SPECIFICATIONS

MULTI SCREEN

BRANDED CONTENT

Table of Contents

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.

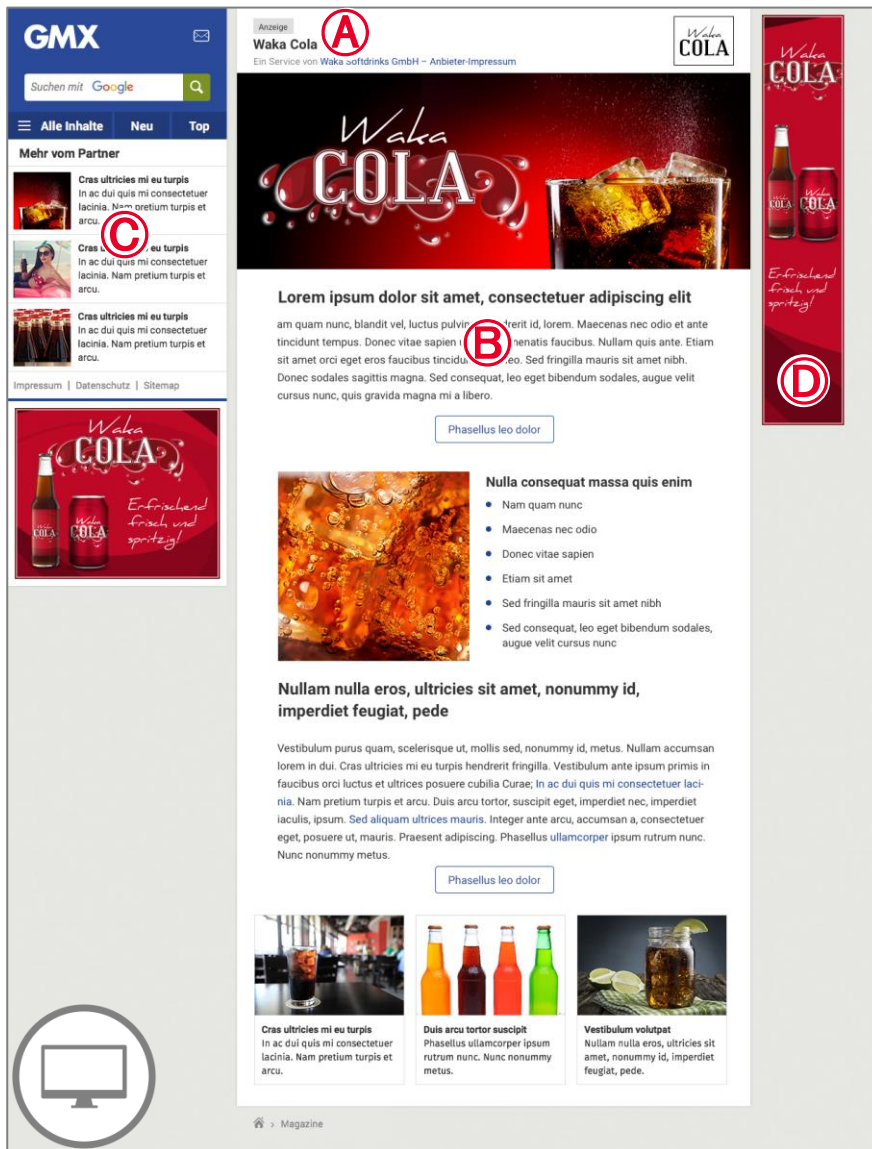The bookable promotion packages provide the traffic to your Branded Content.

If you have any questions, please contact:
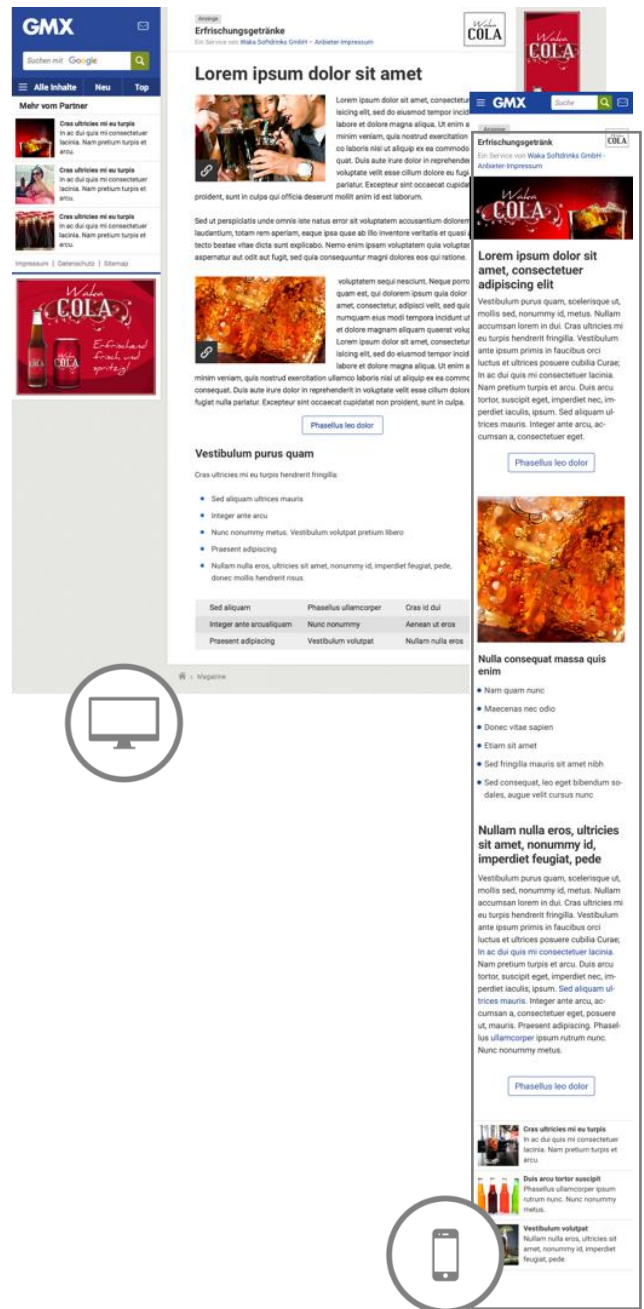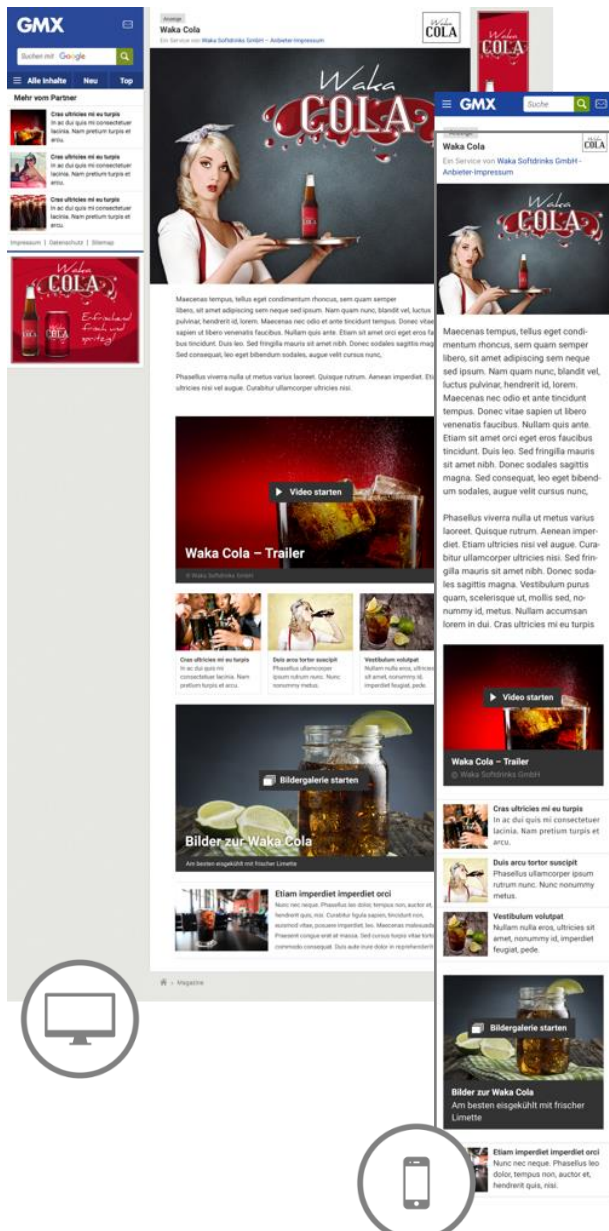E-Mail: ads@united-internet-media.de

Last update: January 2025

2. Structure and Components

Ⓐ Promotional Labelling   Ⓑ Content   Ⓒ Left Column   Ⓓ Flanking Media

Further Layout Examples

3. Components

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

Component	mandatory	optional
A Promotional labelling		
Ttle	X	
Provider naming	X	
Provider imprint	X	
Logo	X	
B Content		
Headline		X
Teaser Image		X
Slideshow		X
Content Image		X
Buttons		X
Enumerations		X
Tables		X
Video		X
Image-Text-Teaser		X
C Left column		
Image-Text-Teaser	X	
Medium Rectangle		X
D Flanking media		
Skyscaper		X
Promotion Package		
Native Teaser	X	
Mobile Banner 6:1/4:1		X

3.1. Ⓐ 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 supplier name not being fully displayed within a small browser view area, for example on a smartphone.
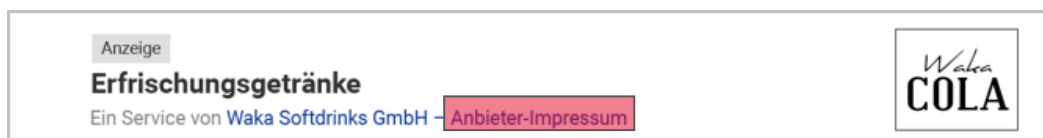 Please enter the URL to your homepage
  No special characters, no exclamation marks

- **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.

3.2. Ⓑ Content

- **Headline**
  Unlimited number of characters
  No special characters, no exclamation marks.

- **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.
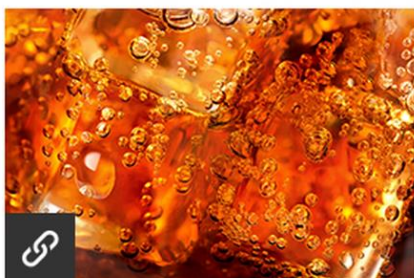

- **Content Images**
  Minimum 1289 x 854 pixels, in order to display your images in the highest quality possible.
  Landscape, portrait and square images can be integrated.
  No description text, however external linking is possible.

  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**

- **Buttons**
 Unlimited number of characters. Starting from 25 characters, the button is displayed in two lines on smartphones and tablets. The buttons have the colour of the respective portals, therefore GMX-blue or WEB.DE-yellow.
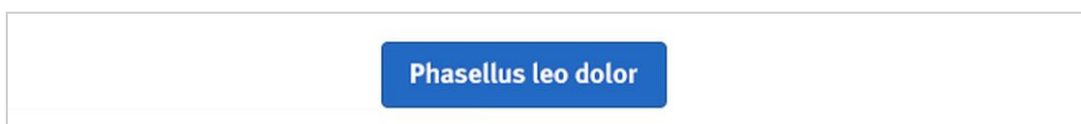
- **Enumerations**
  Unlimited number of characters. The bullet points are displayed in the colours of the respected portal, therefore GMX-blue or WEB.DE-yellow.
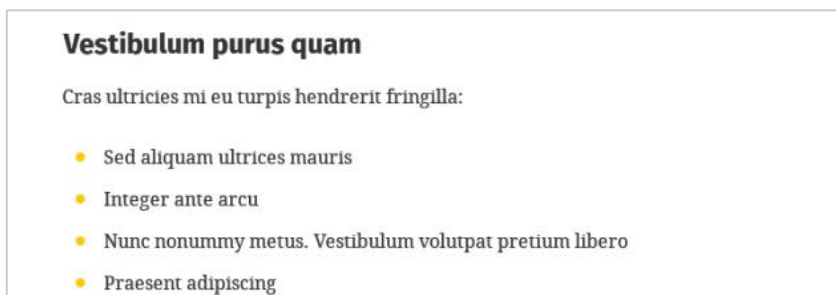
- **Tables**

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

Sed aliquam	Pha
Integer ante arcualiquam	Nun
Praesent adipiscing	Vest

- **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/

▶ Video starten

Waka Cola – Trailer

© Waka Softdrinks GmbH

- **Image-Text-Teaser**
  Headline max 30 characters, including space.
  Teaser text max. 50 characters, including space.
  Image min. 300 × 170 pixels, landscape format, aspect ratio 16:9.
  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.**

  Cras ultricies mi eu turpis
  In ac dui quis mi consectetuer lacinia. Nam pretium turpis et arcu.

  Duis arcu tortor suscipit
  Phasellus ullamcorper ipsum rutrum nunc. Nunc nonummy metus.

  Vestibulum volutpat
  Nullam nulla eros, ultricies sit amet, nonummy id, imperdiet feugiat, pede.

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

Etiam imperdiet imperdiet orci

Nunc nec neque. Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo. Maecenas malesuada. Praesent congue erat at massa. Sed cursus turpis vitae tortor.

Etiam imperdiet imperdiet orci

Nunc nec neque. Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo. Maecenas malesuada. Praesent congue erat at massa. Sed cursus turpis vitae tortor.

- **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.

3.3. © Left Column

- **Image-Text-Teaser**
  Headline max 30 characters, including space.
  Teaser text max. 50 characters, including space.
  Image min. 300 × 170 pixels, landscape format, aspect ratio 16:9, 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.

3.4. Ⓓ 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.

4. Promotion Package

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

4.1. Native Teaser

Image: min. 300 × 170 pixels, landscape format, aspect ratio 16:9
Headline: max. 25 characters, single-row (including blanks)
Teaser text: max. 45 characters, double-spaced (including blanks)
No special characters, no exclamation marks.
Optional partner name: max. 25 characters, single-row (including blanks)

(Display example Big Screen)

(Display example Small Screen)

For further information please refer to our specifications for Native Teaser (https://www.united-internet-media.de/en/downloadcenter/specifications/)

4.2. Mobile Promotion Package

In addition to the standard Native Teaser package (see article 4.1), you can choose between the following banners to lead traffic onto your mobile-branded content.

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

- Mobile Banner 4:1: 300 x 75 Pixel | 50 KB | Image

5. General United Internet Media Requirements

The General Terms and Conditions https://www.united-internet-media.de/en/general-terms-and-conditions/ and General Advertising Guidelines https://www.united-internet-media.de/en/downloadcenter/general-guidelines/ are applicable here.
Any violations of the points listed above or applicable law will automatically lead to the advertisement being declined.

6. Submission Details

6.1. The ad or redirects must be submitted at least **five working days** before the start of the campaign.
If the files are not sent on time, United Internet Media cannot guarantee that the campaign will start as scheduled, or that the ads will be integrated without any errors.

6.2. All ads must correspond to our defined specifications. Elements that do not comply with these specifications will not be used, and United Internet Media will not correct or install them.

6.3. All ads are subjected to an internal check.

7. Display Details

7.1. United Internet Media reserves the right to approve each individual motif. Advertisements that evoke extremely strong responses or impact the use of the site too dramatically may be rejected.

7.2. All ads have to be reviewed in advance to ensure that they comply with all guidelines and regulations governing the protection of minors. United Internet Media reserves the right to limit access/display time for the advertisement in line with any age restrictions, or reject the motif entirely.

7.3. An advertisement identification is displayed by United Internet Media.

8. Ad Serving / Tracking

8.1. External tracking pixels may be integrated to count clicks and impressions. These must be unattached from the corresponding destination URLs and also allow for clicks to be tracked by United Internet Media.

8.2. It is necessary to notify United Internet Media in advance and coordinate the intended use of view time/visibility measurements or other expanded tracking methods featuring scripts. United Internet Media reserves the right to reject this type of tracking.

8.3. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.

8.4. All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and must be able to respond to its signalling. Please note the "TCF 2.0 Notes"
(https://www.united-internet-media.de/en/downloadcenter/specifications/).

9. Technical Requirements

Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3rd party redirects/sources.

10. Environmental sustainability of online advertising

As a publisher, we pursue various approaches as part of our sustainability strategy in order to reduce CO2 emissions when delivering digital advertising. These include measures relating to energy efficiency in server use and optimizing our advertising technology.

Advertisers also have the opportunity to directly influence the electricity consumption and thus the CO2 emissions of their digital advertising campaign. In our "Recommendations for more sustainable advertising media", we highlight various measures that can lead to emission savings when creating advertising media. https://www.united-internet-media.de/en/downloadcenter/sustainability/

11. Checklist

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

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

* these elements are optional
** provided a mobile promotion package is booked

Any questions?

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If you have any questions, please contact our team:

Media Campaign Management

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