



# Specification

Old digital specifications: Paid Post 20 Minuten



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### Specifications

«Paid Post» is referred to as commercial 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.

#### Production Contact

content@tamedia.ch

Please provide the complete material a minimum of 8 working days before the agreed start date.

*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: 1700kb/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