



Specification

Old digital specifications: Paid Post 20 Minuten Friday



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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.

Production Contact

content@tamedia.ch

Please provide the complete material a minimum of 8 working days before the agreed start date.

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