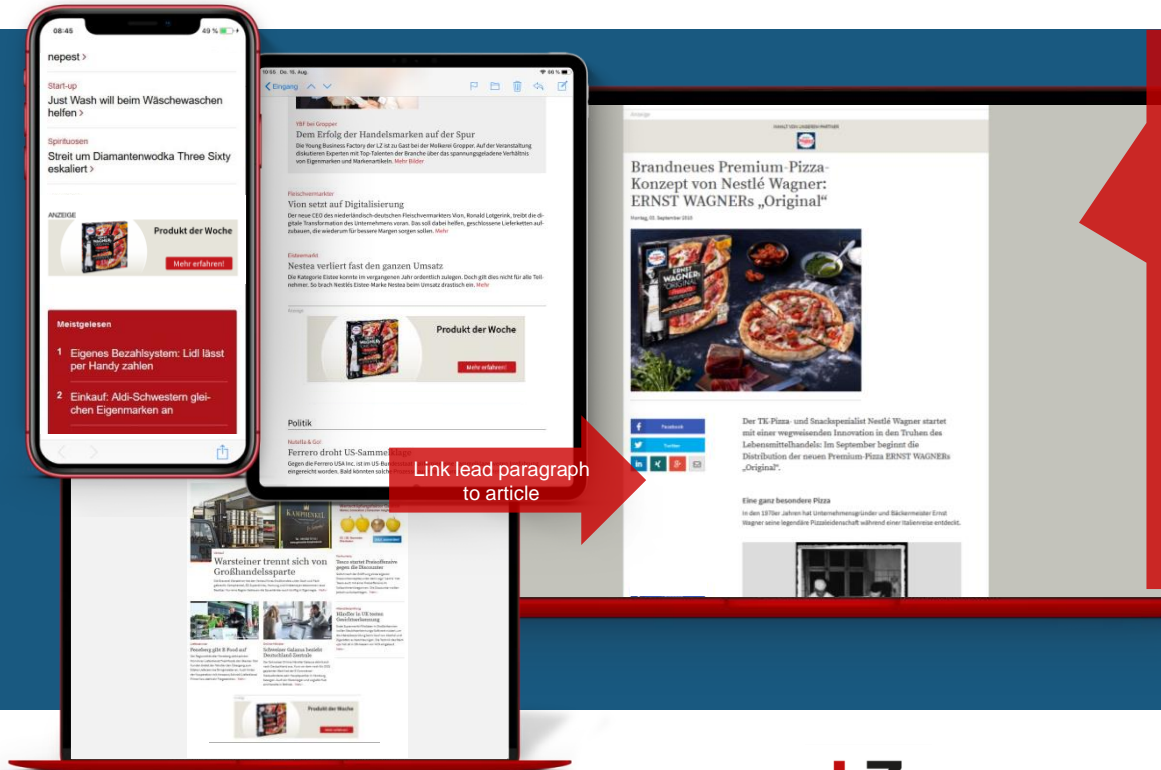


# LZ Digital Product of the Week Instructions



# LZ Digital | Product of the Week

## Advice on content preparation



### So that your content is a success


- Topic and contents with clear user focus (journalistic vs. advertising), delivering added value to users
- 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
- Offer ways for readers to contact you (no anonymous e-mail addresses)

# LZ Digital | Product of the Week

## Technical specifications


Anzeige

INHALT VON UNSEREM PARTNER



Brandneues Premium-Pizza-Konzept von Nestlé Wagner: ERNST WAGNERs „Original“

Montag, 03. September 2016



Facebook  
Twitter  
in x g+ e

Der TK-Pizza- und Snackspezialist Nestlé Wagner startet mit einer wegweisenden Innovation in den Truhen des Lebensmittelhandels: Im September beginnt die Distribution der neuen Premium-Pizza ERNST WAGNERs „Original“.

Eine ganz besondere Pizza  
In den 1970er Jahren hat Unternehmensgründer und Bäckermeister Ernst Wagner seine legendäre Pizzaleidenschaft während einer Italienreise entdeckt.

### 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)

### Heading

max. 60 characters including spaces

### Introduction

max. 350 characters including spaces

### Body copy

A total of 3,000-4,000 characters  
including spaces

On request, links can be used at different  
points in body copy


# LZ Digital | Product of the Week

## Technical specifications

Nestlé Wagner: „Eben genauso wie die italienischen Originale, die Ernst Wagner auf seiner Reise so begeistert haben.“

„Etwas ganz Besonderes“

Das, davon ist nicht nur Thomas Göbel überzeugt, ist den Pizza-Bäckern aus Nonnweiler bestens gelungen: „Unsere jüngste Neuheit ist im wahrsten Sinne eine ganz besondere Pizza: Wir bringen mit ERNST WAGNERS „Original“ das ursprüngliche und echte Pizzalebnis zu unseren Konsumenten nach Hause.“ Denn, das unterstreicht der Geschäftsführer, die neue Kreation sei etwas ganz Besonderes: „Besonders knusprig, weil sie kurz und extra heiß auf Stein gebacken wird, mit besonderen hochwertigen, italienischen Zutaten wie etwa Büffelmozzarella oder Asiago“, mit besonders fluffig-krosem Rand und einer einzigartigen handwerklichen Optik.“



Thomas Göbel

**Trendprodukt**

Jede ERNST WAGNERS „Original“ Pizza ist ein Unikat und entspricht damit

Für mehr Infos - einfach [hier](#) klicken!

**KONTAKT**

06873 6651234  
info@original-wagner.de  
www.original-wagner.de

### Subheadings

max. 55 characters including spaces

### Three types of media can be included:

1. Individual images
2. Image galleries
3. Videos

Details follow on the next page.

### Captions

max. 200 characters including spaces

Your contact and address data

# LZ Digital | Product of the Week

Technical specifications for embedded media

Optimal platziert. Mit 100 % Effizienz!

- Top-Platzierung vor dem Die Backfrische Block
- Große, besonders aufmerksamkeitsstarke Faltschachtel
- Auch hochkant platzierbar



ERNST WAGNERS „Original“ – Einfach besonders

Bildergalerie: Vier Trendsorten



ERNST WAGNERS „Original“ Prosciutto: Hauchdünner, roher Schinken, zart schmelzender Mozzarella, würziger Anjapa-Käse (geschützte Ursprungsbezeichnung, Alleinstellungsmerkmal für traditionelle, geografisch geschützte Herkunftsbezeichnung), halbtrockene Kirschtomaten und Rucola-Pesto.



Wagner Tomatenfilm



## Individual images

(including caption and proof of copyright, where applicable)

Image size:

Format 16:9

min. 620 x 348px

max. 200 KB, JPG or PNG

## Image gallery

(including title, caption and proof of copyright, where applicable)

Max. 10 images

Image size

Format 16:9

min. 940 x 530px

max. 200 KB, JPG or PNG

## Embedded video

(including video title, proof of copyright, where applicable)

Image size for initial image

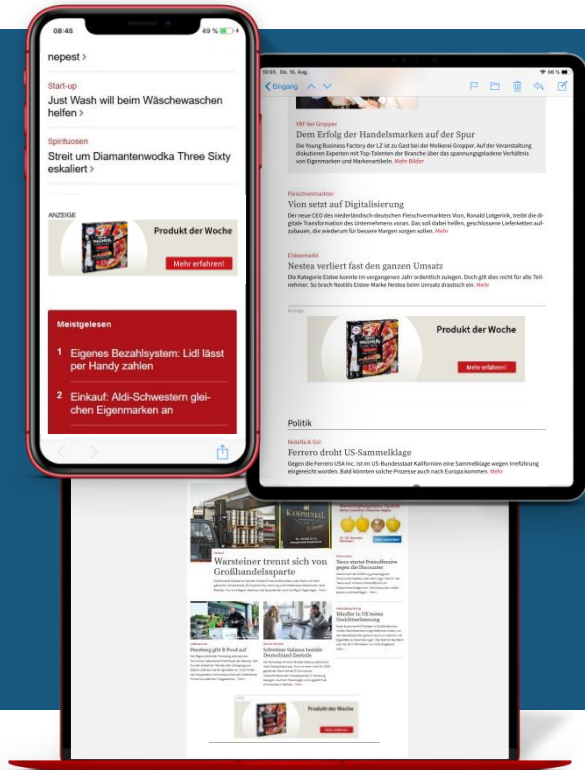
Format 16:9, 620 x 348px

max. 200 KB, JPG or PNG +

YouTube link, where applicable

# LZ Digital | Product of the Week

Technical specifications for lead paragraph



**Lead paragraph for Start page, Mobile and Newsletter**

Is prepared individually. Please send us a masked-out illustration of the product.

Format: approx. 250px high, 300 ppi

# LZ Digital | Product of the Week

Submitting material

Preparation is done together with our external editor who also offers advice.

Please send all contents to:

**Ms. Stephanie Kreuzer**

**+49 6196/940004**

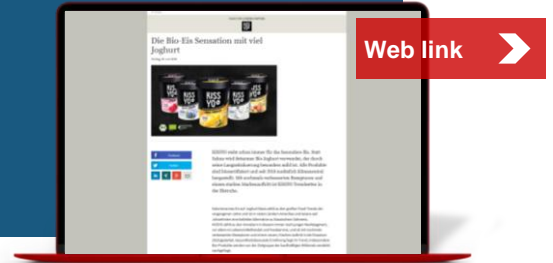
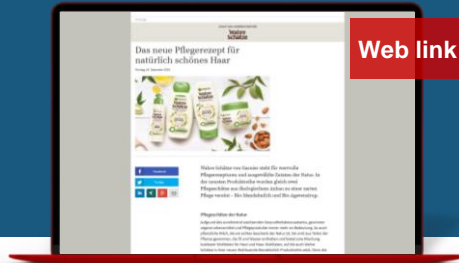
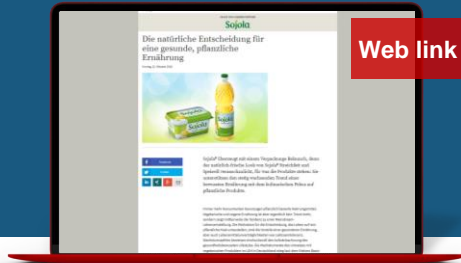
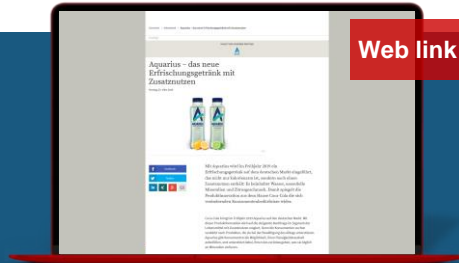
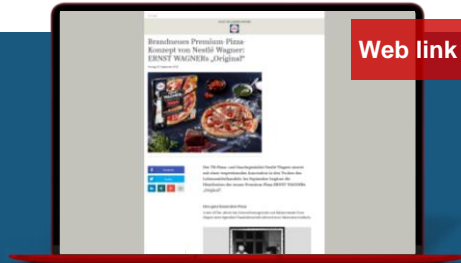
**mail@stephaniekreuzer.de**

## **Submit material:**

- No later than two weeks before start of campaign
- Please provide texts in Word.doc without formatting (not as PDF)
- Sufficient photographic and media material in landscape orientation (too much rather than too little) including lead-in/title image

# LZ Digital | Product of the Week

## Examples





# LZ Digital | Product of the Week

Have you thought of everything? Checklist

- Logo:  
max. 140px wide, max. 70px high,  
max. 150 KB, JPG or PNG
- Heading  
max. 60 characters including spaces
- Introduction  
max. 350 characters including spaces
- Body copy (unformatted in Word.doc)  
A total of 3,000 to 4,000 characters including spaces
- Links  
For inclusion in body copy
- Sufficient media for inclusion, in 16:9 format
  - Images (and/or image gallery), video
  - Including suitable lead-in/title photo
  - Including title, captions, copyright details, where appropriate
- Contact details  
including contact person

- Product illustration for lead paragraph  
Masked out  
Format: ca. 250px high, 300 ppi

## Suggested contents:

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- Topic and content with user focus
- Added value for the user
- No anonymous contact details
- Journalistic rather than advertising style

- All material should be sent to Ms. Kreuzer **no later than 2 weeks** before the campaign:  
mail@stephaniekreuzer.de