

Display Ads (Banners) on www.universimed.com

Content

- › Banner to be provided by the customer.

Technical specifications

Billboard	Superbanner	Medium Rectangle	Halfpage Ad	Skyscraper
1800 x 450 px (4:1)	728 x 90 px	300 x 250 px	300 x 600 px	160 x 600 px
max. Size 100 KB				
static or animated design as HTML5, JPG or GIF or as Adserver tags				

Target URL

- › Link to content on a landing page (Advertorial/ePaper/Article) within universimed.com or an external page.
- › If an additional link is requested, this will be delivered as an HTML5 banner.

Delivery

- › Please send the required content - subject banner, link, short information on the subject (KFI) – no later than 10 working days before dispatch to Mrs. Yasmine Hassanyar: operations@universimed.com

Technical questions

- › For any technical queries, please contact: digital@universimed.com

Disclaimer

- › We reserve the right to reject campaigns.
- › We assume no liability for tracking links provided by customers.



Site Link on www.universimed.com

Information

- › Site Link will be marked with "Promotion".

Technical specifications

Image	Title	Text	Link
Aspect ratio 16:9 (e.g., 1920 x 1080 px - landscape) including 25 px bleed/distance from the sides for any text or logo max. 10 MB. JPG or GIF Included image source	max. 60 characters, ideal 30 characters	max. 185 characters (including FKI or approval number)	Link + Text for Link Can lead to a landing page (advertorial/ePaper/article) on universimed.com or an external page

Content

- › Image and text must be provided by the customer.
- * recommendation: in order for the Site Link not to look like an Ad, avoid adding any references or release numbers in the text.

Delivery

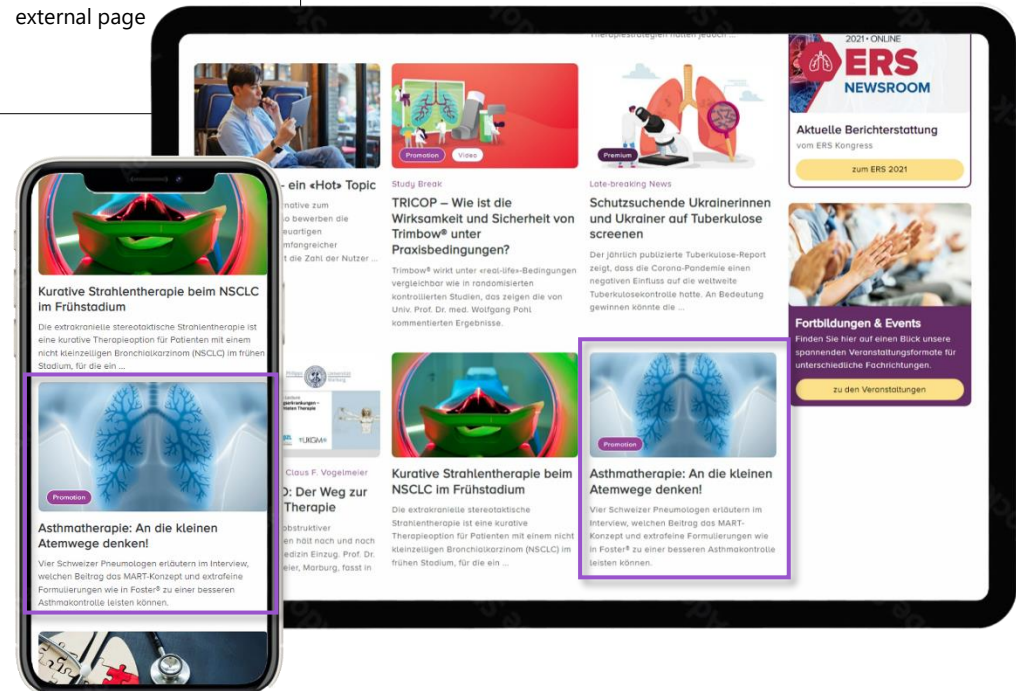
- › Please send the required content no later than 10 working days before dispatch to Mrs. Yasmine Hassanyar: operations@universimed.com

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Newsletter placements: Display Ads, Site Links & Logos

Your campaign placement in a newsletters to registered doctors

Placing your message in our newsletters guarantees high attention thanks to its positioning in an editorial environment (native advertising).

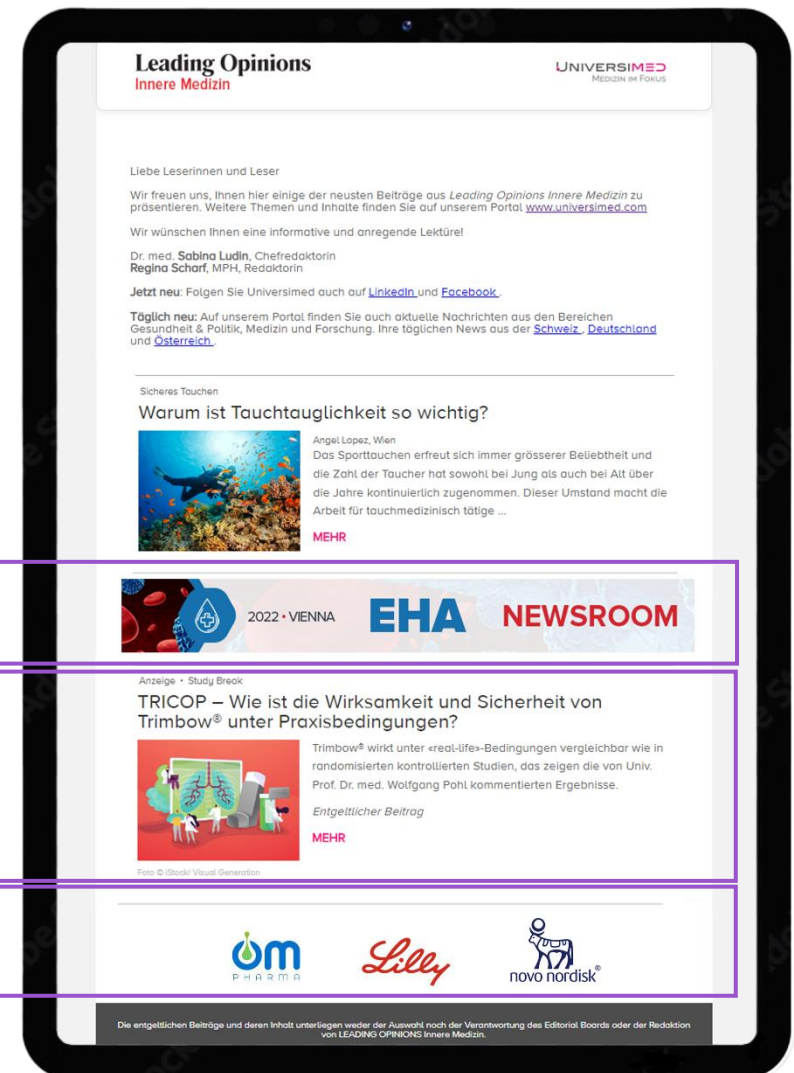
Your campaign will be booked in a newsletter sent to registered doctors (validated addresses with double opt-in) who are interested in the desired medical field.

In a newsletter, you can book the following products:

Superbanner

Site-Link

Logos



Display Ad (Banner) in a Newsletter

Technical Specifications

Superbanner
728 x 90 px
max. size 100 kb
Static JPG or GIF › No HTML5 banner › Only 1 link possible

Target URL

- › Link to content on a landing page (Advertorial/ePaper/Article) within universimed.com or an external page.

Delivery

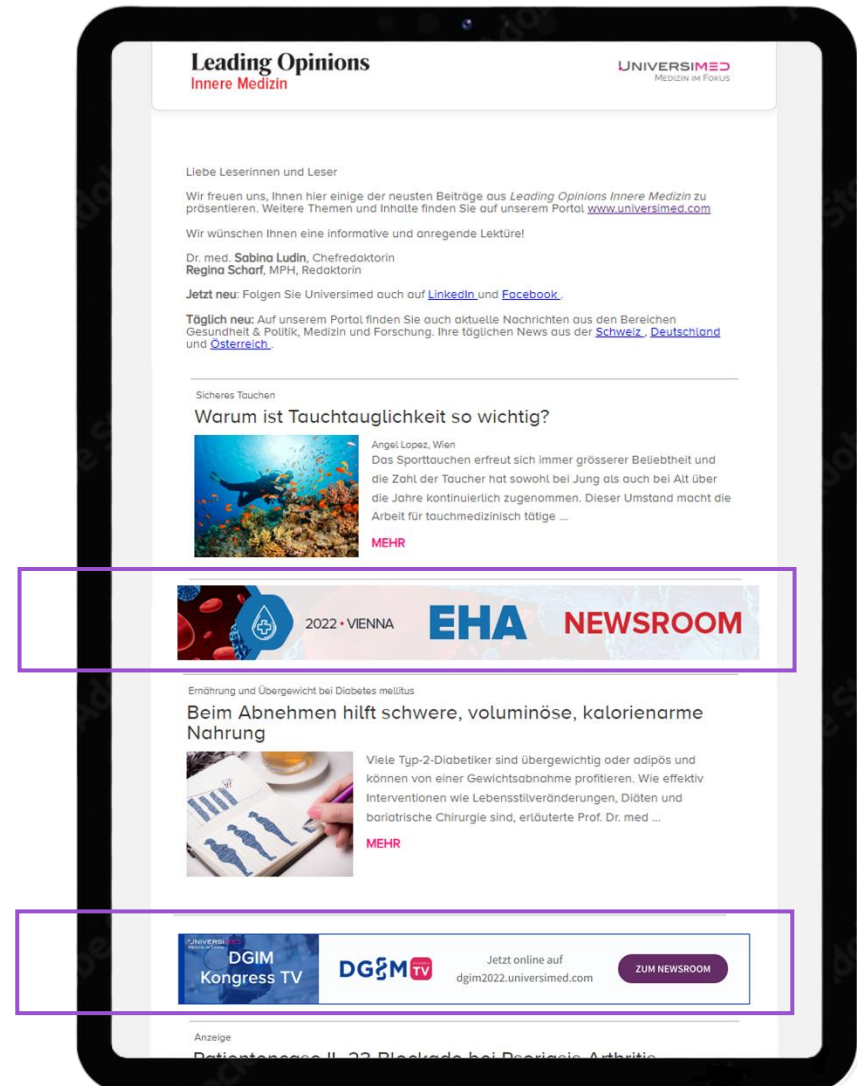
- › Please send the required content - subject banner, link, short information on the subject (KFI) - no later than 10 working days before dispatch to Mrs. Yasmine Hassanyar: operations@universimed.com

Technical questions

- › For any technical queries, please contact: digital@universimed.com

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Site Link in a Newsletter

Information

- › Your Site Link will be marked with "Promotion".

Technical specifications

Image	Title	Text	Link
Aspect ratio 14:3 (e.g., 1024 x 768 px - landscape) including 25 px bleed (in case of text or logos placed in the image) max. 10 MB. JPG or GIF	max. 60 characters, ideal 30 characters	max. 210 characters (including FKI or approval number)	Link + Text for Link Can lead to a landing page (advertorial/ePaper/article) on universimed.com or an external page

Content

- › Image and text must be provided by the customer.

Delivery

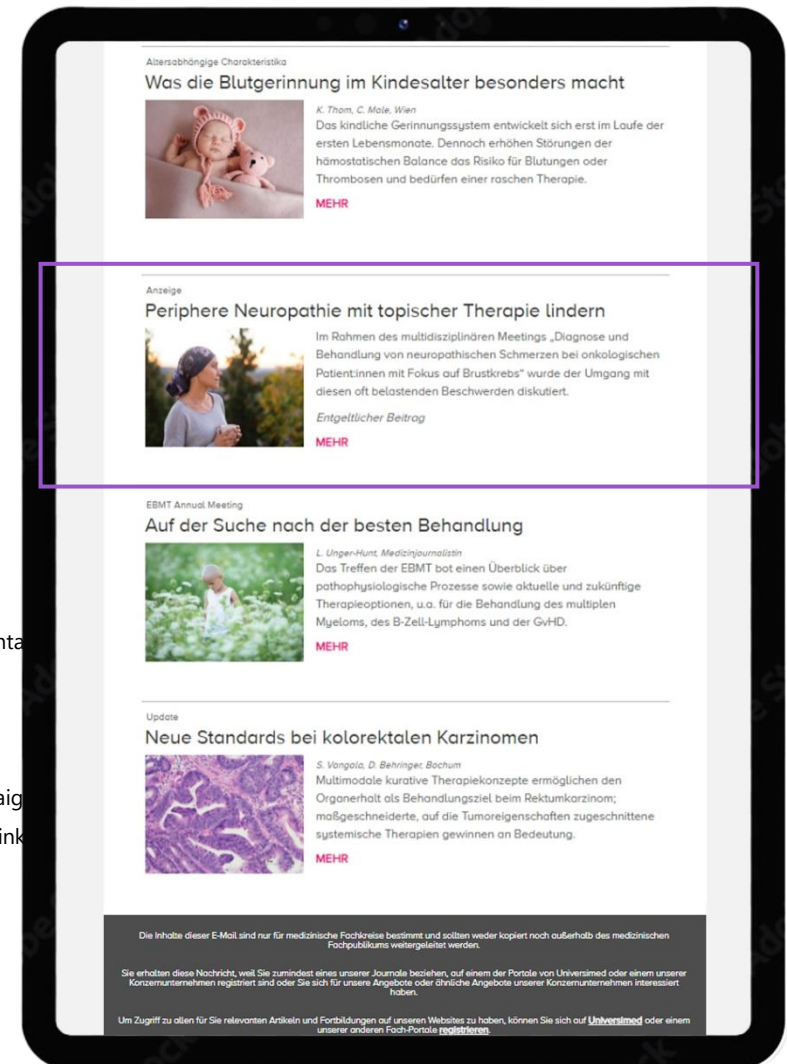
- › Please send the required content no later than 10 working days before dispatch to Mrs. Yasmine Hassanyar: operations@universimed.com

Technical questions

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Logos in a Newsletter

Technische Spezifikationen

Logo
230 x 60 px
max. size 100 kb
static JPG or GIF
to be provided by the customer

Content

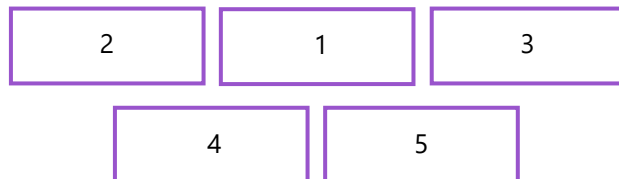
- › Logos may be linked to an external Landingpage.

Delivery

- › Please send the required content no later than 10 working days before dispatch to Mrs. Yasmine Hassanyar:
operations@universimed.com

Information

- › Up to 5 Logo placements are possible



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