

# TECHNICAL SPECIFICATIONS

[www.lebensmittelzeitung.net](http://www.lebensmittelzeitung.net)

Lebensmittel  
Zeitung

# LZ MEDIEN ÜBERSICHT

UNSER MULTICHANNEL PORTFOLIO FÜR IHREN ERFOLG IM HANDEL

## Lebensmittel Zeitung

### ZIELGRUPPE:

Entscheider aus Handel und  
Industrie sowie Dienstleister

### JOURNALISTISCHER KONTEXT:

Wirtschafts- und  
Branchenberichterstattung

### Portfolio:

**Lebensmittel Zeitung** + E-Paper

**Digitale Kanäle:** Website / Newsletter

**Social Media**

**Audio:** Podcast

**Events**

Lebensmittel  
Zeitung

## direkt

### ZIELGRUPPE:

Supermarkt Community

### JOURNALISTISCHER KONTEXT:

Trends, News, Stories von den  
Machern am POS

### Portfolio:

**LZ direkt** Magazin + E-Paper

**Digitale Kanäle:** Website / Newsletter

**Social Media**

**Events**

LZ  
MEDIEN

Mediaberatung  
Services

# TECHNICAL SPECIFICATIONS FOR DIGITAL CHANNELS

## OVERVIEW OF STANDARD FORMATS

### Recommendations for newsletter formats:

If your motif has a lot of whitespace, we recommend creating a thin outline border to make it stand out.

	DESKTOP & MOBILE WEBSITES			NEWSLETTER			
	DIMENSION (W x H in px)	MAX. SIZE	FORMAT	DIMENSION (W x H in px)	MAX. SIZE	FORMAT	COMMENTS
DIGITAL 1NE	D: 940 x 300 M: 300 x 120	D: 120 KB M: 60 KB	Gif, jpg, png, html5	520 x 200	120 KB	Gif, jpg, png	Only image files are possible in the newsletter.
DIGITAL 2WO	D: 400 x 800 M: 300 x 600	D: 120 KB M: 60 KB	Gif, jpg, png, html5	520 x 200	120 KB	Gif, jpg, png	Only image files are possible in the newsletter.
DIGITAL 3HREE	D: 300 x 250 M: 300 x 250	D: 120 KB M: 60 KB	Gif, jpg, png, html5	520 x 200	120 KB	Gif, jpg, png	Only image files are possible in the newsletter.
DIGITAL 4OUR	D: 617 x 250 M: 300 x 250	D: 120 KB M: 60 KB	Gif, jpg, png, html5	520 x 200	120 KB	Gif, jpg, png	Only image files are possible in the newsletter.
DIGITAL 5IVE	D: 617 x 250 M: 300 x 250	D: 120 KB M: 60 KB	Gif, jpg, png, html5	520 x 200	120 KB	Gif, jpg, png	Only image files are possible in the newsletter.

### Third-Party advertising/redirects:

Delivery via third-party ad servers is possible. However, LZ MEDIEN does not provide performance tracking or assume liability. **Please note:** Providing a fallback file is still necessary.



# TECHNICAL SPECIFICATIONS FOR DIGITAL CHANNELS

## OVERVIEW OF SPECIAL FORMATS

### Recommendations for newsletter formats:

If your motif has a lot of whitespace, we recommend creating a thin outline border to make it stand out.

	DESKTOP & MOBILE WEBSITES				NEWSLETTER			
	DIMENSION (W x H in px)	MAX. SIZE	FORMAT	COMMENTS	DIMENSION (W x H in px)	MAX. SIZE	FORMAT	COMMENTS
DIGITAL 1NE PRIORITY STICKY	D: 940 x 300 M: 300 x 120	D: 120 KB M: 60 KB	Gif, jpg, png, html5	The ad media are set to sticky	520 x 200	120 KB	Gif, jpg, png	Only image files are possible in the newsletter.
DIGITAL 1NE PRIORITY FIREPLACE	D: 980 x 150; 2 x 160 x 600 M: 300 x 120	D: 120 KB M: 60 KB	Gif, jpg, png, html5	Delivery of individual elements	520 x 200	120 KB	Gif, jpg, png	Only image files are possible in the newsletter.

	SPECIFICATIONS	FORMAT	COMMENTS
TEXT AD	Max. 430 characters	Text file	Including 90-character heading, provide as unformatted text
AUDIO SPOT	Maximum length of sponsored message: 20 seconds	Text file	Provision of file via e-mail. We carry out the production of the sponsored message.

### Third-Party advertising/redirects:

Delivery via third-party ad servers is possible. However, LZ MEDIEN does not provide performance tracking or assume liability. **Please note:** Providing a fallback file is still necessary.

# SPECIAL INFORMATION

## PLEASE OBSERVE THE FOLLOWING FOR HTML5, NEWSLETTER FORMATS AND E-PAPER LINKS

### INFORMATION ON NEWSLETTER FORMATS

- / Current MS Outlook versions (starting from 2007) may only display the very first frame of animated .gif files.
- / You can use static banners or follow these steps:  
Keep the first frame of the animated .gif file as short as possible (limit it to approx. 0.1 second or less) and present all the important information for the advertising message in the first frame.  
The entire ad message appears as one frame to users of Outlook versions mentioned above.  
Because of the very short 0.1 second animation time, the second frame is shown to all other users.  
The first frame is barely noticeable to these users and already complete while the newsletter opens.  
The desired frame sequence starts from the second frame for these users.

### INFORMATION ON HTML5

- / For detailed instructions about programming, please refer to the documentation from our ad server provider at this link:  
[Addition HTML5 specs >](#)
- / For best on-screen display results, do not use fixed widths (width = 980 px). Instead specify a maximum width (980 px)
- / **Please note:** It is mandatory to include a fallback image when sending us HTML5 banners.

### INFORMATION ON E-PAPER LINKS

Pay attention to iOS and Android compatibility.  
Please provide only links to files, not the files themselves. Maximum length of the link:  
110 characters



# TRACKING GUIDELINES

## FOR ADVERTISERS AND AGENCIES REGARDING THE USE OF TRACKING

### INFORMATION ON TRACKING IN GENERAL

- / You have the option of providing a count pixel for impression tracking and a click command tracker for measuring clicks.
- / The use of the collected tracking data is exclusively limited to the booked campaign and booked period on our websites. Any other use or sale of the data to third parties is prohibited.

### INFORMATION ON TRACKING UNDER TCF

- / The following points must be observed as soon as a tracking/pixel/tag is used in a campaign that processes personal data:
- / All URL-based components of an ad (such as a redirect or pixel tracker) must contain the IAB macro `gdpr_consent=${GDPR_CONSENT_XXX}` for processing the TC string. In this example, "XXX" represents the numeric vendor ID provided in the IAB global vendor list.
- / Example:

Vorher:

```
<script language="javascript"src="https://track.adform.net/adfscrip?bn=[tag_id]">
```

Nachher:

```
<script language="javascript"src="https://track.adform.net/adfscrip?bn=[tag_id];gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_XXXX}">
```

### INFORMATION ON TECHNICAL SERVICE PROVIDERS (VENDORS)

Please provide the names of the technical service providers which will be used. A service provider/vendor may only be used if it has already been implemented on the consent management platform and of course only if user consent has been given.

# IMPORTANT INFORMATION ABOUT DATA DELIVERY SO YOUR CAMPAIGN CAN BEGIN ON TIME

- / Landing links should only go to **https-encrypted websites**  
(in some cases current browser versions no longer load unencrypted http pages)
- / Please deliver only unformatted text for text ads.
- / Be sure to deliver data to the following e-mail **no later than 12 days** before the campaign starts:



# CHECKLIST FOR DATA DELIVERY

## HAVE YOU THOUGHT OF EVERYTHING?

### WEBSITE PLACEMENTS

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- Maximum volume: D: 120 KB; M: 60 KB
- Observe exact dimensions in px
- Fireplace: supply individual elements separately

### ADDITIONAL SPECIFICATIONS FOR HTML5 BANNERS

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- Observe the requirements for HTML5 banners  
[\(see separate PDF file\)](#)
- Also deliver the banner as a fallback image file  
(GIF, JPG, PNG)
- Do not create a fixed width ("width = 980px"). Instead, create "max width" = 980 px"

### NEWSLETTER PLACEMENTS

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- Maximum volume: 120 KB
- Text ad: max. 430 characters, with no more than 90 characters in the heading.  
Must be supplied as unformatted text
- If delivered as a .gif file. the first frame should include all information and be kept very short.

### OTHER GENERAL INFORMATION:

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- For every format the landing page URL/link must go to an https-encrypted website**
- Place an outline border around motifs
- Print ad links in e-papers: max. 110 characters, tablet- and smartphone-compatible content

Materials (physical or as a redirect) should be sent to Nina Doroschan (doroschan@lebensmittelzeitung.net) **no later than 2 days prior to the start of the campaign:**



# YOUR DIRECT CONTACTS

## CAMPAIGN MANAGEMENT

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