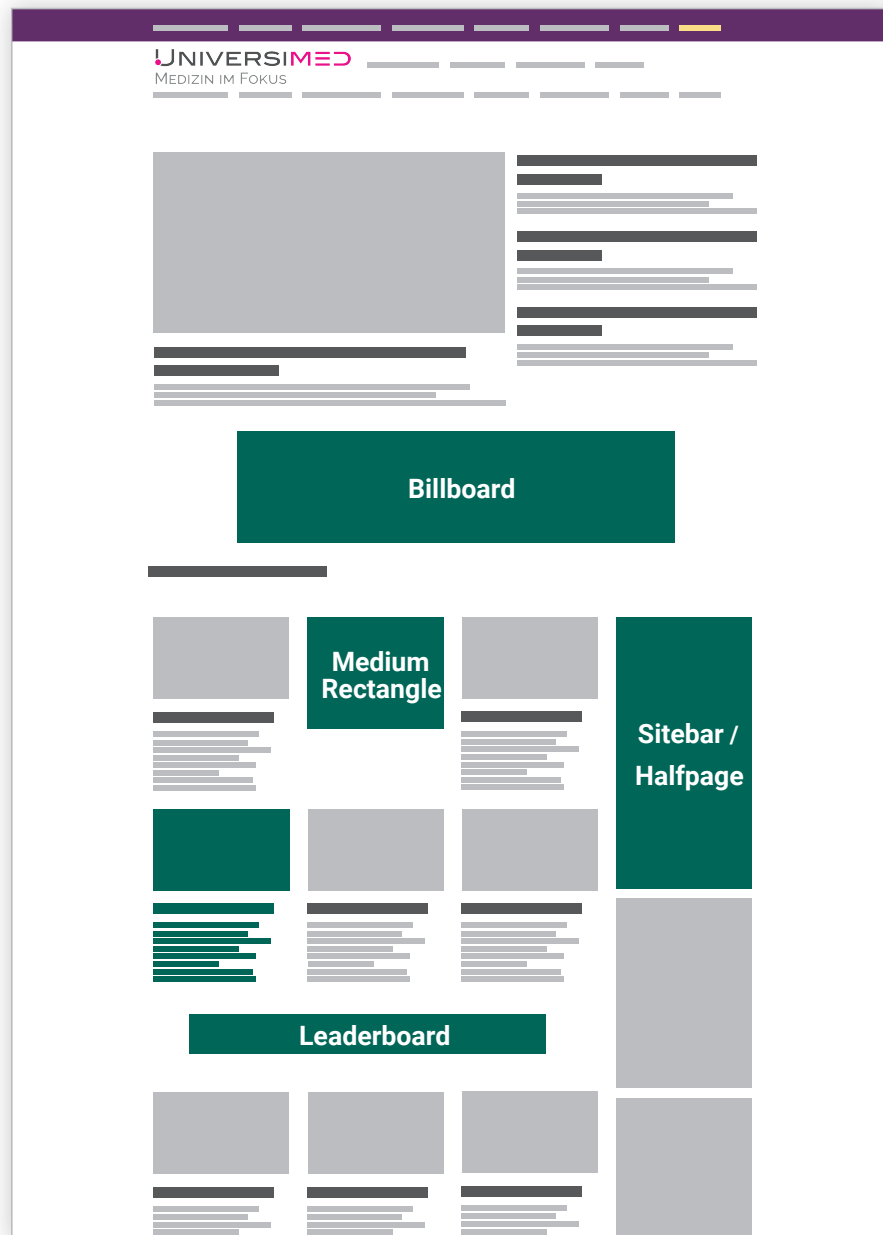


Display Ad



Billboard	970 × 250 px
Leaderboard	728 × 90 px former Superbanner
Medium Rectangle	300 × 250 px
Sitebar / Halfpage	300 × 600 px / 160 × 600 px former Halfpage Ad, Skyscraper

Display Ads should be provided by the customer.

The ad won't be edited at any stage and no additional approval processes (staging link or screenshots) are required. As soon as the Ad is published, a sample will be sent as proof.

The Ads are displayed over different ad placements on the web page.

Formats & Target URL:

- statisch (jpg): only a link in the ad possible, link to FKI/ reference possible only under the banner.
- animiert (gif): nur eine Verlinkung im Werbemittel möglich, darunter Link zu FKI/ Referenz möglich
- HTML5: Multiple links must already be included.
- AdForm Tags: All important macros must already be included.

File size: max 250 Kb

For responsive/mobile optimisation of a Leaderboard (728x90) or or a Billboard (970x250) Ad, please provide a medium rectangle (300x250) as well. Mobile Optimisation cannot be guaranteed for HTML5 banners or AdForm tags.

Double resolution is necessary to display images and banners in high resolution.

Native Ad



Native Ad

former Sitelink

Image: 306 × 172 px (16:9)

overline max. 60 characters, ideal 30

Headline max. 60 characters, ideal 30

Headline max. 200 characters

Verlinkung:
Target URL + Link to "FKI/KFI" possible

In order summary...

with external target URL: Link to external page of the advertiser included in the product

with internal target URL: can only be combined with an online promotion product

Promotion-Artikel, Advertorial m. Texterstellung

The editors will copywrite a print promotion and integrate it on the website

Promotion-Artikel, Advertorial

Integration of an existing print promotion on the website

Kunden-Artikel, Advertorial

Content hosting of a customer promotion in UVM design (content is delivered by the customer as Word/PDF.)

PDF-Hosting

Content hosting: Content comes from the customer as a PDF and is hosted as a file on our server.

In order to display images and banners in high resolution, please use double resolution.