

SPECIFICATIONS

# INBOX AD TEMPLATE



## 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 .....	6
6. Other Information .....	7
7. Environmental Sustainability of Online Advertising .....	7

## 1. Fact Sheet

The Inbox Ad Template integrates seamlessly into the inboxes of GMX and WEB.DE users as a native advertising format. Thanks to multi-screen optimization, you can also use this specialized dialog marketing format on mobile devices to boost your brand awareness and acquire new customers. Visual highlighting ensures the Inbox Ad Template stands out even more. Create 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](mailto: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 HTML templates and 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 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](mailto: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 comply with our specifications will delay the start of the campaign and may be returned for revision.

The final advertising materials for **campaigns using HTML templates** must be received by us **3 business days before the start of delivery**.

Advertising materials for rich media campaigns with videos or animations must be delivered 5 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 start date.

**2.3** Should adjustments to the advertising materials be 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
		Template	Desktop width 620px Mobile width 360px	200 KB	HTML <sup>(1)</sup>
	Inbox Ad Template	Avatar logo	160 x 160 px <sup>(2)</sup>	15 KB	JPG, PNG
		Sender	max. 20 characters <sup>(3)</sup>		Text
		Subject line	max. 30 characters <sup>(3)</sup>		Text
		Pre-header (App only)	max. 50 characters <sup>(3)</sup>		Text

<sup>(1)</sup> Animated GIF files are available upon request.

<sup>(2)</sup> For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.

<sup>(3)</sup> Including spaces

## 4. Advertising Material Requirements

### 4.1. Logo, sender, 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 general, a subject line of max. 50 characters is permitted.
- For small-screen campaigns, a **pre-header** can be used (max. 50 characters).
- Personalization is not possible in either the subject line or the template.

### 4.2. HTML template

- The maximum static width for the Inbox Ad Desktop is 620 px; for mobile, 360 px; the height is variable (recommendation: max. 1600 px for desktop, max. 600 px for mobile).
- The template must be centered.
- The use of external stylesheets (CSS) for responsive creative assets is permitted. CSS files are hosted by United Internet Media.
- File format for the template: HTML (the inclusion of AdTags or similar is not possible; the ad must be delivered as plain HTML).
- File format for image elements: JPG, PNG, GIF
- Hosting: To ensure smooth display of the ad assets, the images and graphics of the template must be delivered together with the physical HTML so that the images can be hosted on United Internet Media's servers. The **images** should be delivered with **relative image paths** and the HTML in a **ZIP file**.
- The background color of the template should be white (hexadecimal color code #ffffff)
- The file size of the HTML, including images, is max. 200 KB.

Permitted elements	Prohibited elements
<ul style="list-style-type: none"><li>▪ Valid source code starting with HTML 4.0</li><li>▪ Templates with a maximum width of 620 px for the Inbox Ad Desktop; 360 px for Mobile</li><li>▪ Maximum template size: 200 KB</li></ul>	<ul style="list-style-type: none"><li>▪ Dynamic content (via PHP or JavaScript)</li><li>▪ Externally referenced Flash and Shockwave elements or scripting languages</li><li>▪ (Hidden) forms whose data is collected externally</li><li>▪ External font calls (e.g., Google Fonts)</li><li>▪ Use of short URL services ("URL shorteners")</li></ul>

#### 4.3. Mobile campaigns (small screen)

- Mobile templates require the following meta tag:  
`<meta name="viewport" content="width=device-width, initial-scale=1.0" />`
- The maximum width is 360 px; the height is variable; however, we recommend a maximum height of 600 px.
- Umlauts and other special characters (such as “€”, “ß”, etc.) must be HTML-encoded (e.g., &ouml; instead of ö) (UTF-8 encoding does not work on all mobile devices).
- Please include inline styles in the HTML tags (e.g., `<td style="...">` or `<font style="...">`).
- A shorter subject line (under 30 characters) and large clickable areas, especially in the upper part of the template, are recommended.

#### 4.4. Video integration

- Digital source material must be delivered in the best possible format. For optimal image quality, the raw file provided should have a resolution of at least 720 x 576 px up to 1920 x 1080 px.
- The following formats are accepted: OGG, MP4. The files must not be protected by DRM.
- In addition to the video file, a fallback graphic must be provided that has the same dimensions as the video.
- United Internet Media is responsible for the encoding.

### 5. Ad Serving / Tracking

- External tracking pixels and click tags can be integrated into the HTML template.
- The click tags should already be integrated into the provided HTML template.
- Please note: All links must include `target="_blank"`.
- Click tracking on the publisher's side must be enabled in the redirect.
- All technical service providers (vendors) used to display 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 of the Inbox Ad Template 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. An additional tracking pixel can be embedded in the HTML creative. This tracking pixel opens after the subject line is clicked and measures the openings.
- The GMX and WEB.DE portals are not tracked separately.

## 6. 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 material.
- 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 restrict access to or the airtime of the advertising material in accordance with the applicable age restrictions, or to reject the ad entirely.
- Delivery may be subject to technical, scheduling, or operational fluctuations. However, the general aim is to distribute the booked volume evenly over the duration of the campaign.

## 7. Environmental Sustainability of Online Advertising

To reduce CO<sub>2</sub>-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 CO<sub>2</sub>-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](mailto:info@united-internet-media.de)  
[www.united-internet-media.de](http://www.united-internet-media.de)

Our team is here to help:

### **Inbox Marketing**

✉ Email: [emailmarketing@uim.de](mailto:emailmarketing@uim.de)

