

SPECIFICATIONS

INBOX AD IMAGE CLICKOUT



Table of Contents

1. Fact Sheet	2
2. Campaign Process Guide	3
3. Data Sheet	4
4. Advertising Material Requirements	5
5. Ad Serving / Tracking	5
6. Presentation of Campaign Elements	6
7. Other Information	8
8. Environmental Sustainability of Online Advertising	8

1. Fact Sheet

The Inbox Ad Image Clickout is a variant of the Inbox Ad that integrates images below the subject line in the inboxes of WEB.DE and GMX.

The images make the ad more prominent and create an emotional impact from the very first glance. Multi-screen delivery of the Inbox Ad Image Clickout, booked via Insertion Order (IO), is possible.

Give yourself the creative freedom you need to achieve your marketing goals with the perfect combination of branding and performance formats.

If you have any questions, please contact:

emailmarketing@uim.de

As of April 2026

2. Campaign Process Guide

2.1 Upon acceptance of our offer, you will receive an order confirmation with the key details of the booked campaign.

The use of multiple subject lines as part of split tests must be taken into account when preparing the quote. Please contact us in a timely manner so that we can prepare a customized quote for you and schedule the split or test scenarios in advance. Unfortunately, the implementation of split or test scenarios on short notice is not possible.

2.2 In the next step, we will need the advertising materials you wish to use for the campaign. Please send the **complete advertising materials as a ZIP file** to emailmarketing@uim.de by the deadlines listed below at the latest. When sending the materials, please include the client name and campaign name in the subject line of your email.

Advertising materials that are delivered late or do not meet our specifications will delay the start of the campaign and may be returned for revision.

The final advertising materials must be received by us **3 business days before the start of delivery**.


For campaigns with special requirements (e.g., CRM targeting, A/B testing), all input must be delivered 10 business days before the campaign starts.

2.3 If adjustments to the advertising materials are necessary, we will contact you with the change requests and ask you to implement the changes to ensure the campaign starts on time.

2.4 As soon as we have all the necessary elements, we will begin setting up the campaign. Before delivery, you will receive preview links and/or access to our GMX and WEB.DE mailboxes, where you can review and approve the campaign before it goes live.

2.5 Before we begin delivering the campaign, we require written approval from you confirming that we may deliver the campaign as displayed in the mailbox.

3. Data Sheet

Screen	Ad Format	Element	Dimensions	Max. file size	File format
	Inbox Ad Image Clickout	Avatar logo	160 x 160 px ⁽¹⁾	15 KB	JPG, PNG
		Sender	max. 20 characters ⁽²⁾		Text
		Subject line	max. 30 characters ⁽²⁾		Text
		Pre-header	max. 50 characters ^{(2) (5)}		Text
		Link / Tracking ⁽³⁾			Text
		Image	One of the listed formats ⁽⁴⁾	250 KB	JPG, PNG

⁽¹⁾ For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.

⁽²⁾ Including spaces

⁽³⁾ One link or tracking can be provided per campaign and target group. Separate tracking for desktop and app is possible for multi-screen bookings. The GMX and WEB.DE portals are not tracked separately. Optionally, the campaign elements can be linked differently; see 4.2. Please note the TCF guidelines; see 5.

⁽⁴⁾ The image file(s) should be delivered in one of the following formats: 17:5 (816 x 240 px) / 2 x 1.66:1 (399 x 240 px each) / 1.91:1 (816 x 427 px) / 16:9 (816 x 459 px) / 1:1 (240 x 240 px)

⁽⁵⁾ No pre-header is required for branding formats; see 6.2.

4. Advertising Material Requirements

4.1. Logo, sender name, subject line

- The **logo** should be provided in 160 x 160 px and in JPG / PNG format. For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.
- The **sender name** is usually the brand being advertised in the promotional material.
- We recommend a **subject line** of max. 30 characters. In principle, a subject line of max. 50 characters is permitted.
- The **pre-header** should contain a maximum of 50 characters.
- Personalization in the ad is not possible.

4.2. Link

Link to the desired landing page – please note the TCF guidelines, see 5.

- Optional: Up to 3 separate link URLs are possible (see illustration under 6.)
 - Inbox Ad Image Clickout with one image: Link No. 1 Subject / Pre-Header, Link No. 2 Image
 - Inbox Ad Image Clickout with two images: Link No. 1 Subject / Pre-Header, Link No. 2 Image 1, Link No. 3 Image 2

4.3. Image

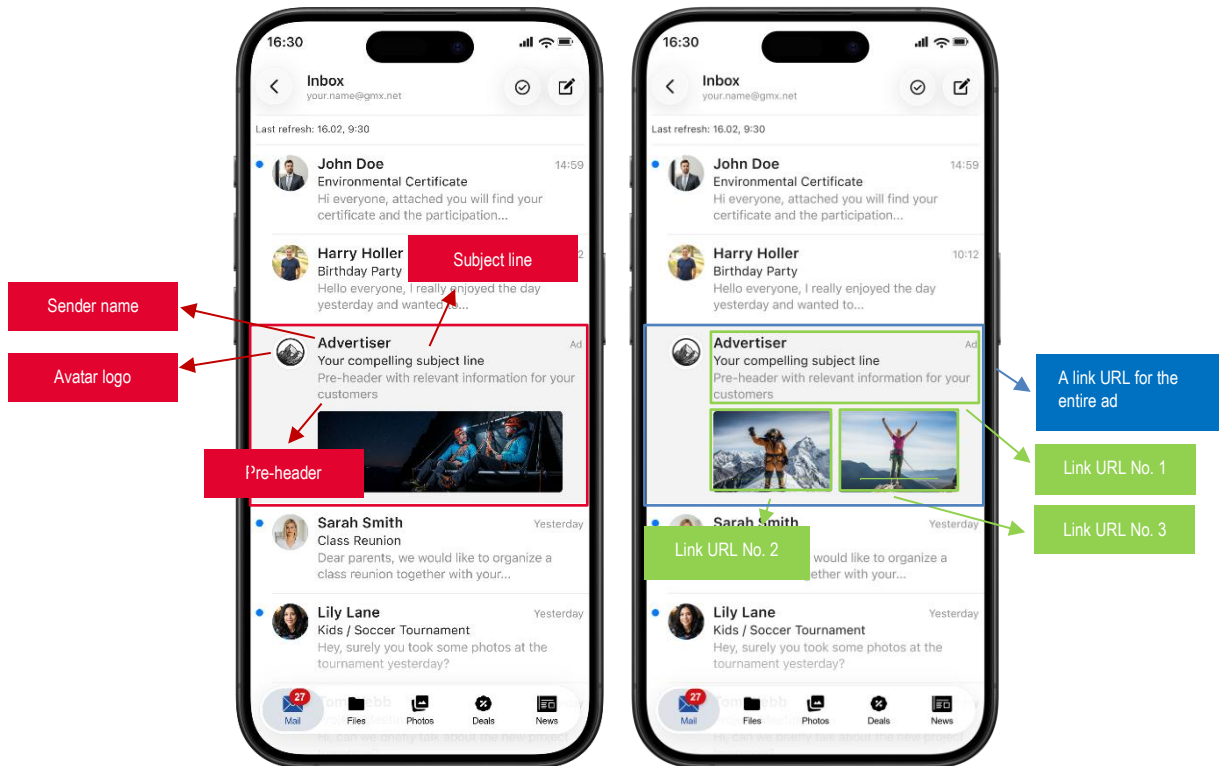
- An **image file** without rounded corners should be provided as a JPG or PNG (maximum file size: 250 KB).
- One of the following formats can be selected for the image file.
 - **17:5** (816 x 240 px)
 - **2 x 1.66:1** (399 x 240 px each)
 - **1.91:1** (816 x 427 px)
 - **16:9** (816 x 459 px)
 - **1:1** (240 x 240 px)

5. Ad Serving / Tracking

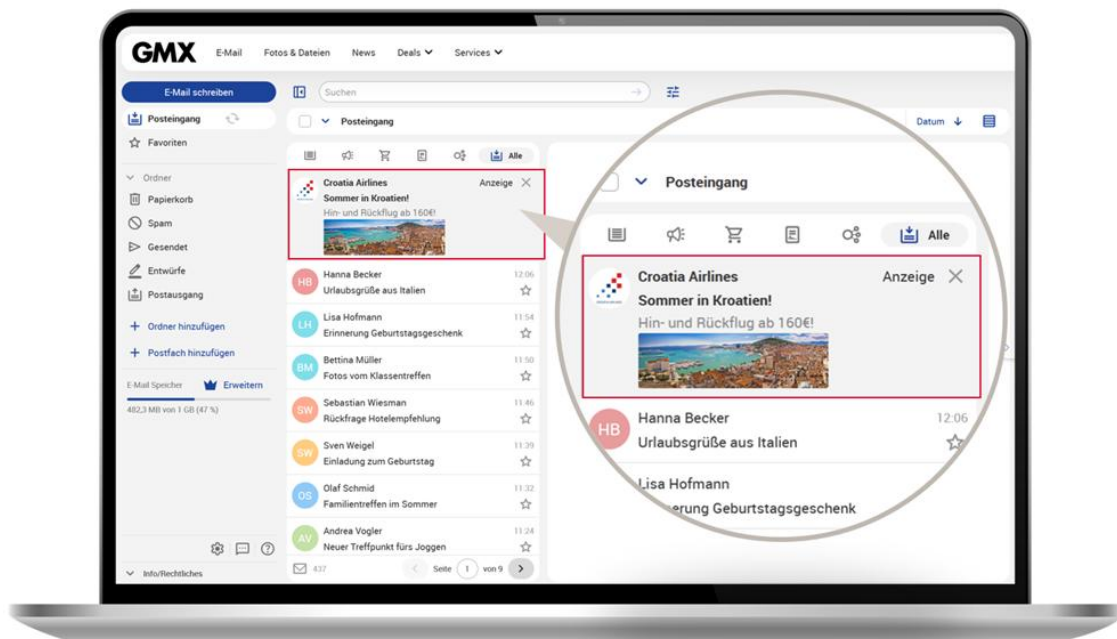
- External click tags and tracking pixels can be provided.
- All technical service providers (vendors) used to deliver the advertising material must be registered in the IAB Transparency and Consent Framework (TCF) and be able to respond to its signals. Please refer to the “TCF Notice” (<https://www.united-internet-media.de/de/downloadcenter/spezifikationen/>) in this regard.
- The ad impression for the Inbox Ad Image Clickout is the display of the subject line in a user’s inbox. Ad impressions can be measured by the client using a tracking pixel. This must be provided separately.
- The GMX and WEB.DE portals are not tracked separately.

6. Presentation of Campaign Elements

App

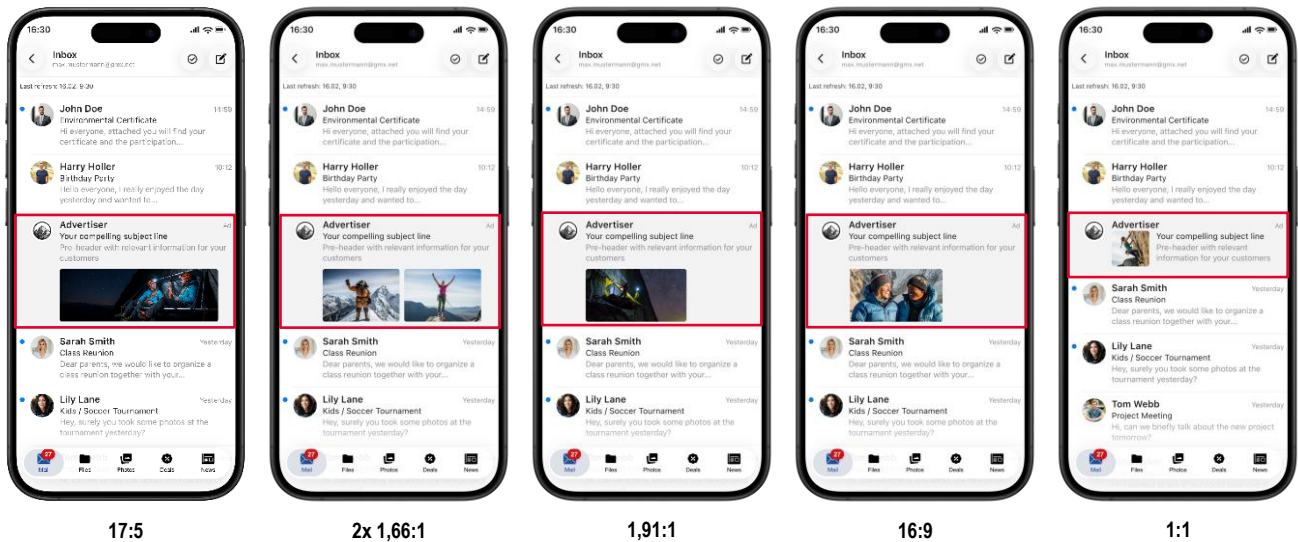


Desktop



6.1. Overview: Greater flexibility through different image formats

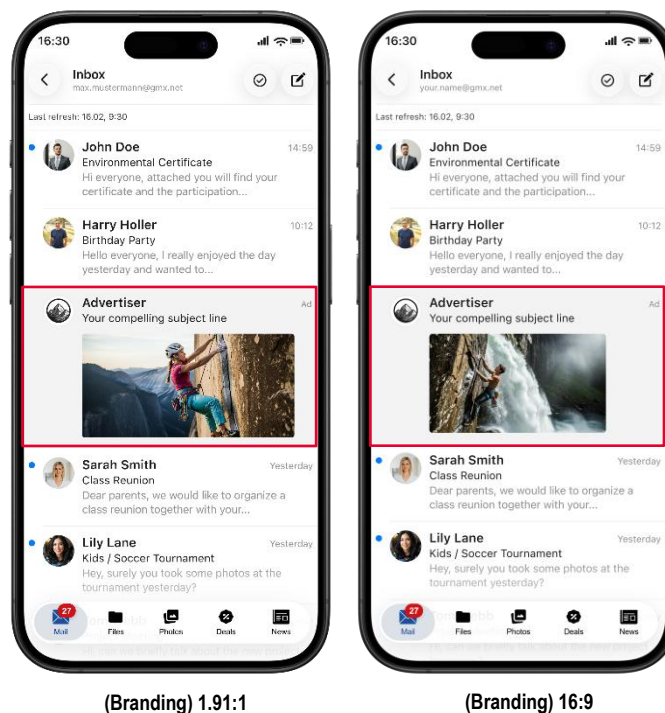
The Inbox Ad Image Clickout supports various image formats for maximum creative freedom when designing your marketing images in the apps and on desktop.



6.2. Overview: Your brand as an eye-catcher in the inbox

The Inbox Ad Image Clickout also offers attention-grabbing branding formats in the WEB.DE and GMX apps that are specifically tailored to the requirements of branding campaigns.

Thanks to the larger display of visuals in the apps, the focus is on high-quality imagery. The supported image formats are 1.91:1 and 16:9.



7. Other Information

- The General Terms and Conditions <https://www.united-internet-media.de/de/agb/> and the General Guidelines for Advertising Materials <https://www.united-internet-media.de/de/downloadcenter/allgemeine-richtlinien/> apply. A violation of the points listed above, as well as a violation of applicable law, will automatically result in the rejection of the advertising materials.
- United Internet Media reserves the right to approve each design on a case-by-case basis. Advertising materials that provoke excessive negative reactions or significantly impair the use of the sites may be rejected.
- All content must be reviewed in advance to ensure compliance with youth protection laws and regulations. United Internet Media reserves the right to limit access or airtime for the advertising material in accordance with the applicable age restrictions or to reject the design entirely.
- Delivery may be subject to technical, time-related, or operational fluctuations. However, the general aim is to distribute the booked volume evenly over the duration of the campaign.

8. Environmental Sustainability of Online Advertising

To reduce CO₂-emissions during the delivery of digital advertising, we as publishers pursue various approaches as part of our sustainability strategy. This includes measures related to energy efficiency in server usage and optimizations of our advertising technology.

Advertisers also have the opportunity to directly influence the electricity consumption and thus the CO₂-emissions of their digital advertising campaigns. In our "Recommendations for More Sustainable Advertising Materials," we highlight various measures that can lead to emission savings during the creation of advertising materials.

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

Do you have any further questions?

United Internet Media GmbH

Karlsruhe

Brauerstraße 48

76135 Karlsruhe

Munich

Sapporobogen 6-8

80637 Munich

info@united-internet-media.de

www.united-internet-media.de

Our team is here to help:

Inbox Marketing

✉ Email: emailmarketing@uim.de