# Specification

Tamedia Digital Specifications: Paid Post 20 Minuten

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**Specifications**

«Paid Post» is referred to as commerical content in the digital environment by 20 Minuten. The «Paid Post» – Teasers are placed on the desktop and mobile front. «Paid Post» – Contributions are subject to the editorial policies and CI guidelines of 20 Minuten and require the approval of the editorial and publishing management.

The text can be entered by the customer and delivered in all booked languages.

Please provide the complete material a minimum of five working days before the agreed start date.

**Production Contact**

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*Remark: Example of a Paid Post. Other and individual offers may differ from this example.*

**Splashsite [&] Teaser**

«Paid Post» is published as a splash site and advertised with the corresponding label on the 20 Minuten home page (online and mobile). With a duration of more than one week, the content of «Paid Post» must be changed after a maximum of 7 days (the teaser image and title are the minimum to be changed).

**Text Material**

For the production of the splash site and the teasers, the text must include the following content and be delivered in all booked languages (as word or text file):

Teaser

- Title max 50 characters
- Teaser max 180 characters

Main section (description of the key message of the campaign, event)

- Title max 50 characters
- Lead max 200 characters
- Scroll text between 1000-1500 characters

Info box:

A max of 2 shaded Info boxes can be placed (for example, a short description of the company, the product etc.) Mandatory info box with reader information regarding paid posts wrote from 20 Minuten.

Title max 30 characters

Scrolling text 350 characters

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.

The reader can be addressed using the «du» or «Sie» form depending on the topic and the customer. (20 Minuten uses the «du» form exclusively for marketing promotions.)

**Pictures:**

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

Print and header images can be identical.

Delivery as JPG, GIF or EPS

Resolution 72 dpi

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: 1700kbits/s, Codec: h.264(Video) aac(Audio)
Teaser image (can be identical to Header image): 800 px wide, min 400 px high
Box images: 540 px wide – max 2 boxes and 1 image per box
Logos: 540 px wide
Video: as a flexible iFrame (You Tube) or file (avi, mpeg, move, flv) max 100 mb

## Technical specifications

### Number of subjects
Max. 3 subjects allowed for physical delivery.
For more subjects, a third-party tag must be supplied.
The replacement of physical subjects during an ongoing campaign is only permitted in exceptional cases.

### Animations
There are no limits on the length of the animation within an advertising banner. However, the recommended maximum length is 30 seconds.

### Sound
Activation only through user interaction.[nbsp]Attention: InApp iOS only possible without sound.

### Flash
Flash files are not permitted.

### SSL

- All third-party tags, tag-in-tags and references in an HTML5 file must be delivered via SSL (https://).
- HTML5
- The maximum weight (according to the specifications) refers to all files together, in unzipped state.
- The target URL and tracking must be stored in the HTML5 banner.
- The target URL must be opened in a new tab (target='_blank').
- It must be possible to perform advert tests locally in the browser.
- UTF-8 encoding
  Special characters that are not displayed correctly in the browser with UTF-8 must be encoded manually (for example, [&]auml; instead of ä).
- References in adverts to external resources (JS libraries, videos, fonts) must be supplied in SSL (https://) format.

### General information

- A prompt start to the campaign is only guaranteed if delivery deadlines are observed.
- The advertiser is responsible for advertising media working smoothly.
- A campaign may be suspended if it does not meet the specifications.
- Max. 1 count pixel and 1 clickcommand (PreRoll [&] bumper, desktop [&] mobile)

## Delivery

### Delivery deadlines
Standard formats: 3 working days before the start of the campaign.
Special formats: 5 working days before the start of the campaign.
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ads@tamedia.ch