



# Specification

Tamedia Digital Specifications: Paid Post 20 Minuten Friday



## Specification: Paid Post 20 Minuten Friday

### Specifications

«Paid Post» is referred to as commercial content in the digital environment by 20 Minuten Friday. The «Paid Post» – Teasers are placed on the desktop and mobile front. «Paid Post» – Contributions are subject to the 20 Minuten Friday editorial policies and CI guidelines of 20 Minuten and require the approval of the editorial and publishing management. The reader is addressed using the «du» form.

Please provide the complete material a minimum of five working days before the agreed start date.

#### Production Contact

Mahmud Tschannen  
content@tamedia.ch  
Tel. +41 44 248 51 84

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

#### Splashsite [&] Teaser

For the production of the splash site and the teasers, the text must include the following content and be delivered in all booked languages (as word or text file):

Teaser

Title max 50 characters

Teaser max 180 characters

Splashsite (description of the key message of the campaign, event)

Title max 50 characters

Lead max 200 characters

Scroll text between 500-1000 characters

Header image

min. 1200 px wide, height flexible, resolution 72 dpi

#### The following content can be provided as an additional option:

- Pictures for photo gallery with description (100 – 200 characters): 750 x 675 px, 72 dpi resolution
- Story images with description (50 – 100 characters): max. 2 photos, min. 945 px wide, 72 dpi resolution
- Video: youtube or vimeo link
- Logos with destination URLs: min. 500 px wide
- Links: Any part of the text can be linked. Title and lead are excluded.

#### Pictures:

Logo integrations, product images, text or claims are not allowed in the header and teaser images. Appropriate examples include image pictures.

Delivery as JPG, GIF or EPS

Resolution 72 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. 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 [auml] bumper, desktop [auml] 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)