



Less Time
With a prototype, an average customer saves 1300 hours with management, customers and engineering when communicating what a final solution will do.

Less Confusion
Deming a prototype to management, investors, customers and users brings huge clarity and alignment on desired outcomes.

DIGITAL ADVERTORIAL SPECIFICATION

www.lebensmittelzeitung.net

Lebensmittel
Zeitung

YOUR DIGITAL ADVERTORIAL

GOOD-TO-KNOW

- / On the following slides you will find an overview of all required components (incl. specification) of the advertorial as well as design tips, implementation examples and a checklist.
- / Our editor Stephanie Kreuzer is responsible for creating the content. She will take over the further content handling.
- / You already have suitable content that you would like to use? Then please send the content to us at least two weeks before the start of the campaign:

Stephanie Kreuzer

+49 6196 / 940004

mail@stephaniekreuzer.de

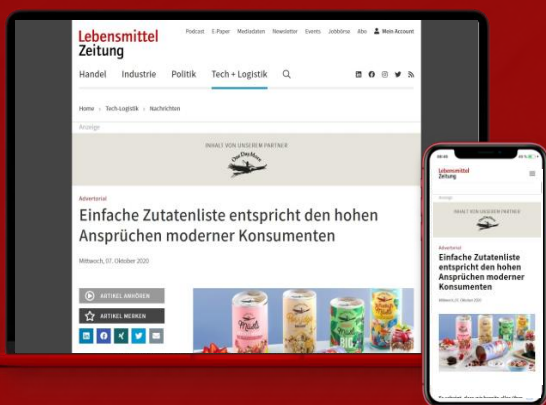
Please note:

- / Texts as Word.doc (not as PDF)
- / Sufficient image and media material in landscape format (rather too much than too little) incl. lead/cover image
- / You need fresh ideas or help with the selection or creation of content? Benefit from our experience! Feel free to let us talk about your goals and wishes regarding the advertorial in advance.

ATTENTION!

Please note the specifications for the delivery of the logo (page 3) and for the lead image (page 4).

MAKING YOUR CONTENT A SUCCESS



- / Topic and content with clear user focus (editorial vs. promotional) and add value
- / **Use freedom of design:** Images (galleries), videos. The following applies to the delivery: it is better to deliver too much than too little for more flexibility in the creation.
- / **Use contact options** (no anonymous e-mail addresses)

TECHNICAL SPEZIFICATIONS OF THE DIGITAL ADVERTORIAL

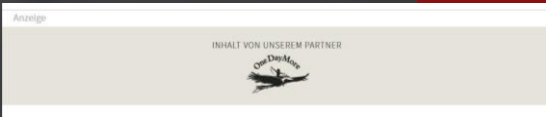
OVERVIEW OVER ALL ELEMENTS

COMPONENTS	DIMENSIONS	FORMAT	SIZE	FORMAT	HINWEIS
ESSENTIAL					
LOGO	max. 140px wide, max. 70px height	-	max. 150 KB	JPG, PNG	Please create the transparent area of a logo in background color of the gray area of the logo placement (#e6e4da)
COVER IMAGE	min. 620x348px	16:9	max. 200 KB	JPG, PNG	For the cover image, we absolutely need an image in 16:9 format.
ARTICLE HEADLINE	-	-	-	Word	max. 60 characters incl. spaces
HEADER TEXT	-	-	-	Word	max. 350 characters incl. spaces
FLOWTEXT	-	-	-	Word	A total of 3,000-4,000 characters incl. spaces. Links can be inserted at various points in the body text if desired
SUBHEADER	-	-	-	Word	max. 55 characters incl. spaces
TEASER	-	-	-	-	All data incl. spaces: Top line: 35 characters Headline: 55 characters Text: 230 characters Development in coordination with our editor.
YOUR CONTACT	-	-	-	Word	No restrictions

OPTIONAL					
SINGLE IMAGES	min. 620x348px	16:9	max. 200 KB	JPG, PNG	incl. caption and copyright notice if applicable
IMAGE SUBLINES	-	-	-	Word	max. 200 characters incl. spaces
IMAGE GALLERY	min. 940x530 px	16:9	max. 200 KB	JPG, PNG	Max. 10 images possible. Incl. caption and copyright proof if applicable.
VIDEO INTEGRATION	min. 940x530 px	16:9	max. 200 KB	JPG, PNG	Embedding via e.g. YouTube link A start image is always required in the details given above. Video incl. video title, if necessary copyright notice

ESSENZIELLE BESTANDTEILE IM DETAIL

DIESE ELEMENTE STELLEN DAS GRUNDGERÜST IHRES ADVERTORIALS DAR

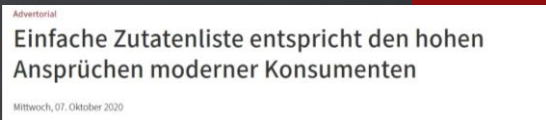


LOGO

max. 140px wide, max. 70px height, max. 150 KB, JPG or PNG

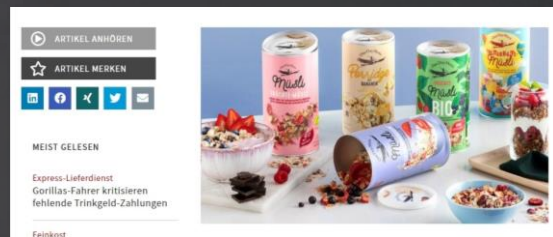
PLEASE NOTE:

Please create the transparent area of a logo in the background color of the gray area of the logo placement (#e6e4da)



HEADLINE

max. 60 characters incl. spaces

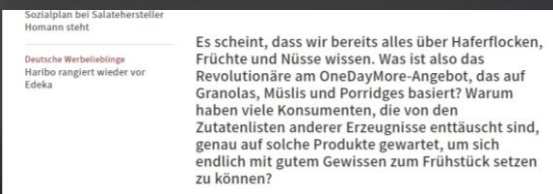


COVER IMAGE

(incl. caption and copyright proof if applicable) Image size: min. 620x348px; max. 200 KB, JPG or PNG

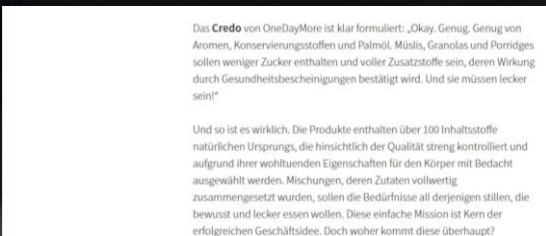
PLEASE NOTE:

For the lead image, we absolutely need an image in 16:9 format.



HEADER TEXT

max. 350 characters incl. spaces.



BODY TEXT

A total of 3,000 to 4,000 characters including spaces. Links can be inserted at various points in the body text if desired.



SUBHEADER

max. 55 characters incl. spaces

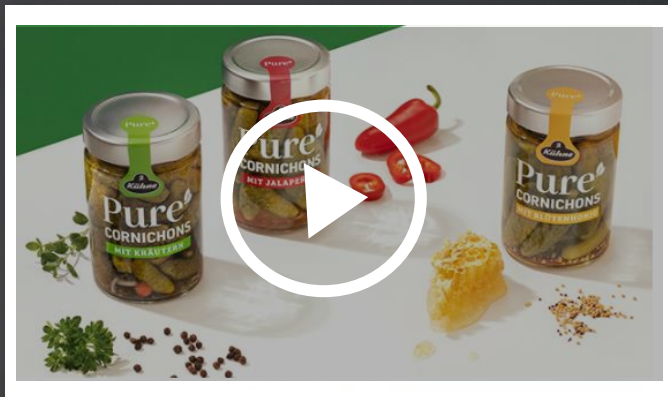


YOUR CONTACT

No restriction. However, we always recommend to leave a personal contact.

OPTIONALE BESTANDTEILE IM DETAIL

DIESE ELEMENTE SIND OPTIONAL, WERDEN VON UNS ABER EMPFOHLEN



VIDEO INTEGRATION

(incl. video title, copyright notice if applicable)

Image size for start image

Format 16:9, 620 x 348px, max. 200 KB
JPG or PNG + YouTube link if applicable



Die neue „Pure“ Cornichon Range von Kühne – in den drei köstlichen Varianten Kräuter, Blütenhonig und Jalapeño.

SINGLE IMAGES

(incl. subtitle, copyright notice if applicable)

Image size:

16:9 format, min. 620 x 348px, max. 200 KB,
JPG or PNG Caption: max. 200 characters
incl. spaces

Bildergalerie: Die neue „Pure“ Cornichon Range von Kühne



Das neuartige Produktionskonzept von „Pure“: Die Cornichons werden mit 100 % natürlichen Zutaten eingelegt. Die Sorte Kräuter veredeln Majoran und Petersilie.

1/4



Teilen    

IMAGE GALLERY

(incl. title, caption and copyright notice if applicable).

Max. 10 images

Image size format 16:9min. 940 x 530 px
max. 200 KB, JPG or PNG

YOUR TEASER IN DETAIL

WEBSITE, MOBILE AND NEWSLETTER

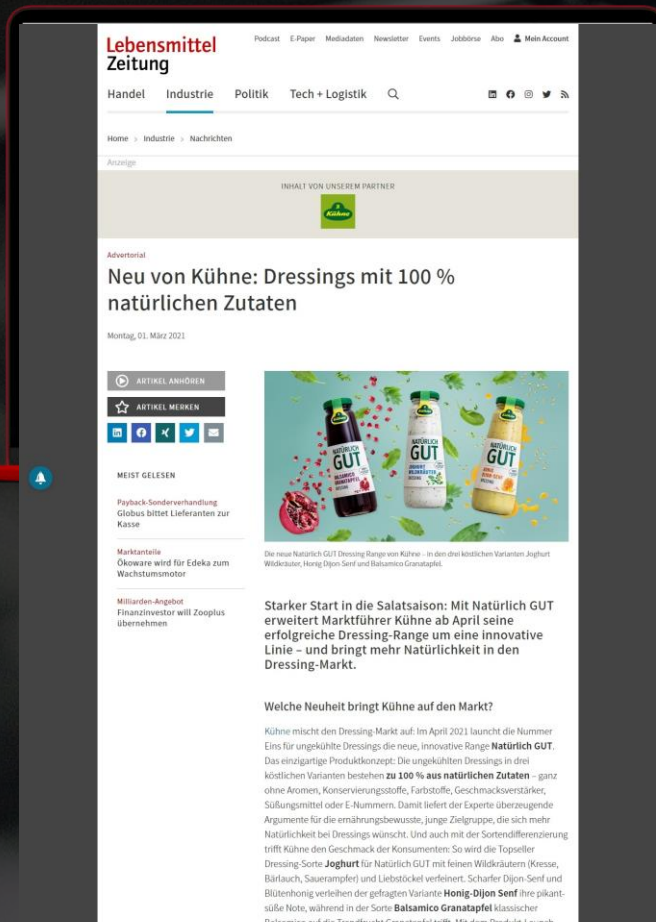
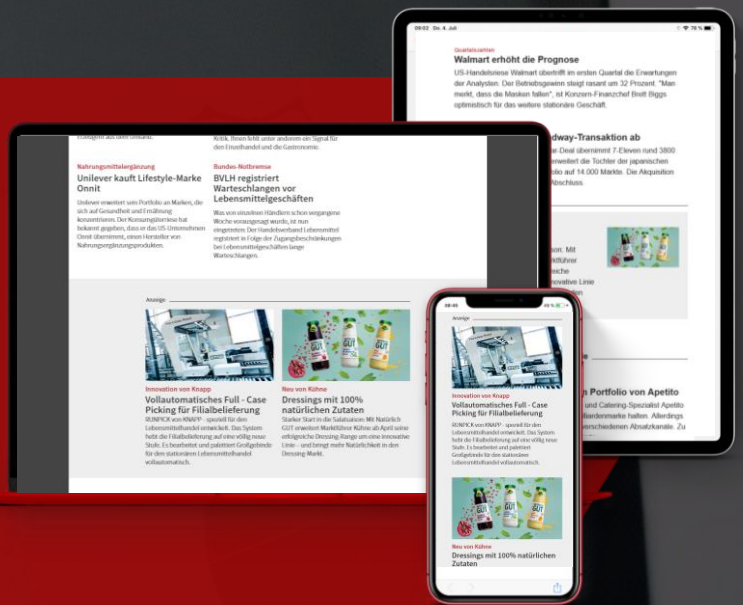
TEASER WEBSITE, MOBILE AND NEWSLETTER

Maximum length roof line:
35 characters incl. spaces

Maximum character length headline:
55 characters incl. spaces

Maximum character length teaser text:
230 characters incl. spaces

Teaser development in coordination with our editor.



EXAMPLES

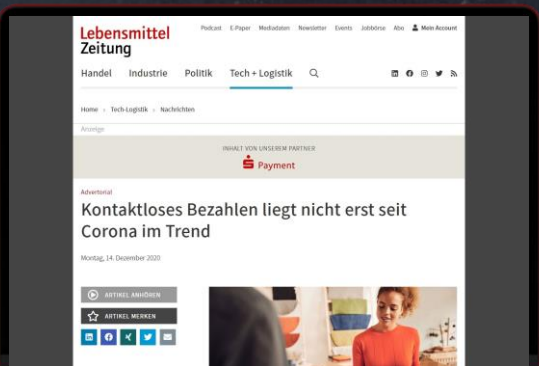
CLICK ON THE LAPTOPS TO VIEW THE EXAMPLES!



EXAMPLE
FOOD



EXAMPLE
TECHNOLOGY



EXAMPLE
PAYMENT

CHECKLIST

HAVE YOU THOUGHT OF EVERYTHING?

- LOGO**
max. 140px wide, max. 70px height,
max. 150 KB, JPG or PNG
- HEADLINE**
max. 60 characters incl. spaces
- HEADER TEXT**
max. 350 characters incl. spaces
- BODY TEXT**
(as Word.doc, unformatted) total 3.000 - 4.000 characters incl. spaces
- LINKS**
For integration in body text
- ADDITIONAL MEDIA**
Sufficient media to be included in 16:9 format
 - / Images (and/or image gallery), video
 - / Incl. suitable lead/title image
 - / Incl. title, captions, copyright information if applicable
- YOUR CONTACT**
incl. your contact person
- TEASER TEXT**
 - / max. length headline: 35 characters incl. spaces
 - / max. length headline: 55 characters incl. spaces
 - / max. length teaser text: 230 characters incl. spaces

CONTENT RECOMMENDATIONS

- Theme and content with user focus
- Added value for the user
- No anonymous contact data
- Editorial rather than promotional

All materials late. Submitted to Ms. Kreuzer 2 weeks prior to campaign: mail@stephaniekreuzer.de