PRODUCT OF THE WEEK SPECIFICATIONS

www.lebensmittelzeitung.net

Lebensmittel
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YOUR "PRODUCT OF THE WEEK" ADVERTORIAL ON LEBENSMITTELZEITUNG.NET

WORTH KNOWING

/ The following slides provide an overview of all the required elements (incl. specifications) for an advertorial as well as advice on design and organization, incl. examples and a checklist.

/ Our editor **Stephanie Kreuzer** is responsible for creating copy. She will take care of the remaining content development process.

/ Do you already have appropriate content you would like to include? Then please submit the content no later than two weeks before the campaign begins to:

**Stephanie Kreuzer**
+49 6196 / 940004
mail@stephaniekreuzer.de

COMMENTS:

/ Please provide texts in Word without formatting (not as PDF)

/ Sufficient photographic and media material in landscape orientation (too much rather than too little) incl. teaser/blurb paragraph and title image

/ Are you interested in new ideas or assistance with selecting or developing content? Take advantage of our experience! Please contact us in advance about your goals and wishes for the advertorial.

CAUTION!
Please observe the specifications for submitting the **logo** (p. 3) and for the **title image** (p. 4).

SO THAT YOUR CONTENT IS A SUCCESS
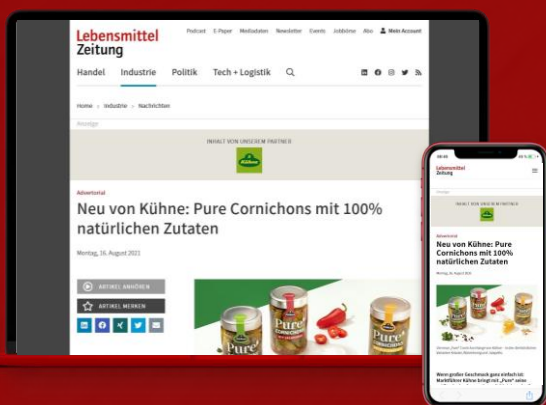
/ Topic and contents with clear focus on users/consumers (journalistic vs. advertising), providing them with added value

/ Take advantage of freedom in preparation: images (galleries), videos. When submitting content, try to provide too much, not too little content, for greater flexibility in preparation.

/ Use a direct personal contact (no anonymous email addresses)

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TECHNICAL SPECIFICATIONS FOR PRODUCT OF THE WEEK ADVERTORIAL
OVERVIEW OF ALL ELEMENTS

ELEMENT	DIMENSIONS	FORMAT	SIZE	FILE	NOTE
ESSENTIAL					
LOGO	Max. width: 140px max. height: 70px	-	Max. 150 KB	.JPG, .PNG	Transparent areas of a logo should be created using the background color of the gray area for logo placement (#e6e4da).
TITLE IMAGE	Min. 620 x 348px	16:9	Max. 200 KB	.JPG, .PNG	A 16:9 image is required for use as a title image
ARTICLE HEADLINE	-	-	-	Word	Max. 60 characters incl. spaces
TEASER	-	-	-	Word	Max. 350 characters incl. spaces
BODY COPY	-	-	-	Word	A total of 3,000–4,000 characters incl. spaces. On request, links can be included at different points in body copy.
SUBHEADINGS	-	-	-	Word	Max. 55 characters incl. spaces
TEASER	250px high	300ppi	Max. 200 KB	.JPG, .PNG	Creation is done by LZ. Please send us a **set off** image of the product.
YOUR CONTACT DETAILS	-	-	-	Word	No restriction

| ELEMENT	DIMENSIONS	FORMAT	SIZE	FILE	NOTE
OPTIONAL					
SINGLE IMAGES	Min. 620 x 348px	16:9	Max. 200 KB	.JPG, .PNG	Incl. caption and proof of copyright if necessary
CAPTIONS	-	-	-	-	Max. 200 characters incl. spaces
IMAGE GALLERY	Min. 940 x 530px	16:9	Max. 200 KB	.JPG, .PNG	Max. 10 images possible. Incl. caption and proof of copyright if necessary
EMBEDDED VIDEO	Min. 940 x 530px	16:9	Max. 200 KB	.JPG, .PNG	Embedded videos (e.g., YouTube links) are possible. An initial image meeting specifications given above is required. Incl. video title, proof of copyright if necessary

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LOGO
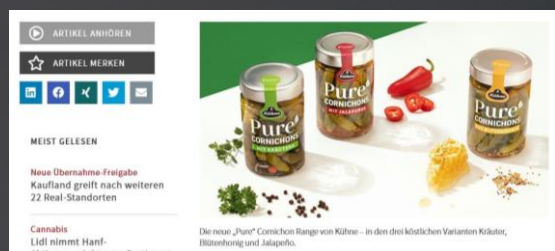Max. 140px wide, max. 70px high, max. 150 KB, .JPG or .PNG
NOTE:
Transparent areas of a logo should be created using the background color of the gray area for logo placement (#e6e4da).
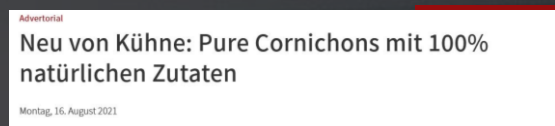
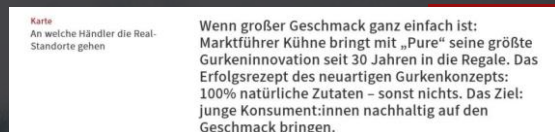**HEADLINE**
Max. 60 characters incl. spaces

TEASER IMAGE
(incl. caption and proof of copyright if necessary)
Image size: min. 620 x 348px; max. 200 KB, .JPG or .PNG

NOTE:
A 16:9 image is required for use as a title image.
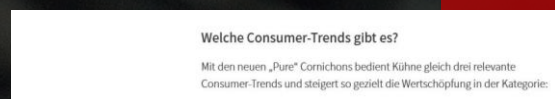
TEASER
Max. 350 characters incl. spaces

BODY COPY
A total of 3,000–4,000 characters incl. spaces.
On request, links can be included at different points in the body copy.

SUBHEADING
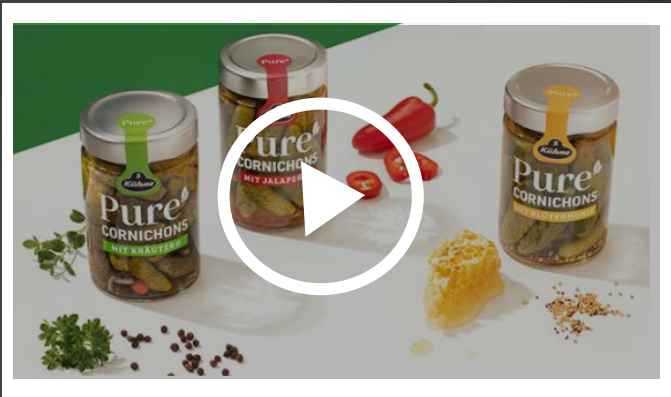Max. 55 characters incl. spaces

YOUR CONTACT DETAILS

No restriction
However, we strongly recommend including. a direct personal contact.

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OPTIONAL ELEMENT DETAILS
THESE ELEMENTS ARE OPTIONAL BUT RECOMMENDED

EMBEDDED VIDEO
(incl. video title, proof of copyright if necessary)

Image size for initial image
Format 16:9, 620 x 348px, max. 200 KB
.JPG or .PNG + YouTube link if necessary

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

SINGLE IMAGES
(incl. caption and proof of copyright if necessary)

Image size:
Format 16:9, min. 620 x 348px, max. 200 KB, .JPG or .PNG
Captions: max. 200 characters incl. spaces

Bildergalerie: Die neue „Pure" Cornichon Range von Kühne

Das neuartige Produktkonzept von „Pure": Die Cornichons werden mit 100 % natürlichen Zutaten eingelegt. Die Sorte Kräuter veredeln Majoran und Petersilie.
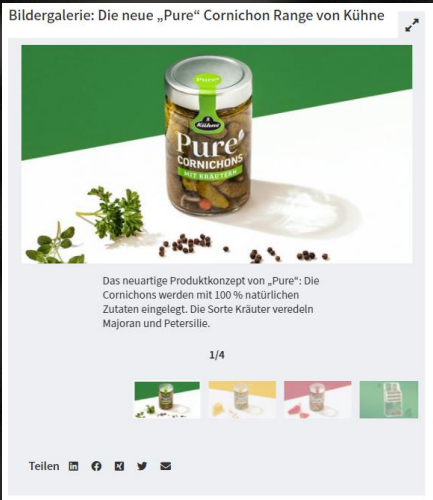
1/4

Teilen

IMAGE GALLERY
(incl. title, caption and proof of copyright if necessary)

Max. 10 images
Image size format 16:9
Min. 940 x 530px
Max. 200 KB, .JPG or .PNG

TEASER DETAILS
WEBSITE, MOBILE AND NEWSLETTER

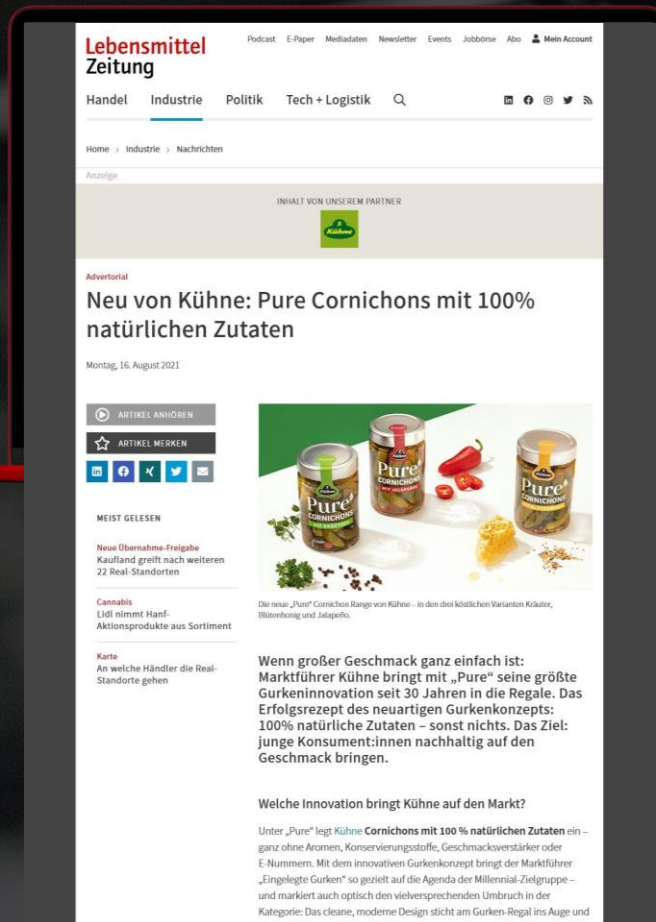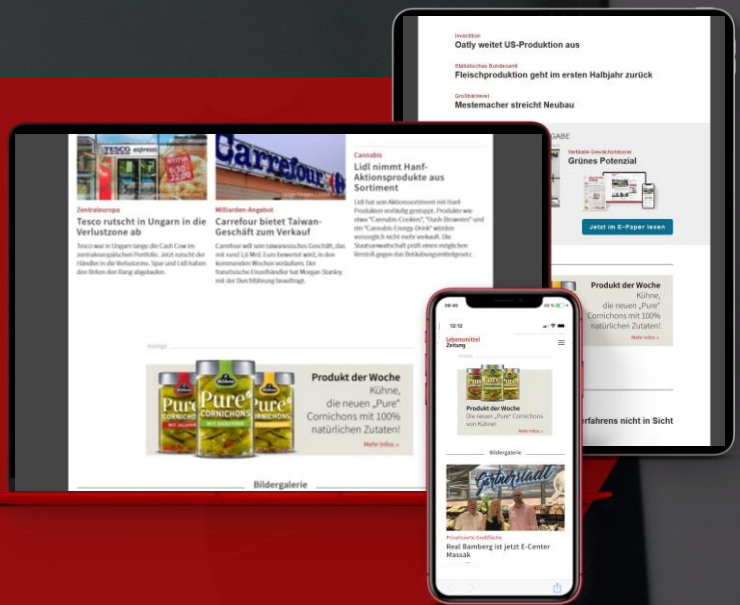## TEASER FOR WEBSITE, MOBILE AND NEWSLETTER

Web pages teaser desktop:
617 x 250px, max. 120 KB

Web pages teaser mobile:
300 x 250px, max. 60 KB

Newsletter teaser:
520 x 200px, max. 120 KB

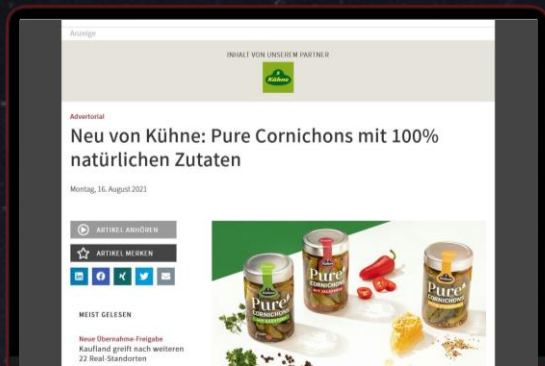**CAUTION:**
The teaser creation is done by LZ. We only
require a **set off image of the product**
(max. 250px high, .JPG or .PNG, max. 200 KB)

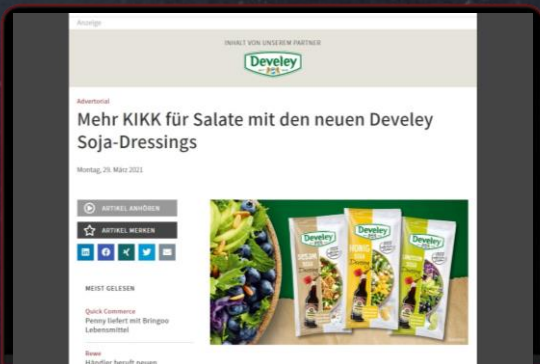## LZ
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EXAMPLES
CLICK THE LAPTOPS TO LOAD THE EXAMPLES!

CANNED GOODS EXAMPLE

BEVERAGES EXAMPLE

DRESSINGS EXAMPLE

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CHECKLIST
HAVE YOU THOUGHT OF EVERYTHING?

☐ **LOGO**
Max. 140px wide, max. 70px high,
max. 150 KB, .JPG or .PNG

☐ **HEADLINE**
Max. 60 characters incl. spaces

☐ **TEASER**
Max. 350 characters incl. spaces

☐ **BODY COPY**
(unformatted in Word)
A total of 3,000–4,000 characters incl. spaces

☐ **LINKS**
For inclusion in body copy

☐ **ADDITIONAL MEDIA**
Sufficient media for inclusion, in 16:9 format
 ⁄   Images (and/or image gallery), video
 ⁄   Incl. suitable teaser/title image
 ⁄   Incl. title, captions, copyright details if necessary

☐ **CONTACT DETAILS**
Incl. contact person

☐ **TEASER IMAGE**
 ⁄   Set off product image (300ppi) 250px high
 ⁄   Format .JPG, .PNG
 ⁄   Max. 200 KB

CONTENT SUGGESTIONS:

☐ Topic and content with user focus

☐ Added value for the user

☐ No anonymous contact details

☐ Journalistic rather than advertising style

☐ Send all material to Ms. Kreuzer no later than two weeks
before the campaign: mail@stephaniekreuzer.de

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