TECHNICAL SPECIFICATIONS

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TECHNICAL SPECIFICATIONS FOR DIGITAL CHANNELS
OVERVIEW OF

Note on 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			
	DIMENSIONS (W x H in px)	MAX. SIZE	FORMAT	DIMENSIONS (W x H in px)	MAX. SIZE	FORMAT	COMMENTS
DIGITAL 1ONE	Desktop: 940 x 300 Mobile: 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 2TWO	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 3THREE	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 4FOUR	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.
Caution: Providing a fallback file is still necessary.

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TECHNICAL SPECIFICATIONS FOR DIGITAL CHANNELS
OVERVIEW OF SPECIAL FORMATS

Note on 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			
	DIMENSIONS (W x H in px)	MAX. SIZE	FORMAT	COMMENTS	DIMENSIONS (W x H in px)	MAX. SIZE	FORMAT	COMMENTS
DIGITAL 1ONE PRIORITY STICKY	D: 940 x 300 M: 300 x 120	D: 120 KB M: 60 KB	Gif, jpg, png, html5	The website advertising 2 secs along top edge Switched to sticky	520 x 200	120 KB	Gif, jpg, png	Only image files are possible in the newsletter.
DIGITAL 1ONE 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	COMMENT
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. **Caution:** Providing a fallback file is still necessary.
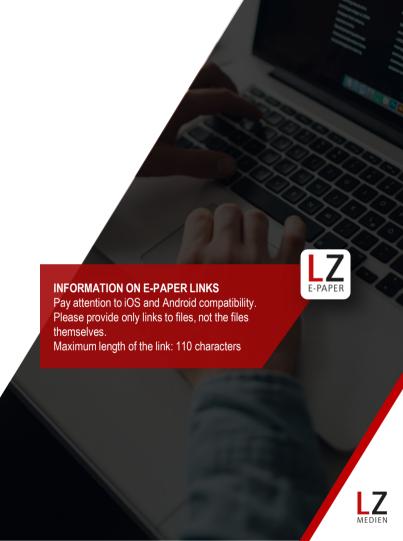
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SPECIAL NOTES
PLEASE OBSERVE THE FOLLOWING FOR HTML5 AND E-PAPER LINKS

NOTES ON HTML5

/ For detailed instructions about programming, please refer to the documentation by our ad server provider at the following 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

LZ E-PAPER

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TRACKING GUIDELINES
FOR ADVERTISERS AND AGENCIES REGARDING THE USE OF TRACKING

GENERAL TRACKING NOTES

/ You have the option of providing a count pixel for impression tracking and a click command tracker to measure clicks.

/ For booked campaigns with a guaranteed number of ad impressions, only the data is considered valid if it has been made available in reporting measured by the publisher using the Adition ad server.

/ **CAUTION ABOUT NEWSLETTERS:** Only https links can be used in newsletters. Additional formats such as those in JavaScript cannot be used. Visibility/viewability can generally not be measured in newsletters.

/ 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.

TRACKING NOTES About the Transparency and Consent Framework (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.

/ Vorher:

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

Nachher:

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

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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:

  / Nina Doroschan
   Manager Media Service
   +49 69 7595-1745
   doroschan@lebensmittelzeitung.net

CHECKLIST FOR DATA DELIVERY
HAVE YOU THOUGHT OF EVERYTHING?

Lebensmittel Zeitung

WEBSITE PLACEMENTS

☐ Maximum volume: <u>Desktop</u>: 120 KB; <u>Mobile</u>: 60 KB

☐ Observe exact dimensions in px

☐ Fireplace: supply individual elements separately

NEWSLETTER PLACEMENTS

☐ Maximum volume: 120 KB

☐ Text ad: max. 430 characters, of which no more than 90 characters can be in the heading. Must be supplied as unformatted text.

ADDITIONAL SPECIFICATIONS FOR HTML5 BANNERS

☐ Observe the requirements for HTML5 banners
(see separate PDF file)

☐ Also deliver the banner as a fallback image file
(GIF, JGP, PNG)

☐ Do not create a fixed width ("width = 980px"). Instead, create "max width" = 980 px"

OTHER GENERAL INFORMATION:

☐ **For every format the URL/link landing page must be to an <u>https-encrypted website</u>**

☐ 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) **12 days prior to the start of the campaign at the latest:**

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YOUR DIRECT CONTACTS
CAMPAIGN MANAGEMENT

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