

# TECHNICAL SPECIFICATIONS

[www.lzdirekt.de](http://www.lzdirekt.de)

Lebensmittel  
Zeitung **direkt**

# 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
<b>BILLBOARD</b>	D: 940 x 300 M: 300 x 120	D: 120 KB M: 60 KB	Gif, jpg, png, html5	630 x 250	120 KB	Gif, jpg, png	Only image files are possible in the newsletter.
<b>STICKY SIDEBAR</b>	D: 500 x 1000 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.
<b>MEDIUM RECTANGLE</b>	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.
<b>CONTENT BANNER</b>	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.

\*\* All booked ad inserts are published on the website (Desktop & Mobile) and in our weekly Newsletter. It is possible to deliver one additional format to us for the Newsletter. If no additional format is provided, we will run your Mobile advertisement.

### 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.

# 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 of the ad server provider at the following link:  
[ADDITION HTML5 specs](#) >
- / For best display results on all screens, do not use fixed widths (width = 980px). Instead, specify a maximum width (980px)
- / **Please note:** We require a fallback image when sending us HTML5 banners.

### NOTES ON E-PAPER LINK

Pay attention to iOS and Android compatibility.  
Only deliver 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

### GENERAL TRACKING NOTES

- / You have the option of delivering 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 made available in reporting after completion of the campaign and measured by the publisher using the Addition ad server is considered valid.
- / **CAUTION ABOUT NEWSLETTERS:** Only https links can be used in newsletters. Other formats such as a 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 duration booked on our websites. Any other use or sale of data to third parties is prohibited.

### TRACKING NOTES Tracking Notes 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/adfsript/?bn=[tag_id]">
```

Nachher:

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

### 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 consent has been given by the user.



# IMPORTANT INFORMATION ABOUT 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)
- / Be sure to deliver data to the following e-mail **no later than 12 days** before the campaign starts:
  - / Nina  
Doroschan  
Media Service  
7595-1745
  - Manager  
+49 69  
doroschan@lebensmittelzeitung.net



# 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, of which no more than 90 characters can be used the heading. Must be supplied as unformatted text

### OTHER GENERAL INFORMATION:

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- For every format the URL/link landing page must be to an [https website](#)
- Place an outline border around motifs
- Print ad links in E-Papers:  
Max. 110 characters, tablet- and smartphone-compatible content

- Send materials (physically or as a redirect)  
**no later than 12 days before campaign starts** to Nina Doroschan ([doroschan@lebensmittelzeitung.net](mailto:doroschan@lebensmittelzeitung.net)).

# YOUR DIRECT CONTACTS

## CAMPAIGN MANAGEMENT

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