



Specification

Tamedia 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.

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. 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.

Adresse

ads@tamedia.ch