



# Specification

Tamedia Digital Specifications: Premium Promotion 20 Minuten Friday



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### Specifications

Premium promotion is a special form of advertising within the 20 Minuten Friday environment, with a competition as a hook. At the heart of the crossmedia promotion is the digital splash site, which like all the promotional elements, is marked as «Promotion» or «Competition».

Premium promotions are subject to 20 Minuten Friday editorial guidelines and CI guidelines and require the approval of the editorial and publishing management. Depending on the offer and booking, the following items for promotion are included: splash page, teaser, print articles, promo box, ads and promo ads. Competitions are held exclusively at 20 Minuten Friday as a rule in exceptional cases they can be linked to participation on a different landing page. The customer / agency is responsible for the shipping of competition prizes.

Please provide the complete material at least five working days before the agreed start date.

#### Production Contact

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*Remark: Example of a Premium Promotion. Other and individual offers may differ from this example.*

#### Delivery Checklist:

Splashsite, teaser, print articles and promo box are produced by 20 Minuten Friday. For the above, the following material is required :

- Text briefing (as word or text file) for title, lead, scrolling text: detailed description of competition mechanism, prizes and promotion ideas and content
- Header image (also used for the teaser) without text and logos: min. 1200 px wide, height flexible, resolution 72 dpi
- Print image – without text and logos (min. 90 x 40 mm, resolution 300 dpi)

The following content can be provided as an additional option:

- Brief description of the company, the product, the event
- Story images with description: max. 2 photos, min. 945 px wide, 72 dpi resolution
- Pictures for photo gallery with description: 750 x 675 px, 72 dpi resolution
- Video: youtube or vimeo link
- Logos with destination URLs: min. 500 px wide
- Desired short URLs / SMS keywords (see page 6)

Ad

Material delivery after consultation with Friday editorial

#### Splashsite [&] Teaser

The promotion will tease the reader on the home page of fridaymagazine.ch (online, mobile and tablets) and be assigned to one of the following categories: Fashion, Beauty, Lifestyle, Stars or Life.

- Detailed description of the competition:
  - What prize can be won? (correctly described)
  - How can you participate?
- For competitions that are linked to an external landing page: supply a direct URL leading to an entry form
- Description of the key message / idea of the promotion
- Optional: Brief description of the company, the campaign, the event, etc.
- Links: Any part of the text can be linked. Title, lead and header image are excluded.



#### Special Conditions:

- The competition is generally handled using the 20 Minuten Friday competition tool.
- During competitions that are linked to an external landing page, the client / agency is responsible for ensuring that the landing page is responsive and the competition rules are respected.
- The text for the competition is always «20 Minuten Friday and customer XY giving away (offering) ...»
- The sponsor cannot be mentioned in the story and teaser title.

#### Pictures:

Logo integrations, product images, text, or claims are not allowed in the header, teaser or print image. Suitable examples include image pictures. Print and header images can be identical.

- Delivery as JPG, GIF oder EPS
- 72 dpi resolution
- Header and teaser image: min. 1200 px wide, height flexible
- Story images with description: max. 2 photos, min. 945 px wide
- Pictures for Photo Gallery with description: 750 x 675 px
- Logos with destination URLs: min. 500 px wide
- Video: youtube or vimeo link

#### Print

The publications summarise the textual content on the splash site with the competition as a hook. Reference is made to more detailed information and competition participation by short URL, which guides people to the splash site. The short URL is constructed as follows: [fridaymagazine.ch/keyword](http://fridaymagazine.ch/keyword).

It is possible to integrate SMS participation by use of a keyword. (SMS price: CHF 1.50 / SMS, no revenues to be made through participation) Company and brand names cannot be mentioned in the title.

Print article: The article appears in Friday under the heading «Am Start». Whether an item can be placed there, will be decided by the Friday editorial staff.

Promo Box: The promo box appears in a marked «promotion» box in the Friday editorial field.

Ad: The ad can be textually and graphically edited by the Friday editors (after consultation with the customer).

#### Pictures:

Logo integrations, product images, text or claims are not allowed. Image pictures are appropriate. Print and header images can be identical.

Delivery as JPEG or TIF

min. 90 mm x 40 mm (WxH)

Resolution 300 dpi

#### 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.[nbsp]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](mailto:ads@tamedia.ch)