



Specification

Old digital specifications: Paid Post (Finanz und Wirtschaft)



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Paid posts are commercial contents falling within the digital editorial scope of Finanz und Wirtschaft. The paid post teasers are positioned by banner on the desktop and mobile front.

Paid post fees are subject to the CI specifications of Finanz und Wirtschaft. Text and images are produced and supplied by the client.

Content can be produced by Tamedia Commercial Publishing with a surcharge.

Text: 3000 characters, including spaces (recommendation).

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.