

Display Ad (Medium Rectangle) in a Newsletter

Technical specs

Medium Rectangle
300 x 250 px
max. size 100 KB static – JPG only 1 link possible
no GIF or HTML5-Banner

For a mobile **optimisation of the campaign in a Newsletter**,

please provide a medium rectangle (300x250) as a .JPG file.

Animated formats (GIF, HTML5...) are not supported by all email clients.

Contents

A clear "Call to Action" (CTA) is crucial for the success of the campaign.

* Recommendation: To avoid commercial appearance, references or release-numbers should not be included in the Display-Ad.

Disclaimer

We reserve the right to reject campaigns.

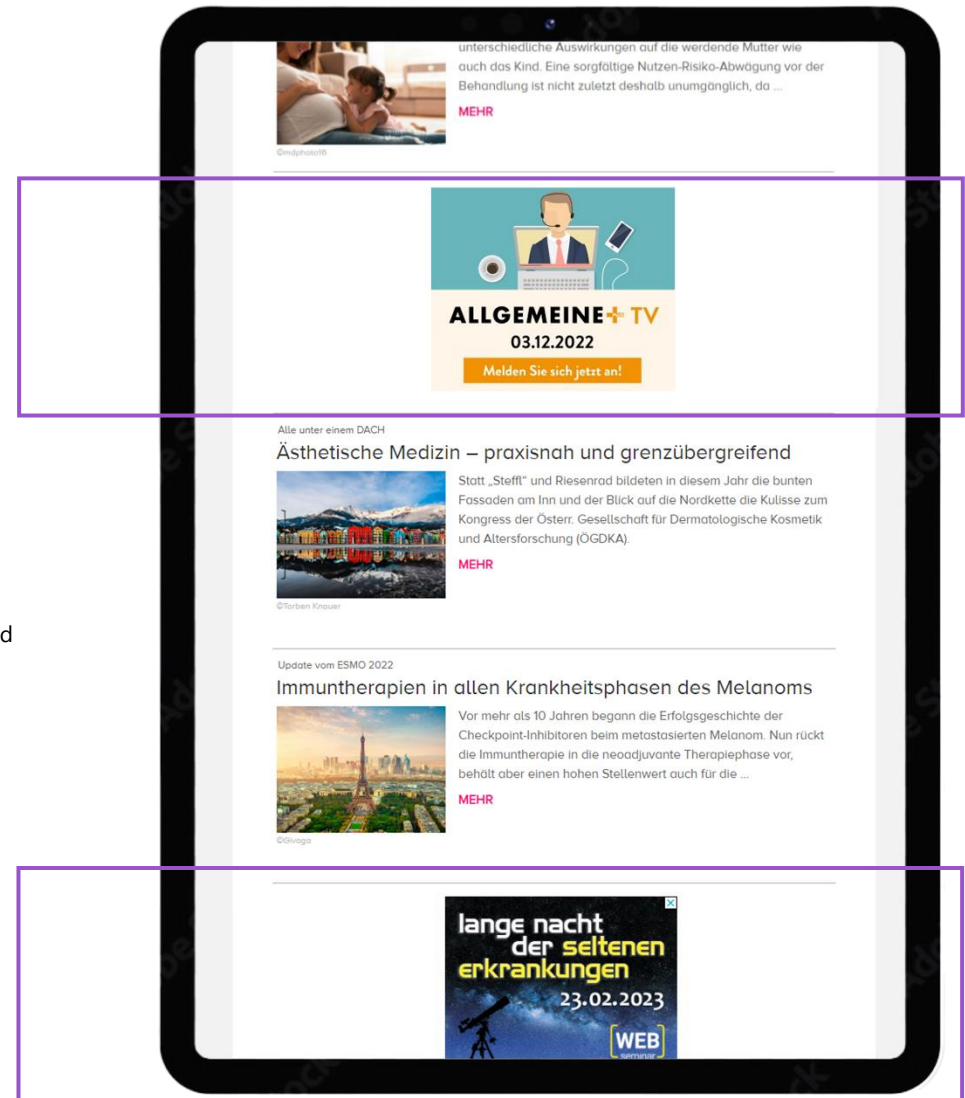
We assume no liability for tracking links provided by customers.

Delivery and technical questions

Please send the required content no later than 10 working days before dispatch to

Ms. Yasmine Hassanyar, operations@universimed.com

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



Site-link in a Newsletter

Your Site Link will be marked with "Entgeltlicher Beitrag" (Paid contribution).

Technical specs

image	title	text	link (Call To Action)
<p>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</p>	<p>max. 60 characters, ideal 30 characters</p>	<p>max. 200 characters (including FKI or approval number)</p>	<p>1 link possible Can lead to a landing page (advertorial/ ePaper/ article) on universimed.com or an external page</p>

Contents

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.

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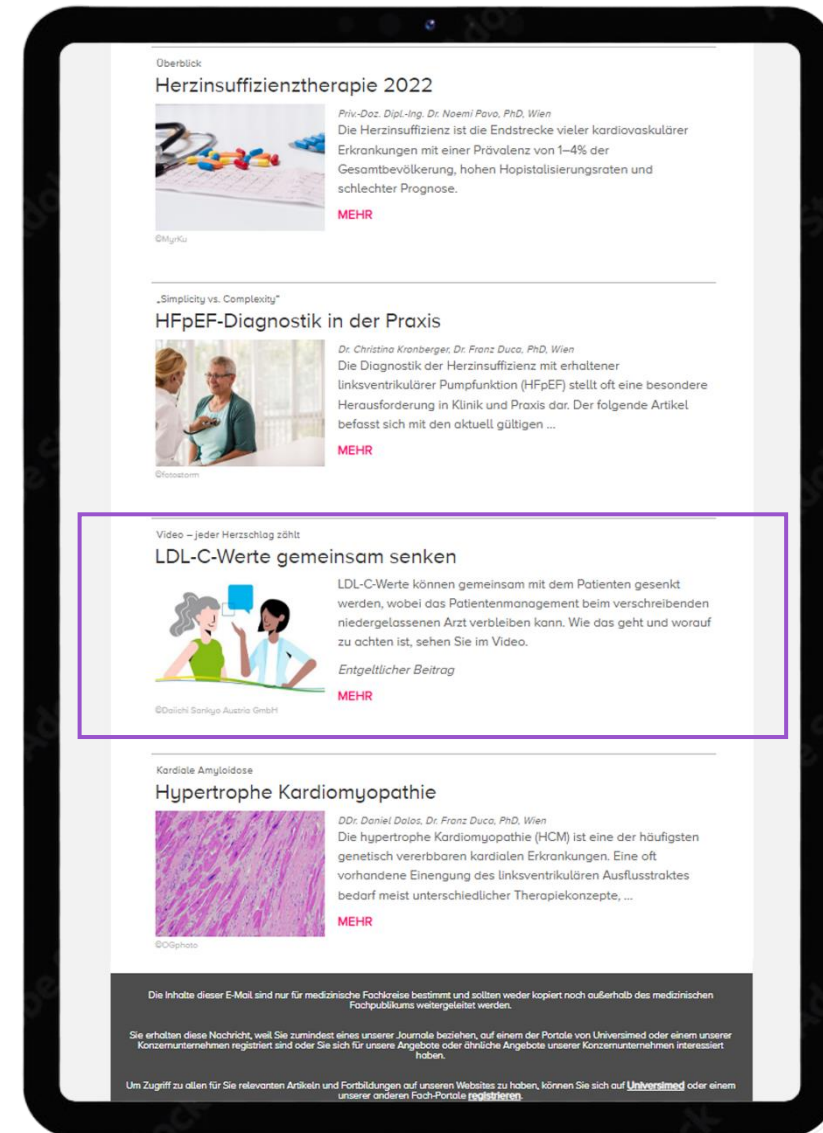
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Logo in a Newsletter

Technical specs

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

Target-URL

Logos can lead to an external landing page

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Information

Bis zu 5 Logo-Platzierungen sind möglich.

