



# Specification

Old digital specifications: Paid Post Newsnet



## **Specification: Paid Post Newsnet**

---

### **Specifications**

#### **Text**

3000 characters, including spaces (recommendation). The client is not mentioned in the story and teaser title. How the audience is addressed (formal/informal) depends on the media title and platform. Tamedia is happy to provide information on this.

#### **Images**

(Header, teaser, galleries, logo): min. 1200 pixels wide and 600 pixels high. Supplied as .jpg, .png, .gif or .eps. Resolution: 72 dpi.

Please note: No logo integrations, product illustrations, text or claims are allowed in the header and teaser image.

#### **Video**

Flexible iframe (YouTube, Vimeo) or file (.avi, .mpeg, .mov, .flv).

#### **Infoboxes**

A maximum of 2 infoboxes can be added (short description of company, product, etc.). Text length: max. 350 characters including spaces.

Any position in the text, as well as logos and box images, can be linked. This is not the case for the title, lead and header image.

A maximum of 10 links is included per paid post.

Paid posts are commercial contents falling within Newsnet's digital editorial scope. The paid post teasers are positioned on the desktop and mobile front.

Paid post fees are subject to Newsnet's CI specifications.

Text and images are produced and supplied by the client.

Content can be produced by Newsnet's editorial department with a surcharge.

### **Delivery**

#### **Delivery deadlines**

5 working days before the start of the campaign

#### **Adresse**

[content@tamedia.ch](mailto:content@tamedia.ch)