

# THEMA! ADVERTORIAL SPECIFICATIONS

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Lebensmittel  
Zeitung

# YOUR THEMA! ADVERTORIAL ON LEBENSMITTELZEITUNG.NET

## WORTH KNOWING

- / The following slides provide an overview of all the elements required (including specifications) for an advertorial as well as advice on its design and organization, including examples and a checklist.
- / Our editor **Stephanie Kreuzer** is responsible for developing the advertorial content. She will also take care of implementing further content development.
- / Do you have any suitable content you would like to include? If so, please submit it no later than two weeks before the campaign begins to:

**Stephanie Kreuzer**

+49 6196 / 940004

mail@stephaniekreuzer.de

## COMMENTS:

- / Please provide texts in Word.doc without formatting (not as a PDF)
- / Sufficient photographic and media material in landscape orientation (too much rather than too little) including teaser/blurb paragraph and title image
- / Are you interested in new ideas or assistance with selecting or developing content? Put our experience to work for you! Please contact us in advance about your goals and wishes for the advertorial.

### CAUTION!

Please observe the specifications for submitting the **logo** (p. 3) and for the **title image** (p. 3).

## SO THAT YOUR CONTENT IS A SUCCESS



### OFFER ADDED VALUE:

The contents should convey knowledge and information.



### INVITE READERS TO MAKE DISCOVERIES

Use a wide range of media! The more media you use, the more interesting your article becomes, improving reader recall of the core message.



### AROUSE DESIRABILITY

The contents should give you the feeling "I want to have that."



# TECHNICAL SPECIFICATIONS FOR YOUR THEMA! ADVERTORIAL

ALL BASIC ELEMENTS AT A GLANCE

## ADVERTORIAL ARTICLE

TEXT ELEMENTS (DELIVER AS A WORD FILE)

ELEMENT	NOTES
ARTICLE HEADLINE	max. 60 characters including spaces
TEASER	max. 350 characters including spaces
BODY COPY	A total of 3,000-4,000 characters including spaces Links can be used at different places in body copy on request
SUBHEADINGS	max. 55 characters including spaces
YOUR CONTACT OR ADDRESS DETAILS	No restriction

IMAGE ELEMENTS (DELIVER AS JPG/PNG)

ELEMENT	DIMENSIONS	FORMAT	SIZE	FILE	NOTES
LOGO	Width: max. 140px Height: max. 70px	–	max. 150 KB	JPG, PNG	Transparent areas of a logo should be created using the background color of the gray area for logo placement (#e6e4da)
TITLE IMAGE	min. 620x348px	16:9	max. 200 KB	JPG, PNG	We require a title image with a 16:9 aspect ratio.

## TEASER ELEMENTS: NATIVE, BANNER & SOCIAL MEDIA

TEASER ART	NOTES
TEASER IMAGE MATERIAL	As a general rule, the title image is used for creating the ad banner and the native teaser (often referred to as a native ad or native teaser ad). You are welcome to provide us with further image material if required.
SOCIAL MEDIA IMAGE MATERIAL	As a general rule, the title image is used for creating social media posts. You are welcome to provide us with further image material if required.

# TECHNICAL SPECIFICATIONS OF THE THEMA! ADVERTORIAL

ALL OPTIONAL ELEMENTS AT A GLANCE

## ADVERTORIAL ARTICLE

OPTIONAL ELEMENTS (IMAGE DELIVERY AS JPG/PNG, VIDEO AS LINK)

ELEMENT	DIMENSIONS	FORMAT	SIZE	NOTES
INDIVIDUAL IMAGES	min. 620x348px	16:9	max. 200 KB	Include caption and proof of copyright, if necessary.
CAPTIONS	–	–	–	max. 200 characters including spaces
IMAGE GALLERY	min. 940 x 530px	16:9	max. 200 KB	max. 10 images possible including caption and proof of copyright, if necessary
EMBEDDED VIDEO	min. 940 x 530px	16:9	max. 200 KB	Embedded videos (e.g., YouTube links) are possible. An initial image that complies with specifications given above is required. Include video title, proof of copyright, if necessary.

# BASIC ELEMENT DETAILS

THESE ELEMENTS ARE THE KEY PARTS OF YOUR ADVERTORIAL



## LOGO

max. 140px wide, max. 70px high, max. 150 KB, JPG or PNG

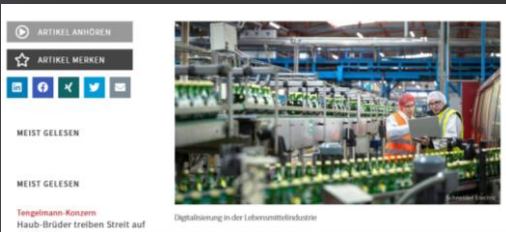
## NOTE:

Transparent areas of a logo should be created using the background color of the gray area for logo placement (#e6e4da)



## HEADLINE

max. 60 characters including spaces



## TEASER IMAGE

(including caption and proof of copyright, if necessary)

Image size: min. 620 x 348px; max. 200 KB, JPG or PNG

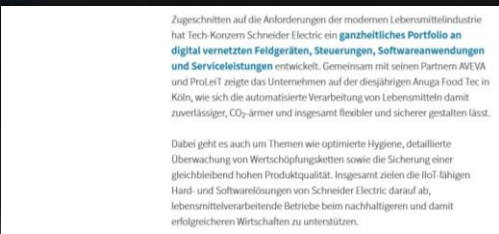
## NOTE:

We require an image with a 16:9 aspect ratio for use as a teaser image.



## TEASER

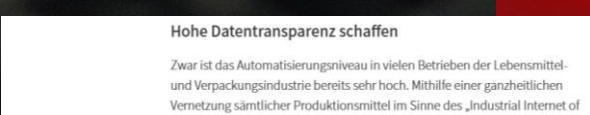
max. 350 characters including spaces.



## BODY COPY

A total of 3,000–4,000 characters including spaces.

On request, links can be included at different points in the body copy.



## SUBHEADING

max. 55 characters including spaces



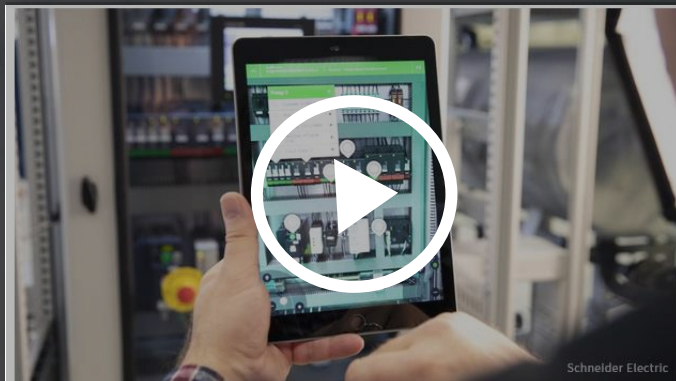
## YOUR CONTACT DETAILS

No restriction

We strongly recommend including a direct personal contact.

# OPTIONAL ELEMENT DETAILS

THESE ELEMENTS ARE OPTIONAL BUT RECOMMENDED

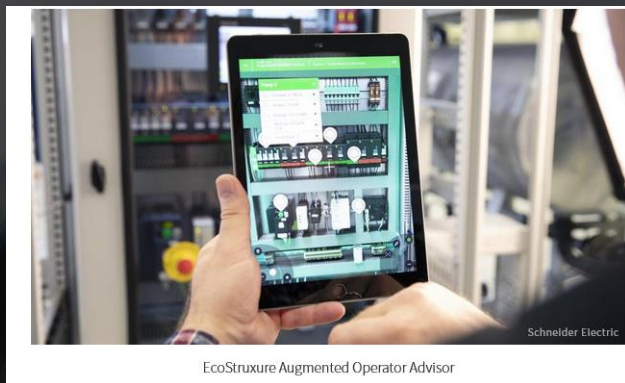


## EMBEDDED VIDEO

(including video title, proof of copyright, if necessary)

### Image size for initial splash image

Format 16:9, 620 x 348px, max. 200 KB  
JPG or PNG and YouTube link, if necessary



EcoStruxure Augmented Operator Advisor

## SINGLE IMAGES

(including caption and proof of copyright, if necessary)

### Image size:

Format 16:9, min. 620 x 348px, max. 200 KB,  
JPG or PNG  
Caption: max. 200 characters including spaces



## IMAGE GALLERY

(including title, caption and proof of copyright, if necessary)

max. 10 images

Image size format: 16:9

min. 940 x 530px

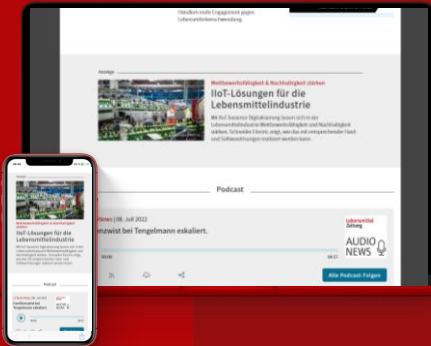
max. 200 KB, JPG or PNG

# TEASER DETAILS

NATIVE & BANNER: WEBSITE, MOBILE AND NEWSLETTER

## NATIVE TEASER: DESKTOP & MOBILE

Duration: 1 week



**Max kicker length:**

35 characters including spaces

**Max. heading length in characters:**

55 characters including spaces

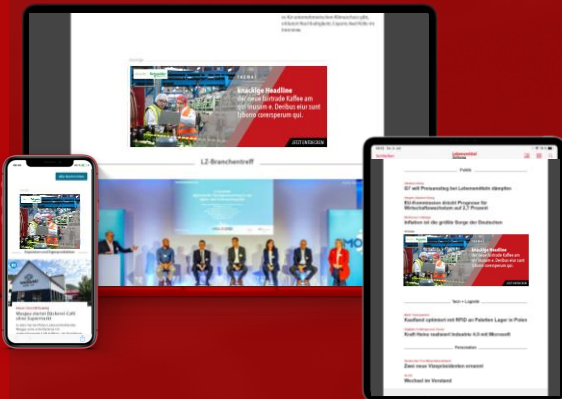
**Max: teaser length in characters:**

230 characters including spaces

The teaser is developed in consultation with our editor.

## BANNER PACKAGE FOR DESKTOP, MOBILE AND NEWSLETTER

Duration: 2 weeks



**Desktop web pages teaser:**

617 x 250px, max. 120 KB

**Mobile web pages teaser:**

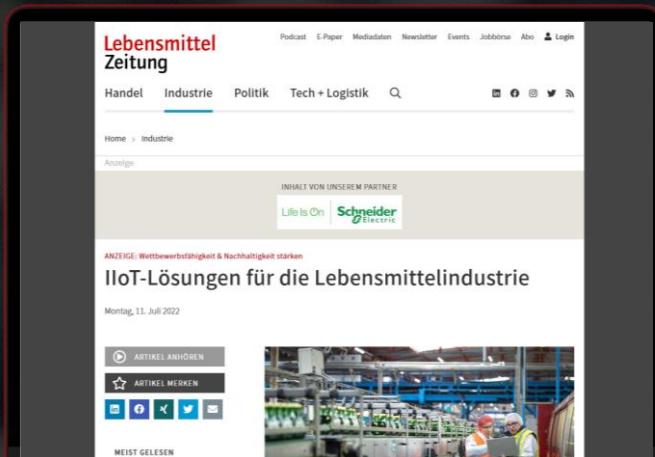
300 x 250px, max. 60 KB

**Newsletter teaser:**

520 x 200px, max. 120 KB

**CAUTION:**

LZ creates the banner. We generally use the title image for this.



# TEASER DETAILS

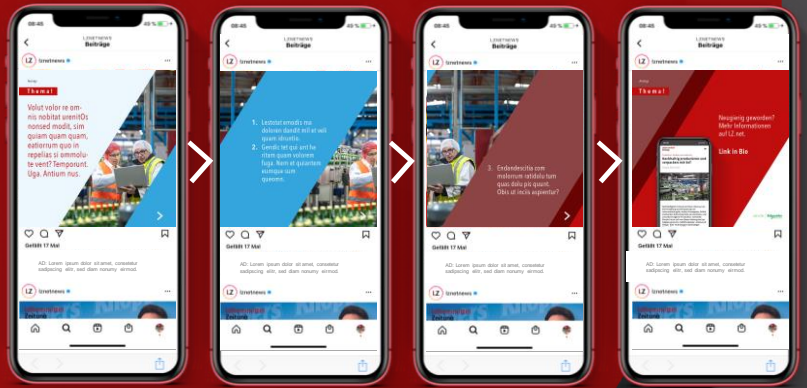
## SOCIAL MEDIA POSTS AND STORIES

### LINKEDIN

#### NEWSFEED POST (individual image or slide show)

Depending on the image material delivered, we create a slide show or an individual image for a newsfeed post in consultation with you.

We generally use the teaser image for this. You are welcome to send us material separately.

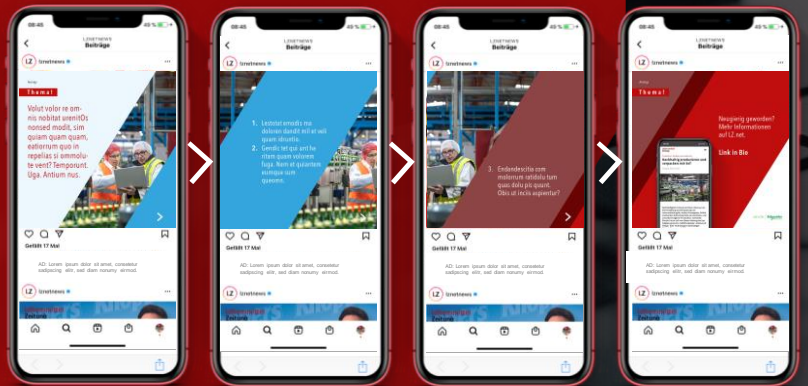


### INSTAGRAM

#### NEWSFEED POST & STORY (Individual image or slide show)

Depending on the image material delivered, we create a slide show or an individual image for a newsfeed post in consultation with you. In addition, a story post is created which links to the article.

We generally use the teaser image for this. You are welcome to send us material separately.

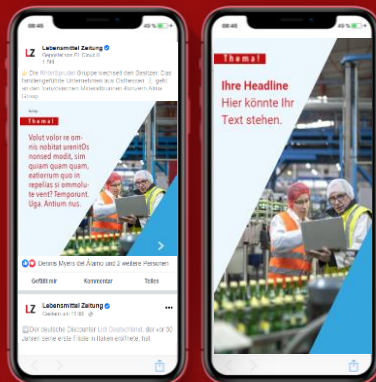


### FACEBOOK

#### NEWSFEED POST & STORY (individual image or link)

Depending on the image material delivered, in consultation with you we create a newsfeed post with an image. In addition, a story post is created which links to the article.

We generally use the teaser image for this. You are welcome to send us material separately.





# CHECKLIST

HAVE YOU THOUGHT OF EVERYTHING?

## ADVERTORIAL ARTICLE

### TEXT ELEMENTS

- HEADLINE**  
max. 60 characters including spaces
- TEASER**  
max. 350 characters including spaces
- BODY COPY**  
(unformatted in Word.doc)  
A total of 3,000–4,000 characters including spaces
- CONTACT DETAILS**  
Including contact person

### IMAGE ELEMENTS

- LOGO**  
max. 140px wide, max. 70px high,  
max. 150 KB, JPG or PNG
- TEASER IMAGE**  
at least 620 x 348px; max. 150 KB, JPG or PNG;  
in 16:9 format.
- ADDITIONAL MEDIA**  
Sufficient media in 16:9 format for inclusion
  - / Images (and/or image gallery), video
  - / Including suitable teaser/title image
  - / Including titles, captions, copyright details, if necessary
- ADDITIONAL SOCIAL MEDIA MATERIAL SOCIAL**  
No special requirements

### CONTENT SUGGESTIONS:

- Topic and content with user focus
- Added value for the user
- No anonymous contact details
- Journalistic style instead of advertising style

Send all materials no later than 2 weeks before the campaign starts, to Ms. Kreuzer:  
mail@stephaniekreuzer.de