



# Specification

Tamedia Digital Specifications: Paid Post



## **Specification: Paid Post**

---

### **Specifications**

A paid post is also paid advertisement. In contrast to the sponsored post, the focus usually lies on the product or service of the advertiser. The text is written and delivered by the customer. On request, Commercial Publishing will take care of text production and translation and consequently charge additional production costs. The contributions are subject to the editorial guidelines and CI specifications of the corresponding media titles and require the approval of the editorial and publishing management.

A paid post clearly differs in content from a competition. A competition may only be indicated in a customer box. A link to an external website is possible.

Further information and specifications:

<https://impressum.cptamedia.ch/en/#paid-post>

Available at: 20 Minuten Group, Newsnet, Nationale Medien