

SPECIFICATIONS

MULTI SCREEN

BRANDED CONTENT



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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 (3. Bookable Categories) provide the traffic to your Branded Content.

If you have any questions, please contact:

E-Mail: ads@united-internet-media.de

Last update: 12.05.2023

2. Structure and Components

- A** Promotional Labelling
- B** Content
- C** Left Column
- D** Flanking Media

GMX

Suchen mit Google

Alle Inhalte Neu Top


Mehr vom Partner

C Cras ultricies mi eu turpis
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lacinia. Nam pretium turpis et
arcu.

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Impressum | Datenschutz | Sitemap



A


Waka Cola
Ein Service von Waka Softdrinks GmbH – Anbieter-Impressum



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Phasellus leo dolor




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- Maecenas nec odio
- Donec vitae sapien
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- Sed fringilla mauris sit amet nibh
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Phasellus leo dolor



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amet, nonummy id, imperdiet
feugiat, pede.

GMX


Erfrischunggetränk
Ein Service von Waka Softdrinks GmbH – Anbieter-Impressum



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Phasellus leo dolor




Nulla consequat massa quis enim

- Nam quam nunc
- Maecenas nec odio
- Donec vitae sapien
- Etiam sit amet
- Sed fringilla mauris sit amet nibh
- Sed consequat, leo eget bibendum sodales, augue velit cursus nunc


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

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Phasellus leo dolor




Cras ultricies mi eu turpis
In ac du quis mi consectetur
lacinia. Nam pretium turpis et
arcu.




Duis arcu tortor suscipit
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metus.

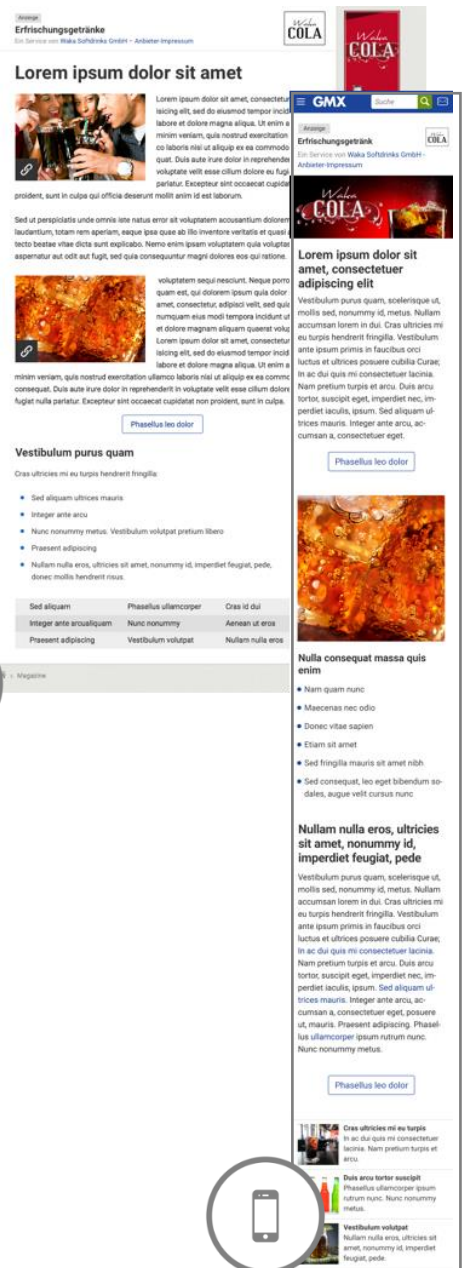
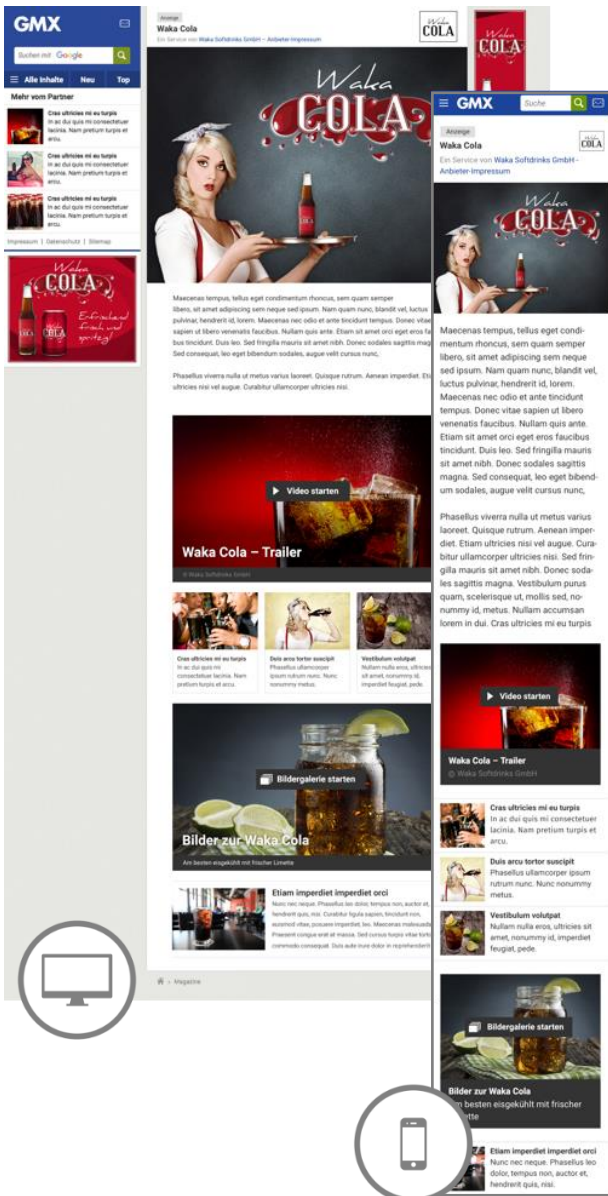


Vestibulum volutpat
Nullam nulla eros, ultricies sit
amet, nonummy id, imperdiet
feugiat, pede.





Further Layout Examples



3. Bookable Categories

Your Branded Content can be integrated into one of the following categories. Please select a category and state your selection when delivering the materials.

Categories	
Economy	Job & Salary
Knowledge	Travel
Lifestyle	Panorama
Digital	TV & Streaming
Football	Celebrities
Health	

4. Components

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

Component	mandatory	optional
A Promotional labelling		
Title	X	
Supplier-mentioning	X	
Supplier-legal notice	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		
Bild-Text-Teaser	X	
Image-Text-Teaser		X
D Flanking media		
Skyscaper		X
Promotion Package		
Native Teaser	X	
Mobile Banner 6:1/4:1		X

4.1. "A" 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 title not being fully displayed within a small browser view area, for example on a smartphone.

Please enter the URL to your homepage

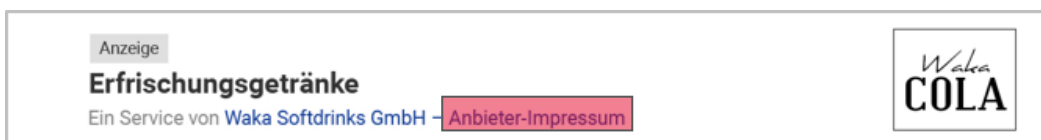
No special characters, no exclamation marks



- **Supplier Imprint**

Please enter the URL to your legal notice, no description text needed.

No special characters, no exclamation marks

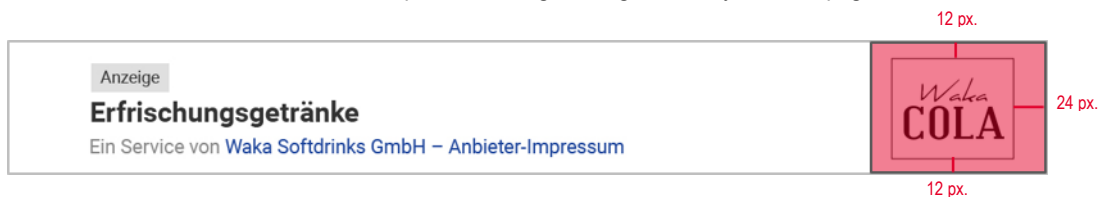


- **Logo**

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.



4.2. „B“ Content

- **Headline**

Unlimited number of characters

No special characters, no exclamation marks.

Lorem ipsum dolor sit amet



E nim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum

- **Teaser Image**

Width minimum 1259 pixels, height variable. We recommend an aspect ratio of 16:9 for an optimal view.

No description text

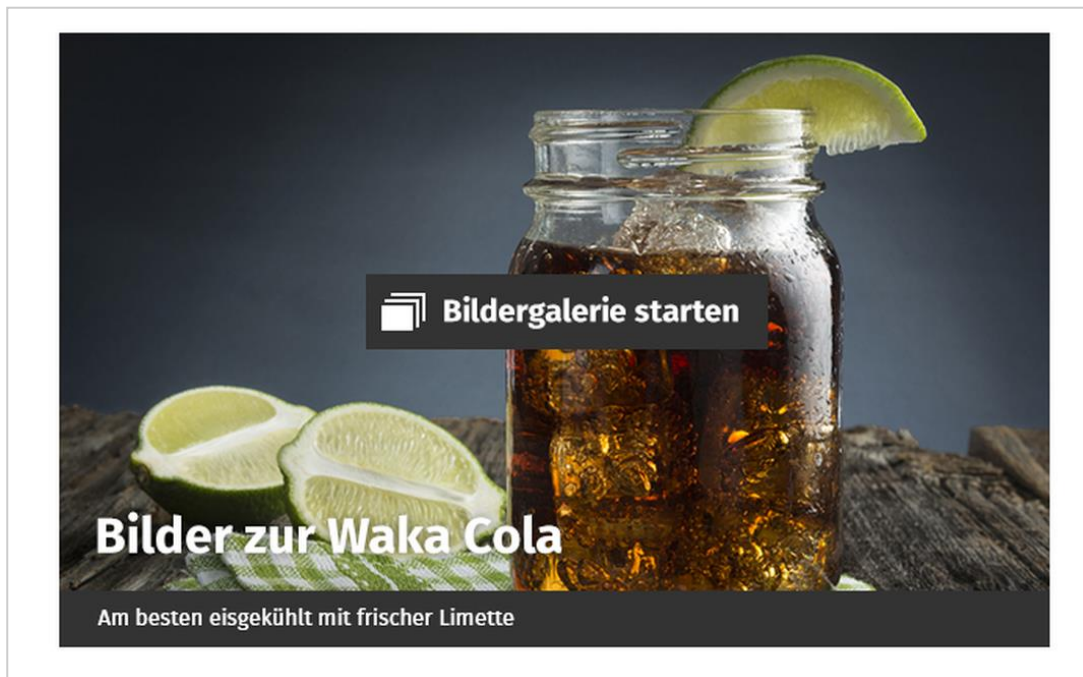


- **Slideshow**

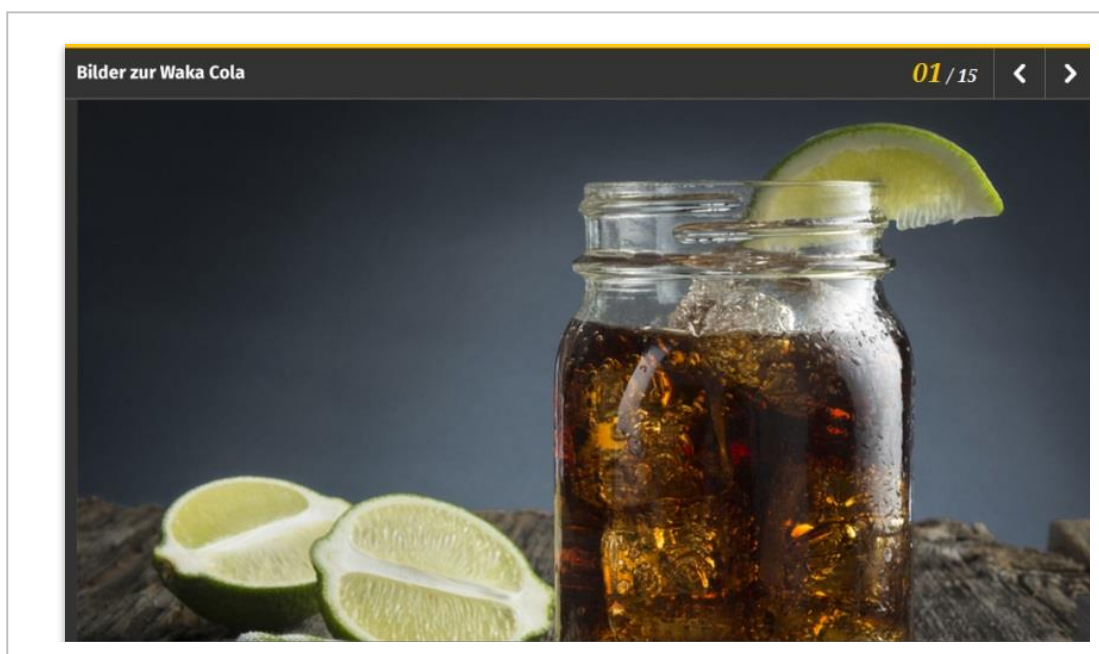
Minimum 1289 x 854 pixels, in order to display your images in the highest quality possible.

Image description: max 150 characters

No external links within the slideshow.



After clicking on the first image, a so-called lightbox opens, meaning the slideshow opens up across the entire screen width.



- **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.

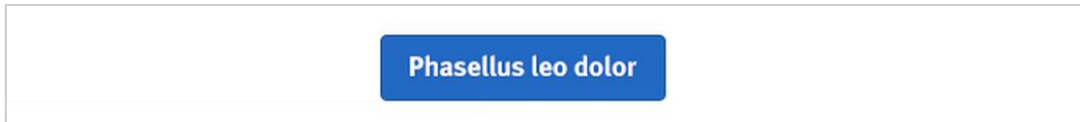
- b) **across the entire running text width**

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi.



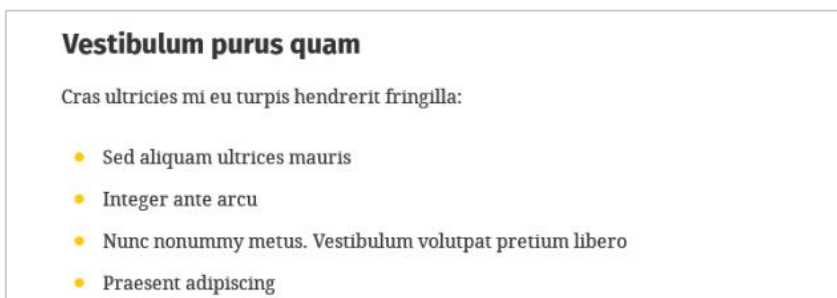
- **Buttons**

Unlimited number of characters. Starting from 25 characters, the button is displayed double spaced on smartphones and tablets. The buttons have the colour of the respective portals, therefore GMX-blue or WEB.DE-yellow.



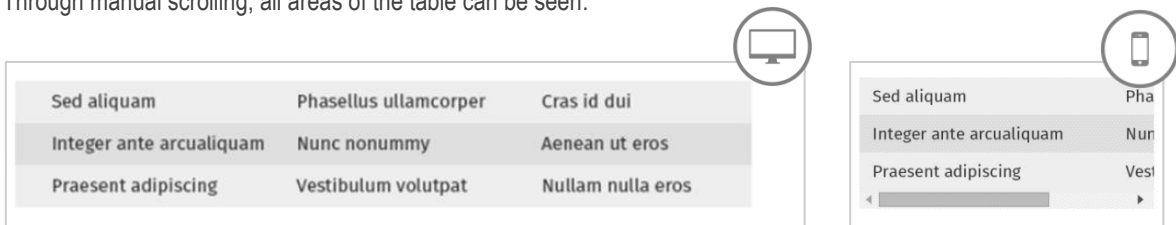
- **Enumerations**

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.



- **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/>



▪ **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.**

		
<p>Cras ultricies mi eu turpis In ac dui quis mi consectetuer lacinia. Nam pretium turpis et arcu.</p>	<p>Duis arcu tortor suscipit Phasellus ullamcorper ipsum rutrum nunc. Nunc nonummy metus.</p>	<p>Vestibulum volutpat Nullam nulla eros, ultricies sit amet, nonummy id, imperdiet feugiat, pede.</p>

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

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

- **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.



4.3. „C“ Left Column

(This content is not displayed in the mobile view)

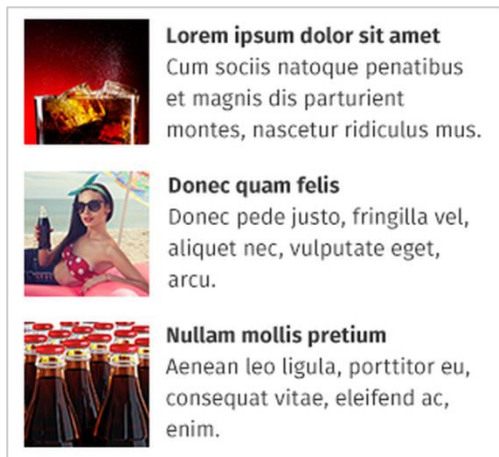
- **Image-Text-Teaser**

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.



- **Price Teaser**

Currency symbol before the price

Price mark digits after the comma: two digits "00" is displayed with "-"

Price mark digits before the comma: maximum four digits. "1000" is displayed with "1.000"

Currency symbol: EUR and CHF

Additional text max. 14 characters including space Image-Text-Teaser



4.4. „D“ 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.



5. Promotion Package

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

5.1. 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/de/downloadcenter/spezifikationen/>)

5.2. Mobile Promotion Package

In addition to the standard native teaser package (see article 5.1.), 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



6. 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.

7. Submission Details

- 7.1. The ad or redirects must be submitted at least **three 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.
- 7.2. 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.
- 7.3. All ads are subjected to an internal check.

8. Display Details

- 8.1. 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.
- 8.2. 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.
- 8.3. An advertisement identification is displayed by United Internet Media.

9. Ad Serving / Tracking

- 9.1. 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.
- 9.2. 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.
- 9.3. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.
- 9.4. 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/>).

10. Technical Requirements

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

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	<input type="checkbox"/>
Supplier Name	<input type="checkbox"/>
Supplier Imprint	<input type="checkbox"/>
Logo	<input type="checkbox"/>
B: Content Elements (by choice)	<input type="checkbox"/>
C: Left Column	
Image-Text-Teaser	<input type="checkbox"/>
Medium Rectangle*	<input type="checkbox"/>
D: Flanking Media	
Skyscraper*	<input type="checkbox"/>
II. Promotion Package	
Native Teaser	<input type="checkbox"/>
Mobile Banner (4:1 oder 6:1)**	<input type="checkbox"/>
III. Other information	
Category	<input type="checkbox"/>
Simple layout of Branded Content	<input type="checkbox"/>

* these elements are optional

** provided a mobile promotion package is booked

Any questions?

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76135 Karlsruhe

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Sapporobogen 6-8

80637 München

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If you have any questions, please contact our team:

Media Campaign Management

✉ E-Mail: ads@united-internet-media.de

