



Specification

Tamedia Digital Specifications: Digital-Promotion 20 Minuten



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Specifications

Digital promotions are subject to 20 Minuten editorial guidelines and CI guidelines and require the approval of the editorial and publishing management. Splash site and teaser are produced by 20 Minuten, promo ads must be delivered. Competitions are held exclusively at 20 Minuten as a rule – in exceptional cases they can be linked to participation on a different landing page. The customer / agency is responsible for the shipping of competition prizes.

Production Contact

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Remark: Example of a digital promotion. Other and individual offers may differ from this example.

Delivery Checklist:

Splash site and teaser are produced by 20 Minuten.

For the above, the following material is required:

- Text briefing (as word or text file)
for title, lead, scrolling text: detailed description of competition mechanism, prizes and promotion ideas and content
- Header image (also used for the teaser) without text and logos (min. 800 x 400 px, 72 dpi resolution)
- or Header video: MP4 File (preferred), Youtube, Vimeo, etc.
- MP4 File: Resolution: 1280x720, max. Bitrate: 1700kbits/s, Codec: h.264(Video) aac(Audio).

The following content can be provided as an additional option:

- Text for info box: Short description of the company, the product and the events or other important informations
- Box images (max. 2 images, min. 540 px wide)
- Logos (540 px wide) with target-urls
- Video (as a link or file)

Splashsite:

The splash site appears in the channel «Competitions» on computer, mobile and tablet *.

For the production of the splash site, a text briefing using word or text file is required with the following contents:

- Detailed description of the competition:
- What prize can be won? (correctly described)
- How can you participate?
- For competitions that are linked to an external landing page: supply a direct URL leading to an entry form
- Description of the key message / idea of the promotion
- Brief description of the company, the campaign, the events, etc. (for gray-shaded partner boxes).
- Links: Any part of the text, logos and images can be linked. Title, lead and header image are excluded

Integration of image galleries, iFrames, audio and video files are possible.



20 Minuten will translate into French and/or Italian with corresponding bookings.

Teaser:

The teaser refers textually to the competition and is linked to the splash site.

They are differentiated from editorial teaser content by the blue highlighted top line labeled «Promotion».

On the home page, the teaser rotates through various positions in the section «Competitions» and within the top stories on the top of the page. In the section «Competitions» (www.wettbewerbe.20min.ch) all competition stories are permanently shown.

Special Conditions:

The competition is generally handled using the 20 Minuten Friday competition tool.

During competitions that are linked to an external landing page, the client / agency is responsible for ensuring that the landing page is responsive and the competition rules are respected.

The text for the competition is always «20 Minuten and customer XY giving away (offering) ...»

The sponsor cannot be mentioned in the story and teaser title.

Pictures:

Logo integrations, product images, text, or claims are not allowed in the header or teaser image. Suitable examples include image pictures.

Delivery as JPG, GIF oder EPS

72 dpi resolution

Header image: 800 px wide, min. 400 px high

or Header video: MP4 File (preferred), Youtube, Vimeo, etc.

MP4 File: Resolution: 1280×720, max. Bitrate: 1700kb/s, Codec: h.264(Video) aac(Audio)

Teaser image (can be the same as header image): 800 px wide, min. 400 px high

Box Images (optional): 540 px wide – max. 2 boxes and 1 image per box

Pictures for Photo Gallery with description (optional): 1200 px wide, 800 px high

Logos (optional): 540 px wide

Video (optional): as a flexible iFrame (YouTube) or file (avi, mpeg, mov, flv) max. 100 MB