

SPECIFICATIONS

LEAD-SWEEPSTAKE

MULTI-SPONSOR

Generate high-quality newsletter addresses for your brand and acquire new customers.

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1. Fact Sheet

With the WEB.DE / GMX sweepstake, you can easily increase your newsletter customer base and acquire new customers through high-quality leads with a legally verifiable advertising opt-in.

Our services at a glance:

- Generation of high-quality leads, e.g. through a maximum of six sponsors per sweepstake
- High newsletter affinity and sustainability of addresses
- Fast data build-up: Generation of up to 200,000 DOI leads per sweepstake (four times per year)
- You only pay for new DOI addresses
- The complete processing is managed via United Internet Media.

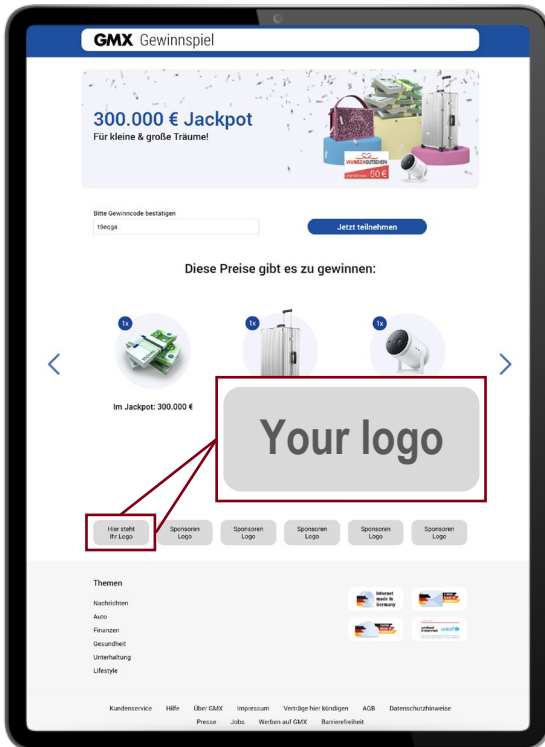
If you have any questions, please contact:

E-Mail: anfrage_lgs-extern@uim.de

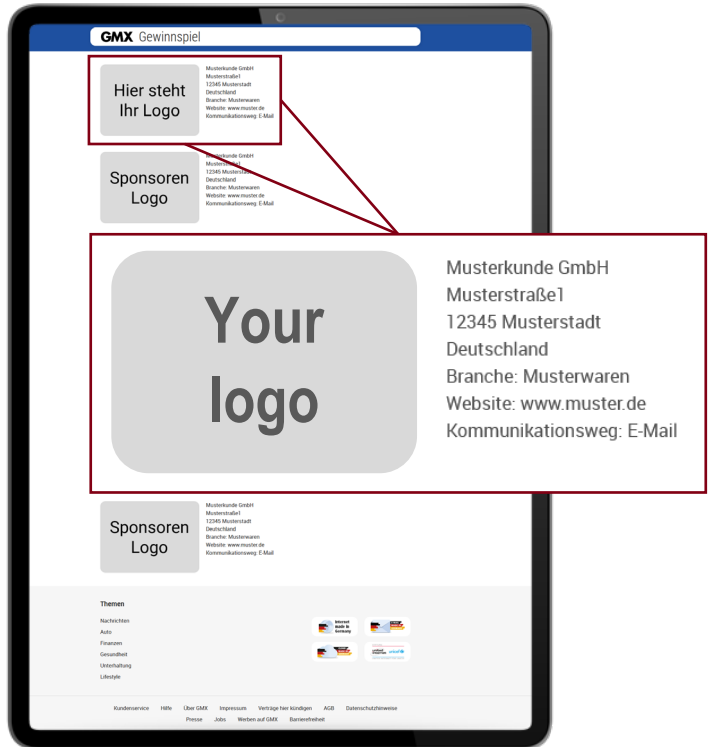
Status: April 2026

2. Delivery Details

Illustration of the sponsors integration on the sweepstake and sponsor website



Sweepstake Website



Sponsor Website

Logo specifications:

The following **two dimensions** of your logo are required: **140x64 px** and **300x220 px**

- Format: .png (preferred)
- Weight: max. 15 KB

Important: Please deliver as a cut-out graphic – without colored background, unless this is part of the CI of the logo

Imprint specifications:

- Company address (max. 50 characters each): Name, street and house number, zip code and city, country
- Industry (max. 110 characters)
- Homepage URL
- E-mail address for revocation of advertising consent
- Optional: Data protection information (URL required)
- Optional: Sample newsletter (URL required)

Do you have further questions?

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If you have questions our team will be glad to assist you:

Lead Products & Cooperations

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