

### YOUR THEMA! ADVERTORIAL ON LEBENSMITTELZEITUNG.NET

**WORTH KNOWING** 

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

Our editor **Stephanie Kreuzer** is responsible for developing the advertorial content. She will also take care take of implementing further content development.

Do you have any suitable content you would like to include? If so, please submit it no later than two weeks before the campaign begins to:

### Stephanie Kreuzer

+49 6196 / 940004 mail@stephaniekreuzer.de

#### **COMMENTS:**

Please provide texts in Word.doc without formatting (not as a PDF)

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

Are you interested in new ideas or assistance with selecting or developing content? Put our experience to work for you! 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. 3).

### SO THAT YOUR CONTENT IS A SUCCESS



**OFFER ADDED VALUE:**The contents should convey knowledge and information



### INVITE READERS TO MAKE DISCOVERIES

Use a wide range of media! The more media you use, the more interesting your article becomes, improving reader recall of the core message.



### AROUSE DESIRABILITY

The contents should give you the feeling "I want to have that "





## **TECHNICAL SPECIFICATIONS FOR YOUR THEMA! ADVERTORIAL**

ALL BASIC ELEMENTS AT A GLANCE

# **ADVERTORIAL ARTICLE**

TEXT ELEMENTS (DELIVER AS A WORD FILE)

ELEMENT	NOTES
ARTICLE HEADLINE	max. 60 characters including spaces
TEASER	max. 350 characters including spaces
BODY COPY	A total of 3,000-4,000 characters including spaces Links can be used at different places in body copy on request
SUBHEADINGS	max. 55 characters including spaces
YOUR CONTACT OR ADDRESS DETAILS	No restriction

### **IMAGE ELEMENTS (DELIVER AS JPG/PNG)**

E	LEMENT	DIMENSIONS	FORMAT	SIZE	FILE	NOTES
	LOGO	Width: max. 140px Height: max. 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)
TI	TLE IMAGE	min. 620x348px	16:9	max. 200 KB	JPG, PNG	We require a title image with a 16:9 aspect ratio.

# TEASER ELEMENTS: NATIVE, BANNER & SOCIAL MEDIA

TEASER ART	NOTES
TEASER IMAGE MATERIAL	As a general rule, the title image is used for creating the ad banner and the native teaser (often referred to as a native ad or native teaser ad). You are welcome to provide us with further image material if required.
SOCIAL MEDIA IMAGE MATERIAL	As a general rule, the title image is used for creating social media posts. You are welcome to provide us with further image material if required.



# TECHNICAL SPECIFICATIONS OF THE THEMA! ADVERTORIAL

ALL OPTIONAL ELEMENTS AT A GLANCE

# **ADVERTORIAL ARTICLE**

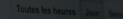
OPTIONAL ELEMENTS (IMAGE DELIVERY AS JPG/PNG, VIDEO AS LINK)

ELEMENT	DIMENSIONS	FORMAT	SIZE	NOTES
INDIVIDUAL IMAGES	min. 620x348px	16:9	max. 200 KB	Include caption and proof of copyright, if necessary.
CAPTIONS	-	-	-	max. 200 characters including spaces
IMAGE GALLERY	min. 940 x 530px	16:9	max. 200 KB	max. 10 images possible including caption and proof of copyright, if necessary
EMBEDDED VIDEO	min. 940 x 530px	16:9	max. 200 KB	Embedded videos (e.g., YouTube links) are possible. An initial image that complies with specifications given above is required. Include video title, proof of copyright, if necessary.



### **BASIC ELEMENT DETAILS**

THESE ELEMENTS ARE THE KEY PARTS OF YOUR ADVERTORIAL



INHALT VON UNSEREM PARTINER

Life is On Schneider

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)

ANZEIGE: Wettbewerbsfähigkeit & Nachhaltigkeit stärke

IIoT-Lösungen für die Lebensmittelindustrie

Montag, 11. Juli 2022

HEADLINE

max. 60 characters including spaces





TEASER IMAGE

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

NOTE

We require an image with a 16:9 aspect ratio for use as a teaser image.

die Spitze

Sorge vor Gasmangel
Nestlé bereitet Priorisierung
von Produkten vor

Energiekrise Handel rechnet im Gasnotfall mit Systemrelevanz Mit IIoT-basierter Digitalisierung lassen sich in der Lebensmittelindustrie Wettbewerbsfähigkeit und Nachhaltigkeit enorm stärken. Wie das mithilfe entsprechender Hard- und Softwarelösungen realisiert werden kann, zeigte Schneider Electric auf der diesjährigen Anuga Food Tec.

**TEASER** 

max. 350 characters including spaces.

Zugeschritten auf die Anforderungen der modermen Lebensmittelindustrie hat Tech Konzem Schneider Electric ein ganzheitliches Portfolio an digital vernetzten Feidgeräten, Setueurungen, Softwareanwendungen und Servickeleistungen entwickelt. Gemeinsam mit seinen Parthern MEVA und ProLeiT zeigte das Unternehmen auf der diesjährigen Anuga Food Tec in Köln, wie sich die automatisierte Verarbeitung von Lebensmitteln damit zuverlässiger, CO<sub>2-</sub>ärmer und insgesamt flexibler und sicherer gestalten lässt.

Dabei geht es auch um Themen wie optimierte Hygiene, detaillierte Überwachung von Wertschöpfungsketten sowie die Sicherung einer geischiebleben hohen Produktqualität, Insgesamt ziehen die foll-Tahigen Hard- und Softwaredosungen von Schneider Electric darauf ab, lebersmittelwerarbeitende Betriebe beim nachhaltigeren und damit erfolgseicheren Winschaften zu unterstützen. **BODY COPY** 

A total of 3,000-4,000 characters including spaces. On request, links can be included at different points in the body copy.

Hohe Datentransparenz schaffen

Zwar ist das Automatisierungsniveau in vielen Betrieben der Lebensmittelund Verpackungsindustrie bereits sehr hoch. Mithilfe einer ganzheitlichen Vernetzung sämtlicher Produktionsmittel im Sinne des "Industrial Internet of **SUBHEADING** 

max. 55 characters including spaces

KONTAKTIEREN SIE UNS GERNET
Schneider Bechtic Gmöbl
Gothuer Straße 29
4,0880 Ratingen
Teleforn 02120 404 6000
www.se.com/dejde/work/juspport/customer-care/contact-sales, jop
www.se.com/dejde/work/juspport/customer-care/contact-sales, jop

YOUR CONTACT DETAILS

No restriction

We strongly recommend including a direct personal contact.



## **OPTIONAL ELEMENT DETAILS**

THESE ELEMENTS ARE OPTIONAL BUT RECOMMENDED



### **EMBEDDED VIDEO**

(including video title, proof of copyright, if necessary)

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



EcoStruxure Augmented Operator Advisor

### **SINGLE IMAGES**

(including caption and proof of copyright, if necessary)

### Image size:

Format 16:9, min. 620 x 348px, max. 200 KB, JPG or PNG

Caption: max. 200 characters including spaces



### **IMAGE GALLERY**

(including 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



### **NATIVE TEASER: DESKTOP & MOBILE**

Duration: 1 week



#### Max kicker length:

35 characters including spaces

### Max. heading length in characters:

55 characters including spaces

### Max: teaser length in characters:

230 characters including spaces

The teaser is developed in consultation with our editor.

# BANNER PACKAGE FOR DESKTOP, MOBILE AND NEWSLETTER

Duration: 2 weeks



### Desktop web pages teaser:

617 x 250px, max. 120 KB

### Mobile web pages teaser:

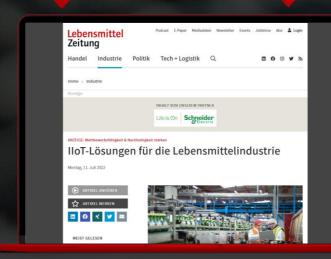
300 x 250px, max. 60 KB

### **Newsletter teaser:**

520 x 200px, max. 120 KB

#### **CAUTION:**

LZ creates the banner. We generally use the title image for this.





### **TEASER DETAILS**

SOCIAL MEDIA POSTS AND STORIES

### **LINKEDIN**

#### **NEWSFEED POST**

(individual image or slide show)

Depending on the image material delivered, we create a slide show or an individual image for a newsfeed post in consultation with you.

We generally use the teaser image for this. You are welcome to send us material separately.









### **INSTAGRAM**

#### **NEWSFEED POST & STORY**

(Individual image or slide show)

Depending on the image material delivered, we create a slide show or an individual image for a newsfeed post in consultation with you. In addition, a story post is created which links to the article.

We generally use the teaser image for this. You are welcome to send us material separately.









### **FACEBOOK**

### **NEWSFEED POST & STORY**

(individual image or link)

Depending on the image material delivered, in consultation with you we create a newsfeed post with an image. In addition, a story post is created which links to the article.

We generally use the teaser image for this. You are welcome to send us material separately.









# **CHECKLIST**

HAVE YOU THOUGHT OF EVERYTHING?

	VERTORIAL ARTICLE
IEX	T ELEMENTS
Ш	HEADLINE max. 60 characters including spaces
	TEASER
	max. 350 characters including spaces
	BODY COPY State of the state of
	(unformatted in Word.doc) A total of 3,000–4,000 characters including spaces
	CONTACT DETAILS
	Including contact person
	Great Mills, Maryland
IMAC	GE ELEMENTS  Of Pelets Co.
	LOGO  may 140 by wide may 70 by high
	max. 140px wide, max. 70px high, max. 150 KB, JPG or PNG
	max. 150 KB, JPG or PNG  TEASER IMAGE at least 620 x 348px; max. 150 KB, JPG or PNG:
-	
	in 16:9 format.  ADDITIONAL MEDIA Sufficient media in 16:9 format for inclusion
	/ Images (and/or image gallery), video / Including suitable teaser/title image / Including titles, captions, copyright details, if necessary
	/ Including titles, captions, copyright details, if necessary
	ADDITIONAL SOCIAL MEDIA MATERIAL SOCIAL
	No special requirements adimir Putin
CONT	TENT SUGGESTIONS:
di	Sarkozy
	Topic and content with user focus
	Added value for the user
	No anonymous contact details
	Journalistic style instead of advertising style
	Cond all materials no later than 2 weeks before the
	Send all materials no later than 2 weeks before the campaign starts, to Ms. Kreuzer:
	mail@stephaniekreuzer.de

