

SPECIFICATIONS

**MULTI SCREEN**

**BRANDED CONTENT**



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## 1. Fact Sheet

Branded Content offers you a full-page integration of your advertising message on our portals WEB.DE and GMX, and by being anchored in one of our editorial topics will enrich your brand with credibility and attention. Furthermore, the Branded Content integration adapts automatically to every screen size and thus guarantees an optimal presentation.

The bookable promotion packages (3. Bookable Categories) provide the traffic to your Branded Content.

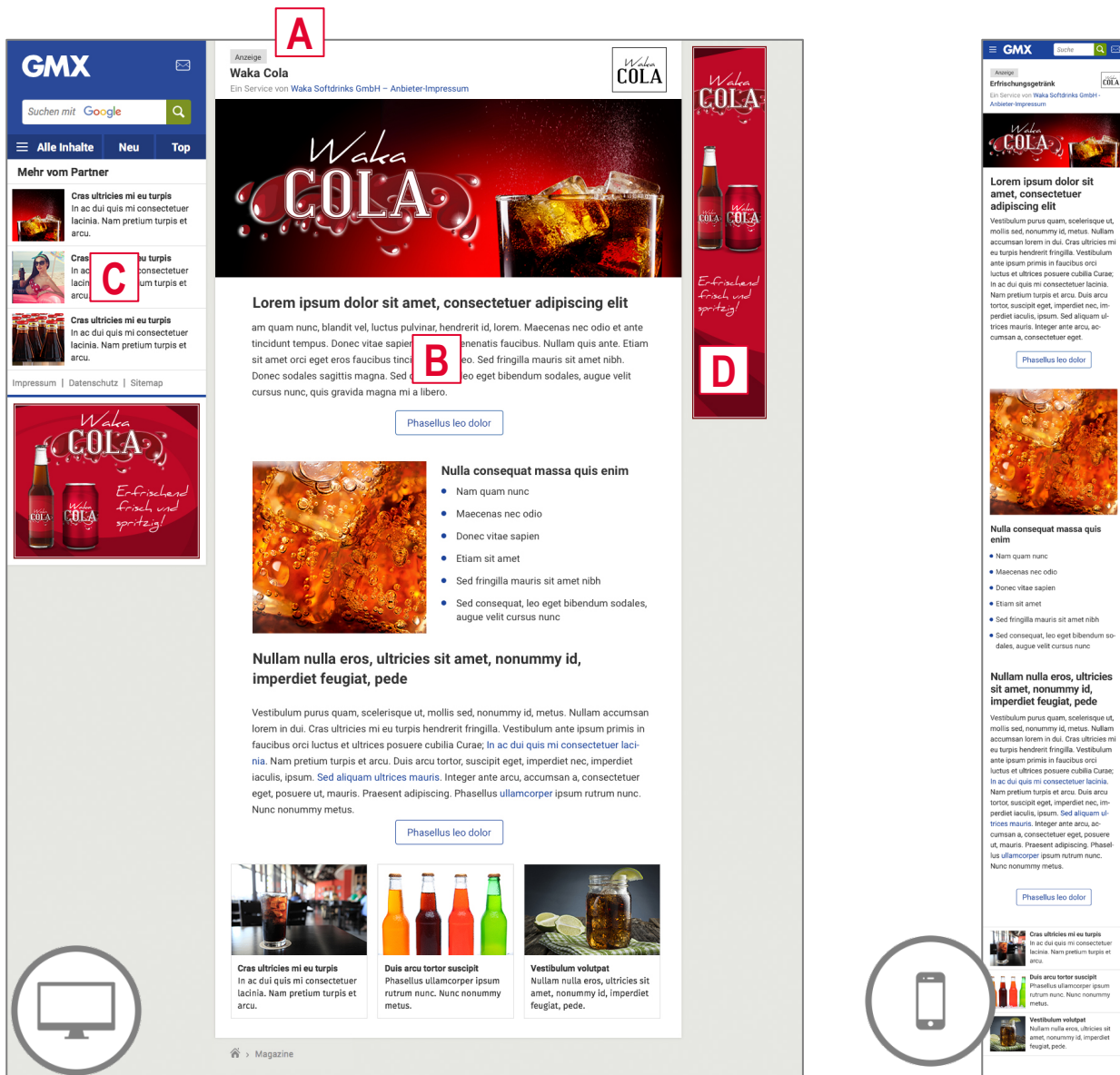
If you have any questions, please contact:

E-Mail: [ads@united-internet-media.de](mailto:ads@united-internet-media.de)

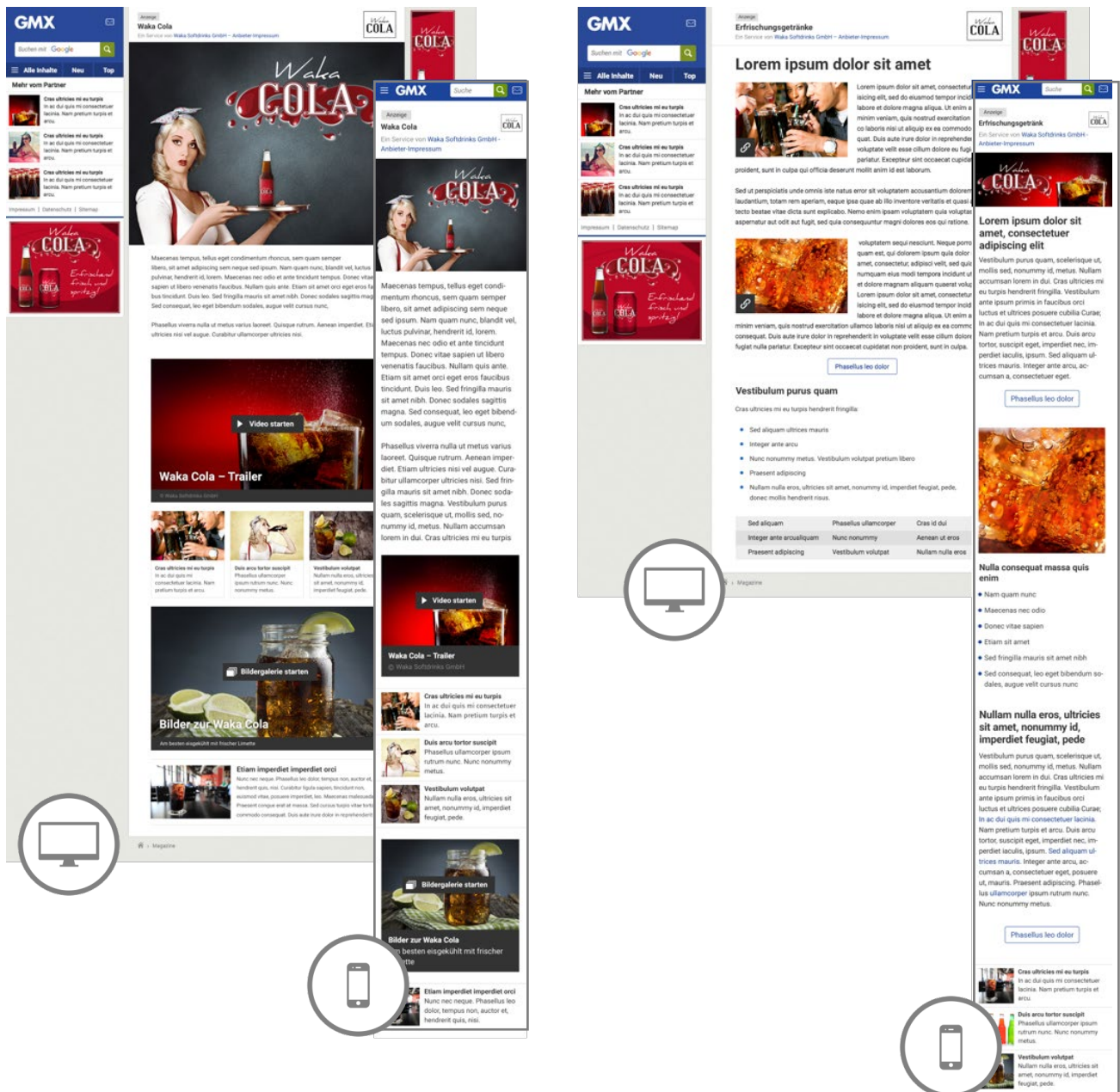
Last update: 12.02.2019

## 2. Structure and Components

- A** Promotional Labelling
- B** Content
- C** Left Column
- D** Flanking Media



## Further Layout Examples



### 3. Bookable Categories

Your Branded Content can be integrated into one of the following categories. Please select a category and state your selection when delivering the materials.

Categories	
Economy	Job & Salary
Knowledge	Travel
Lifestyle	Panorama
Digital	TV & Streaming
Football	Celebrities
Health	

### 4. Components

The following list shows which elements are mandatory for each Branded Content and which ones are optional.

Component	mandatory	optional
<b>A Promotional labelling</b>		
Title	X	
Supplier-mentioning	X	
Supplier-legal notice	X	
Logo	X	
<b>B Content</b>		
Headline		X
Teaser Image		X
Slideshow		X
Content Image		X
Buttons		X
Enumerations		X
Tables		X
Video		X
Image-Text-Teaser		X
<b>C Left column</b>		
Bild-Text-Teaser	X	
Image-Text-Teaser		X
<b>D Flanking media</b>		
Skyscraper		X
<b>Promotion Package</b>		
Native Teaser	X	
Mobile Banner 6:1/4:1		X

#### 4.1. "A" Promotional Labelling

- **Title**

Max. 20 characters. Otherwise it could lead to the title not being fully displayed within a small browser view area, for example on a smartphone. The title should be neutral in its wording and not brand-related.

No special characters, no exclamation marks



- **Supplier Name**

Max. 20 characters. Otherwise it could lead to the title not being fully displayed within a small browser view area, for example on a smartphone.

Please enter the URL to your homepage

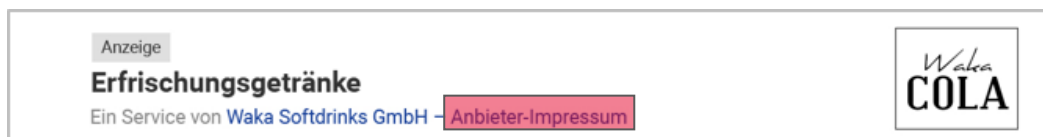
No special characters, no exclamation marks



- **Supplier Imprint**

Please enter the URL to your legal notice, no description text needed.

No special characters, no exclamation marks



- **Logo**

240 x 96 pixels. Fixed height, including margin distance.

Logos with a coloured background use that distance of your brand. Logos with a white background use at least the following margin distance: 12 pixels down and up as well as 24 pixels to the right.

No special characters, no exclamation marks. Important: the logo linking refers to your homepage.





#### 4.2. „B“ Content

- **Headline**

Unlimited number of characters

No special characters, no exclamation marks.

**Lorem ipsum dolor sit amet**



**E** nim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum

- **Teaser Image**

Width minimum 1259 pixels, height variable. We recommend an aspect ratio of 16:9 for an optimal view.

No description text

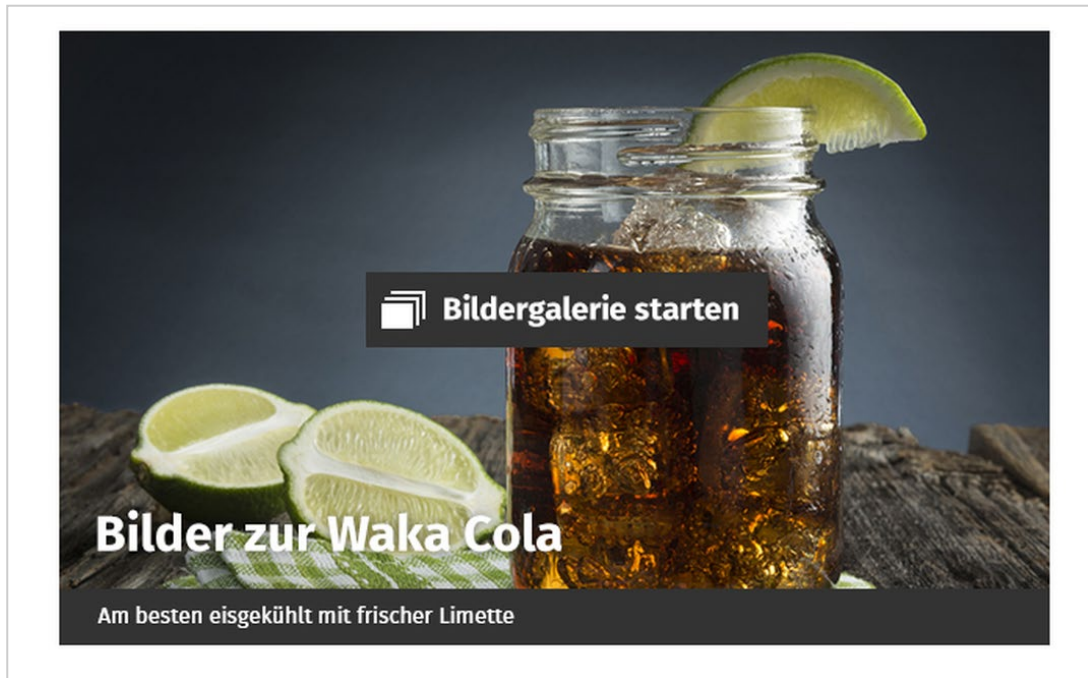


- **Slideshow**

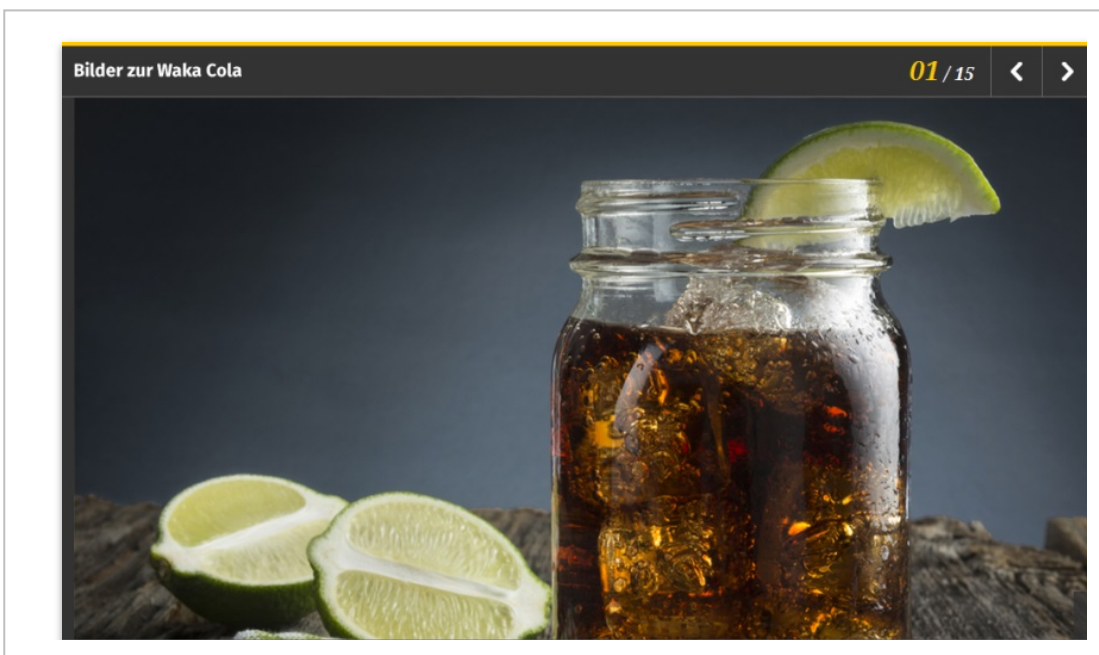
Minimum 1289 x 854 pixels, in order to display your images in the highest quality possible.

Image description: max 150 characters

No external links within the slideshow.



After clicking on the first image, a so-called lightbox opens, meaning the slideshow opens up across the entire screen width.





- **Content Images**

Minimum 468 x 312 pixels, in order to display your images in the highest quality possible.

Landscape, portrait and square images can be integrated. No description text, however external linking is possible. Within Branded Content, the images can be arranged as follows:

- a) **small and left aligned**



Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec

odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna.

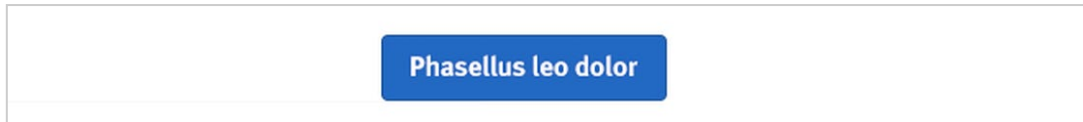
- b) **across the entire running text width**

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi.



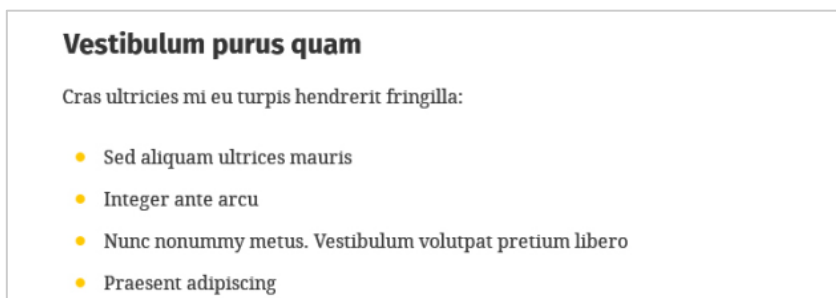
### Buttons

Unlimited number of characters. Starting from 25 characters, the button is displayed double spaced on smartphones and tablets. The buttons have the colour of the respective portals, therefore GMX-blue or WEB.DE-yellow.



### Enumerations

Unlimited number of characters. The bullet points are displayed in the colours of the respected portal, therefore GMX-blue or WEB.DE-yellow.



### Tables

Tables may not be fully mapped on smartphones and tablets. In that case, the table will be displayed with a scroll bar. Through manual scrolling, all areas of the table can be seen.

Sed aliquam	Phasellus ullamcorper	Cras id dui
Integer ante arcualiquam	Nunc nonummy	Aenean ut eros
Praesent adipiscing	Vestibulum volutpat	Nullam nulla eros

### Video

Please note the video specifications of United Internet Media. More information can be found here:

<https://www.united-internet-media.de/en/downloadcenter/specifications/>



- **Image-Text-Teaser**

Headline max 30 characters, including space.

Teaser text max. 50 characters, including space.

Image min. 468 x 312 pixels, landscape format, aspect ratio 3:2.



All teaser must be accompanied by a link to which the teaser should refer.

Teaser can be placed as follows:

**a) Three Teaser side by side, across the entire running text width.**

		
<p><b>Cras ultricies mi eu turpis</b> In ac dui quis mi consectetuer lacinia. Nam pretium turpis et arcu.</p>	<p><b>Duis arcu tortor suscipit</b> Phasellus ullamcorper ipsum rutrum nunc. Nunc nonummy metus.</p>	<p><b>Vestibulum volutpat</b> Nullam nulla eros, ultricies sit amet, nonummy id, imperdiet feugiat, pede.</p>

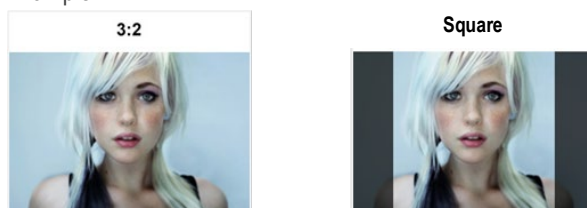
**b) One or more teaser among themselves, across the entire running text width.**

	<p><b>Etiam imperdiet imperdiet orci</b> Nunc nec neque. Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, eismod vitae, posuere imperdiet, leo. Maecenas malesuada. Praesent congue erat at massa. Sed cursus turpis vitae tortor.</p>
	<p><b>Etiam imperdiet imperdiet orci</b> Nunc nec neque. Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, eismod vitae, posuere imperdiet, leo. Maecenas malesuada. Praesent congue erat at massa. Sed cursus turpis vitae tortor.</p>

**Notice regarding teaser presentation**

Within a small browsing area (for example smartphone and tablet), the image format is being changed from 3:2 to 1:1 (square) of the image-text-teaser. Meaning, the image is cropped left and right. Please make sure to place important content in the middle.

Example:



- **Facebook Module**

Please provide us with the link to the desired Facebook post.



- **Twitter Module**

Please provide us with the link to the desired Tweet.





### 4.3. „C“ Left Column

(This content is not displayed in the mobile view)

- **Image-Text-Teaser**

Headline max 30 characters, including space.

Teaser text max. 50 characters, including space.

Image min. 468 x 312 pixels, landscape format, aspect ratio 3:2, no description text.

For each teaser, an external target link must be supplied.



- **Medium Rectangle**

300 x 250 Pixel | 40 KB | Image, HTML

Please supply the target URL.



- **Price Teaser**

Currency symbol before the price

Price mark digits after the comma: two digits "00" is displayed with "-"

Price mark digits before the comma: maximum four digits. "1000" is displayed with "1.000"

Currency symbol: EUR and CHF

Additional text max. 14 characters including space Image-Text-Teaser





#### 4.4. „D“ Flanking Media

(This content is not displayed in the mobile view)

- **Skyscraper**

120 x 600 Pixel | 40 KB | Image, HTML

Please supply the target URL.



## 5. Promotion Package

Every Branded Content implementation includes an extensive promotion package including various teasers, which guide users directly to your integration. Image-Text-Teaser are played on different placements on the booked portal (for example homepage, topic columns and logout area).

### 5.1. Native Teaser

Headline: max. 25 characters, single-row (including blanks)

Teaser text: max. 45 characters, double-spaced (including blanks)

No special characters, no exclamation marks.

Image: 300 x 250 pixels

Optional partner name: max. 25 characters, single-row (including blanks)

#### Native Teaser Logout and Homepage



Image 300 x 250 pixels is displayed full screen.

Please note in your creation, that United Internet Media will place a semi-transparent overlay with your text input over the image. This takes about 300 x 100 pixels in the lower image area. In order to clarify to the user, that this is advertising and not editorial content, a display bar will appear on the teasers right side.

Optionally, you can give us your partner name, which should be displayed above the headline.

#### Native Teaser Magazines and Mobile

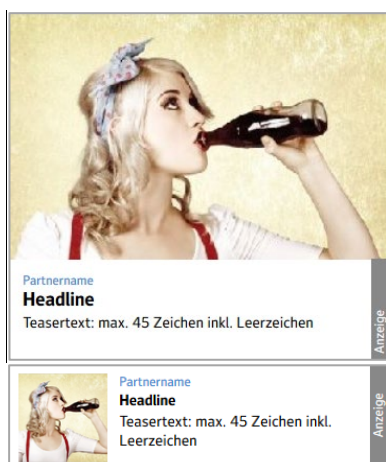


Image 300 x 250 pixels will be shown in landscape format with an aspect ratio 3:2.

In the left column of the magazines and in the mobile view, the image format of the Native Teaser will be cut from 3:2 to 1:1. The image will be cut 25 pixels left and right.

In order to clarify to the user, that this is advertising and not editorial content, a promotion bar will be displayed on the right side of the teaser in the overlay.

Optionally, you can give us your partner name, which should be displayed above the headline.

## 5.2. Mobile Promotion Package

In addition to the standard native teaser package (see article 5.1.), you can choose between the following banners to lead traffic onto your mobile-branded content.

- Mobile Banner 6:1: 300 x 50 Pixel | 15 KB | Image



- Mobile Banner 4:1: 300 x 75 Pixel | 15 KB | Image



## 6. Checklist

Thought of everything? Use the following list to verify whether all materials and information for creating your Branded Content are complete.

Checklist	available
<b>I. Components Branded Content</b>	
A: Promotional Labelling	
Title	<input type="checkbox"/>
Supplier Name	<input type="checkbox"/>
Supplier Imprint	<input type="checkbox"/>
Logo	<input type="checkbox"/>
B: Content Elements (by choice)	<input type="checkbox"/>
C: Left Column	
Image-Text-Teaser	<input type="checkbox"/>
Medium Rectangle*	<input type="checkbox"/>
D: Flanking Media	
Skyscraper*	<input type="checkbox"/>
<b>II. Promotion Package</b>	
Native Teaser	<input type="checkbox"/>
Mobile Banner (4:1 oder 6:1)**	<input type="checkbox"/>
<b>III. Other information</b>	
Category	<input type="checkbox"/>
Simple layout of Branded Content	<input type="checkbox"/>

\* these elements are optional

\*\* provided a mobile promotion package is booked

# Any questions?

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