



DIGITAL FLYERS

Precise and successful online brochure advertising on WEB.DE and GMX



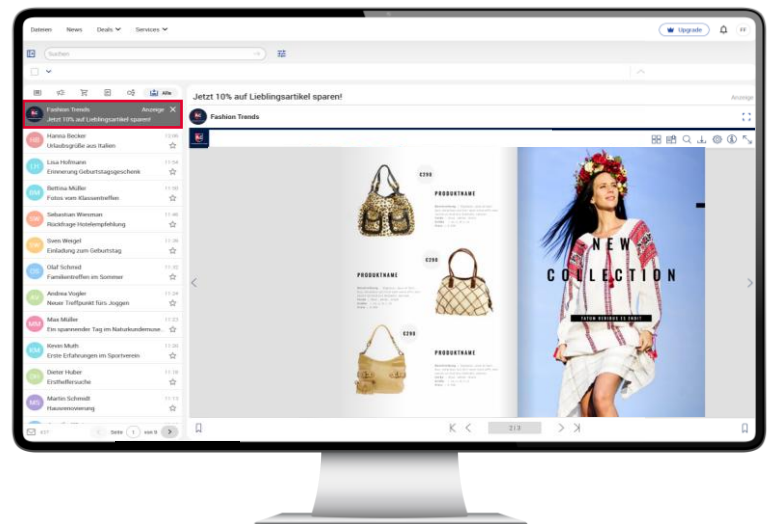
GMX

ENVIRONMENTALLY FRIENDLY & EFFICIENT

Digital Flyers are a variation of the Inbox Ad with integration of a brochure in the inboxes of WEB.DE and GMX.

By clicking on the subject line, users open the digital catalog. A further click on the products shown takes users to the online store.

Digital Flyers enable cost-efficient and sustainable product advertising without the need for printing and mailing. The flyers are scrollable and can be saved as PDF files. The Digital Flyers (Inbox Ad) booked via insertion order (IO) are displayed on big screen.



SPECIFICATIONS

- Complete, extensively linked PDF* (max. 50 MB, min. 4 pages)
- (Excel) overview of the links used in the PDF
- Company color as hexadecimal code
- Logo in the format 300 x 300 px (PNG or SVG)
- Logo in the format 160 x 160 px (PNG)
- Sender (e.g. brand name)
- Subject line (max. 30 characters)
- Optional: 1 tracking pixel*
- Please provide the material 5 working days before the start of the campaign

*Please note the [TCF notice](#)



Specifications



Targeting

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