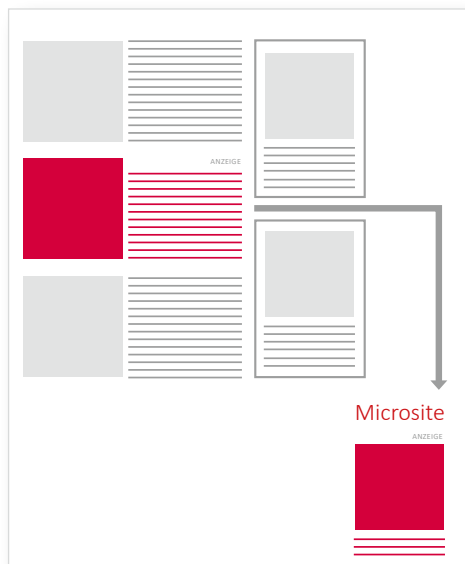


Image-text ad designed in the look and feel of an editorial article and marked as an ad. The placement takes place within the content. The NativeAd In links to a microsite (content page) where you can embed text, images, videos and links.

Data delivery - Teaser:

Headline: max. 40 characters (including spaces)

Teaser image: 300x200 pixel

Text: max. 120 characters as continuous text (including spaces)

Linking: URL to the landing page

Data delivery - Microsite:

Content: The text material can be delivered as a Word document or as a txt file. The overall layout must be recognizable. The text length is basically not limited. However, for optimal performance, a long scrolling distance for the user should be avoided.

Links and the positioning of image material must be marked accordingly in advance. Please do not deliver pdf formats.

Images: Images can be delivered in jpg or png format.

A file size of 25-40 kB per file should not be exceeded. Large files worsen the loading time of the page and harm the performance.

Video material: MP4 or YouTube link

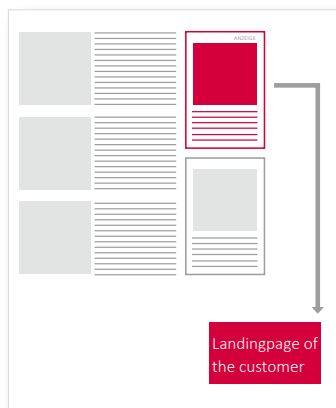
Logo: Place your company logo as branding at the top of the microsite in jpg or png format.

Links: URL to landing page

A ClickCommand can be supplied for tracking purposes

General: No redirects can be used

Data delivery: 14 days before campaign launch



NativeAd Out – Teaser

Image-text ad designed in the look and feel of an editorial article and marked as an ad. The placement is within the sidebar. The NativeAd Out links to an external landing page (e.g. company website).

Data delivery Teaser:

Headline: max. 40 characters (including spaces)

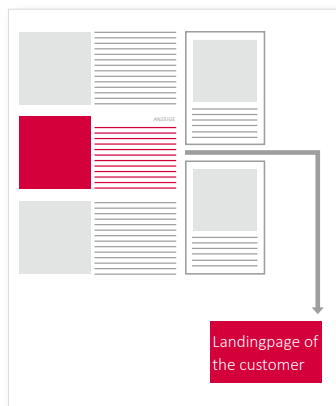
Teaser image: 300 x 200 pixel

Text: max. 150 characters as continuous text (including spaces)

Linking: URL to landing page

ClickCommands can be integrated

Data delivery: 5 business days before campaign launch



NativeAd Out – Content

Image-text ad designed in the look and feel of an editorial article and marked as an ad. The placement takes place within the content. The NativeAd Out links to an external landing page (e.g. company website).

Data delivery Teaser:

Headline: max. 40 characters (including spaces)

Teaser image: 300x200 pixel

Text: max. 120 characters as continuous text (including spaces)

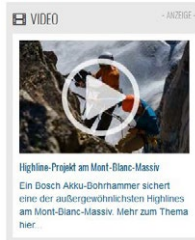
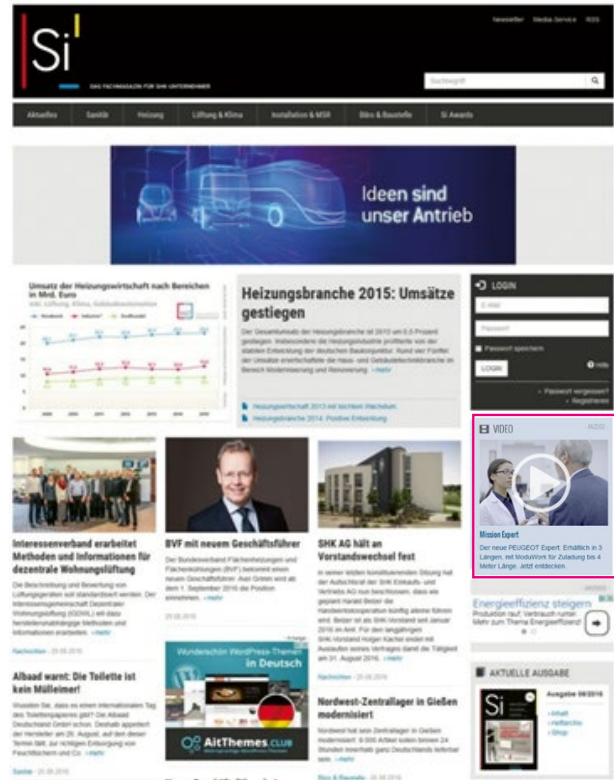
Linking: URL to landing page

ClickCommands can be integrated

Data delivery: 5 business days before campaign launch

We integrate your video into the look & feel of the website. To draw users' attention to the VideoAd, we place a teaser on the homepage and subpages of the website. You choose the duration of the campaign.

General:	Format: MP4 (You Tube integration possible, but cannot be tracked. Codec: H.264)
Quality:	PAL, 720x405, 25 [fps], Progressive
Audio:	AAC, 160 [kbit/s], 48 kHz, Stereo
Bitrate:	VBR, 2-pass, target 1.50, max. 2.00 [Mbit/s].
Length:	30 seconds (recommended)
Headline:	35 characters
Text:	120 characters
Linking:	URL to landing page (click commands can be integrated, no tracking pixels).
Graphic:	Teaser image 720 pixel in 16:9 format- jpg, png or gif
Info:	no 3rd party tags/redirect possible
Data delivery:	5 business days before campaign launch



We integrate your video into the look & feel of the Medium Rectangle and automatically in the visible range of the users.

General:	Format: MP4
Quality:	PAL, 25 [fps], Progressive
Audio:	AAC, 160 [kbit/s], 48 kHz, Stereo
Bitrate:	VBR, 2-Pass, Ziel 1,50, Max. 2,00 [Mbit/s]
Length:	30 seconds (recommended)
Linking:	URL to landing page (click commands can be integrated, no tracking pixels).
Info:	no 3rd party tags/redirect possible
Data delivery:	5 business days before campaign launch

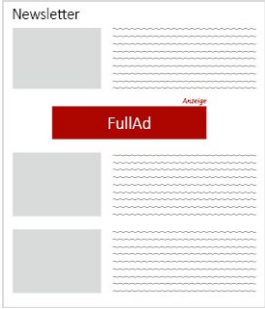
The screenshot displays a website interface for 'GFF' (Glass & Fenster). The top navigation bar includes links like 'kostenfrei anmelden' and 'Newsletteranmeldung'. The main content area features several article teasers with images and headlines. For example, one article is titled 'Wismar: "Ich freue mich, wieder an Bord zu sein."' and another is 'Alumat übernimmt Konfektionierung des Blendrahmenadapters'. The sidebar on the right contains a 'SOCIAL MEDIA' section with icons for Twitter, Facebook, LinkedIn, and RSS, as well as a 'MESSEN & TERMINE' section listing various events like 'VFI-Seminar 2022' and 'FAI - Farbe, Ausbau und Fassade'.



ContentAd

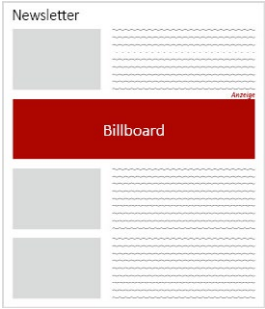
Attention-grabbing ad with graphics in the content area of the newsletter. Here you have the possibility to place a picture or logo. In addition, you have a short description of the content and a link.

- Text:** 350 characters as continuous text (incl. spaces)
- Headline:** max. 50 characters (incl. spaces)
- Graphic:** 600 x 403 pixel
- Linking:** URL to landing page
- File formats:** gif, png, jpg- no animated graphics
- File size:** 40 kB
- Additional info:**
 - no 3rd party tags/redirect
 - no tracking pixels
 - ClickCommands can be integrated
 - Please note that you will not automatically receive a preview link, but only upon request
- Data delivery:** 3 business days before campaign launch



FullAd

- Image ad surrounded by editorial content.
- Graphic:** 468 x 60 pixel
- Linking:** URL to landing page
- File formats:** gif, png, jpg- no animated graphics
- File size:** 40 kB
- Additional info:**
 - no 3rd party tags/redirect
 - no tracking pixels
 - ClickCommands can be integrated
 - Please note that you will not automatically receive a preview link, but only upon request.
- Data delivery:** 3 business days before campaign launch



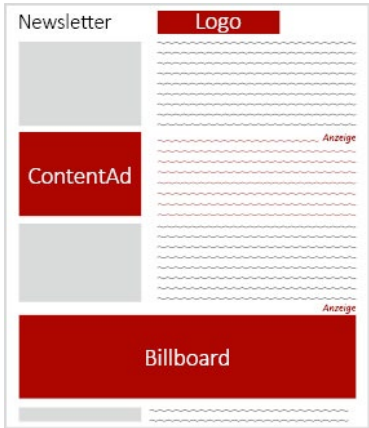
Billboard

- Large and prominent format with plenty of space for design and information surrounded by editorial content. This prominent format is exclusive, i.e. can be found only once in the newsletter.
- Graphic:** 600 x 240 pixel
- Link:** URL to landing page
- File formats:** gif, png, jpg- no animated graphics
- File size:** 40 kB
- Additional info:**
 - no 3rd party tags/redirect
 - no tracking pixels
 - Click Commands can be integrated
 - Please note that you will not automatically receive a preview link, but only upon request.
- Data delivery:** 3 business days before campaign launch

Exclusive sponsorship

Exclusive sponsorship of a newsletter. Branding with company logo and placement of a maximum of two ads (ContentAd, FullAd, Medium Rectangle or Billboard).

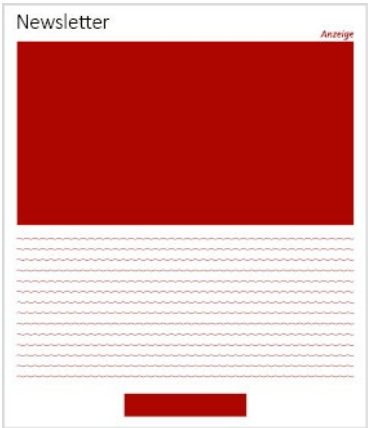
- Logo in header:** max. 150 pixel high
- Ad:** ContentAd, FullAd or Billboard
Specifications see individual formats
- File formats:** gif, jpg, png- no animated graphics
- File size:** 40 kB
- Additional info:** no 3rd party tags/redirect
no tracking pixels
ClickCommands can be integrated
- Data delivery:** 3 business days before campaign launch



StandAlone Newsletter

Exclusive address of our subscribers in the look & feel of the newsletter. Your advertising message alone is the focus. The dispatch date is agreed individually. Particularly suitable for advertising messages that cannot be explained in 350 characters. The newsletter is marked as an advertisement.

- Teaser image:** 600 x 400 pixel
- File formats:** gif, jpg, png- no animated graphics
- File size:** 40 kB
- Text:** max. 1.500 characters
- Additional info:** no 3rd party tags/redirect
no tracking pixel
ClickCommands can be integrated
- Data delivery:** 5 business days before campaign launch



SOCIAL MEDIA

LinkedIn Post

Headline:	max. 70 characters
Marking:	[Sponsored] at the beginning of the social teaser.
Social teaser:	max. 200 characters, max. two emojis, max. 4 topic-specific hashtags
Language:	„you/ du oder ihr“ address
Link post:	link or URL to landing page. (Info: URL is not displayed in the social teaser).
Linking:	Up to two links to LinkedIn profiles within the teaser.
Image size:	Recommended size: 1200 x 628 pixels file type: jpg, png
Image:	without text if possible
Time of post:	Thursday between 1 p.m. and 4 p.m.

Facebook (Meta) Post

Marking:	[Sponsored] at the beginning of the social teaser.
Social teaser:	max. 200 characters, max. two emojis, max. 4 topic-specific hashtags
Language:	„you/ du oder ihr“ address
Link post:	link or URL to landing page. (Info: URL is not displayed in the social teaser).
Linking:	Up to two links to Facebook profiles within the teaser.
Image size:	Recommended size: 1200 x 628 px File type: jpg, png
Image:	without text if possible
Time of post:	Thursday between 1 p.m. and 4 p.m.

XING Post

Marking:	[Sponsored] at the beginning of the social teaser.
Social teaser:	max. 200 characters, max. two emojis, max. 4 topic-specific hashtags
Language:	„you/ du oder ihr“ address
Link post:	link or URL to landing page. (Info: URL is not displayed in the social teaser).
Image size:	recommended size: 1200 x 628 pixels file type: jpg, png
Image:	without text if possible
Time of post:	Thursday between 1 p.m. and 4 p.m.

Instagram Post

Headline:	max. 70 characters
Marking:	[Sponsored] at the beginning of the social teaser
Social teaser:	max. 200 characters, max. two emojis
Language:	„you/ du oder ihr“ address
Link post:	link or URL to landing page, Info: URL is not displayed in the social teaser).
Linking:	Up to two links to Instagram profiles within the teaser.
Image size:	recommended size: landscape (1200 x 566 pixels); Square (1080 x 1080 pixels); Portrait (1080 x 1350 pixels) File type: jpg, png
Image:	without text if possible
Time of post:	Thursday between 1 p.m. and 4 p.m.
Hashtag:	max. five topic-specific hashtags at the end of the teaser

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