



Specification

Tamedia Digital Specifications: Competition



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Competitions are based on the same principle as paid posts. The chances of winning increase the interest and above all the interaction with the readers, who are the target group relevant for the advertisement. The customer determines the winnings himself. The advertising customer also chooses the type of competition (random, quiz question, photo or story submission, etc.). The editorial guidelines and CI specifications of the individual publications also apply here.

Further information and specifications:

<https://impressum.cptamedia.ch/en/#competition>

Available at: 20 Minuten Group, Newsnet, Nationale Medien