

SPONSORED POST SPECIFICATIONS

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Lebensmittel
Zeitung

direkt

YOUR SPONSORED POST IN THE POS COMMUNITY

WORTH KNOWING

- / The following slides provide an overview of all the required elements (including specifications) for an advertorial as well as advice on design and organization, including examples and a checklist.
- / Our editor Stephanie Kreuzer is responsible for developing the advertorial content. She also takes care of implementing further content development.
- / Do you have appropriate content you would like to include? Then please submit the content 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 content should convey knowledge and information.



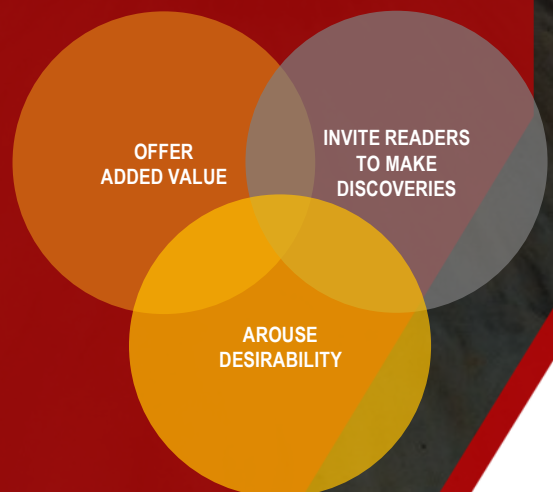
INVITE VIEWERS TO EXPLORE

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



AROUSE DESIRABILITY

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



TECHNICAL SPECIFICATIONS FOR SPONSORED POSTS

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. 620 x 348px	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 FOR SPONSORED POSTS

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	Including 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. Including video title, proof of copyright, if necessary)

BASIC ELEMENT DETAILS

THESE ELEMENTS ARE THE KEY PARTS OF YOUR ADVERTORIAL

ANZEIGE

„FRECHE FREUNDE“ STARTET SOMMERKAMPAGNE


„Sei frech. Iss frisch.“ will Kindern frisches Obst und Gemüse schmackhaft machen

Montag, 18. Juli 2022

HEADLINE

max. 60 characters including spaces

Facebook, Twitter, Instagram, Email icons



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.

„Freche Freunde“ hat es sich zur Aufgabe gemacht, eine frühe Freundschaft mit Obst und Gemüse zu fördern. Der Hersteller von Bio-Kindernahrung entwickelte eine Obst- und Gemüsestation auf Augenhöhe von Kindern. Diese ist seit einem Jahr erfolgreich auf Tour durch die Supermärkte der Republik – und so beliebt, dass sie mancherorts schon zur Dauerplatzierung wurde. Bis Mitte August sind in ausgewählten Märkten unter dem Motto „Sei frech. Iss frisch.“ Mitmachtage für Kinder geplant.

TEASER

max. 135 characters including spaces.

Auf der Website von Freche Freunde gibt es einen Store Finder, so dass Eltern und Kinder auf einen Klick sehen können, welcher Supermarkt ein solches Regal gerade führt. Inzwischen erfreuen sich diese so großer Beliebtheit, dass sie in einigen Märkten schon zur Dauerplatzierung geworden sind und die Obst- und Gemüseabteilungen langfristig aufwerten – so beispielsweise im REWE Unterschleißheim und im EDeka Zöllick in Rostock. Damit kann sich der Nachwuchs bereits früh mit der vielfältigen und bunten Obst- und Gemüsewelt rund um Alfred Apfel und Karl Karotte anfreunden. Am Regal hängen gebrandete Papiertüten und Einkaufszettel, so dass sich die Kinder ihre favorisierten Produkte selbst aussuchen und einpacken können. Weiterhin sollen Rezeptvorschläge Eltern inspirieren – nicht nur beim Einkaufen, sondern auch beim Kochen. Das fördert – langfristig – auch das Ernährungsbewusstsein der Kinder.

BODY COPY

A total of 3,500–8,000 characters including spaces.

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

Familienfreundliches Einkaufserlebnis

SUBHEADING

max. 55 characters including spaces

KONTAKT

Tel: 030 5858 278 15
E-Mail: vertrieb@erlbaerde.de

YOUR CONTACT DETAILS

No restriction

We strongly recommend including a direct personal contact.

OPTIONAL ELEMENT DETAILS

THESE ELEMENTS ARE OPTIONAL BUT RECOMMENDED

Obst- und Gemüsestation für Kinder



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



Sport-Expertin und Bloggerin Nina Marleen: Sie steht für eine junge Zielgruppe, die sich bewusst ernährt und Spaß an Bewegung hat. Gemeinsam mit MILRAM wurde ein Fitness-Programm entwickelt.

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

Anzeige: Milram - Obst- und Gemüsestation für Kinder



Seit dem dritten Quartal 2020 bietet MILRAM eine der breitesten Produktlinien für proteinreiche Produkte in den Kühlregalen des Einzelhandels.

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TEILEN



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

WEBSITE, MOBILE AND NEWSLETTER

TEASER FOR WEBSITE, MOBILE AND NEWSLETTER

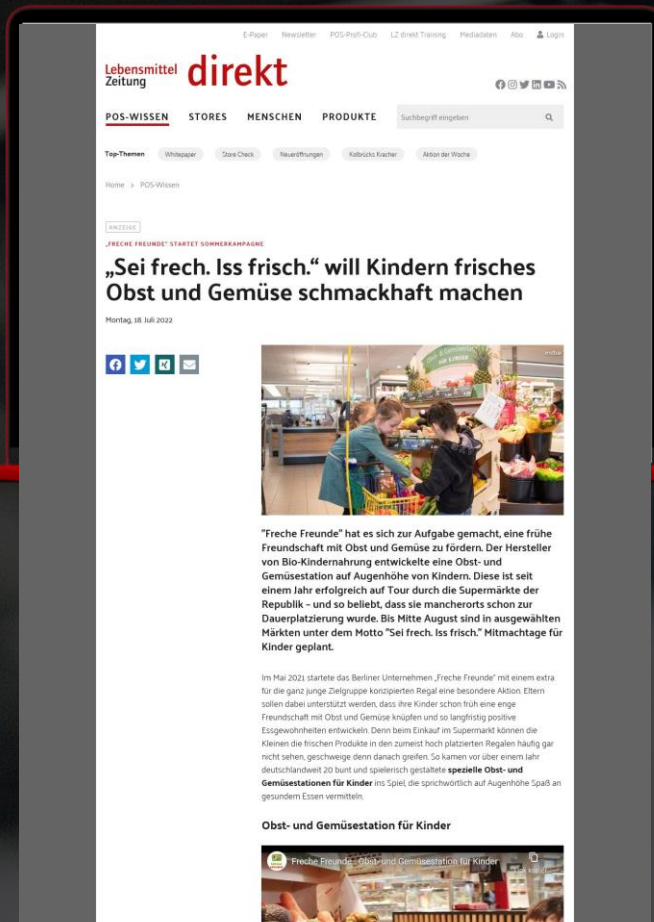
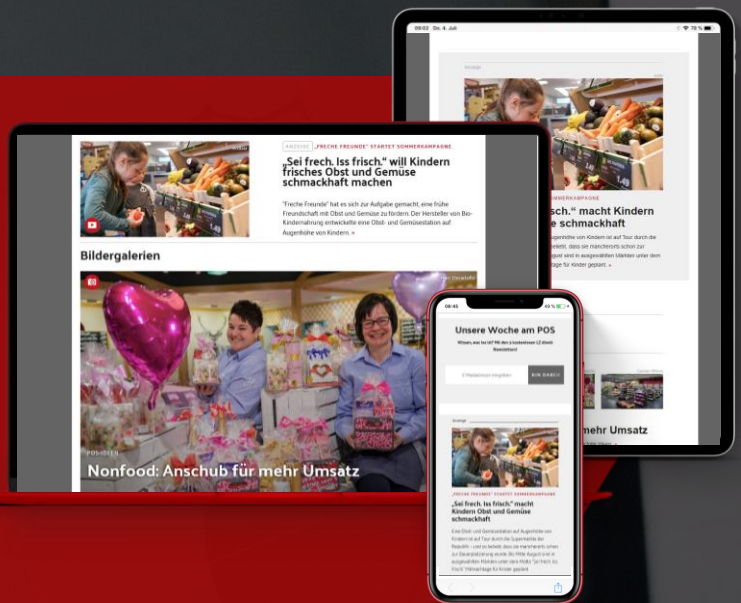
Website and mobile teaser:

Around 290 characters including spaces including a headline

Teaser for newsletter

Around 135 characters including spaces including a headline

The length of the text is largely dependent on the length of the heading and is thus prepared in consultation with our editor.



TEASER DETAILS

SOCIAL MEDIA POSTS AND STORIES

FACEBOOK & INSTAGRAM

STORY POSTS

We require at least two images in the following format:

- Format 1:1, JPG or PNG
- 1080 x 1080px

NEWSFEED POST

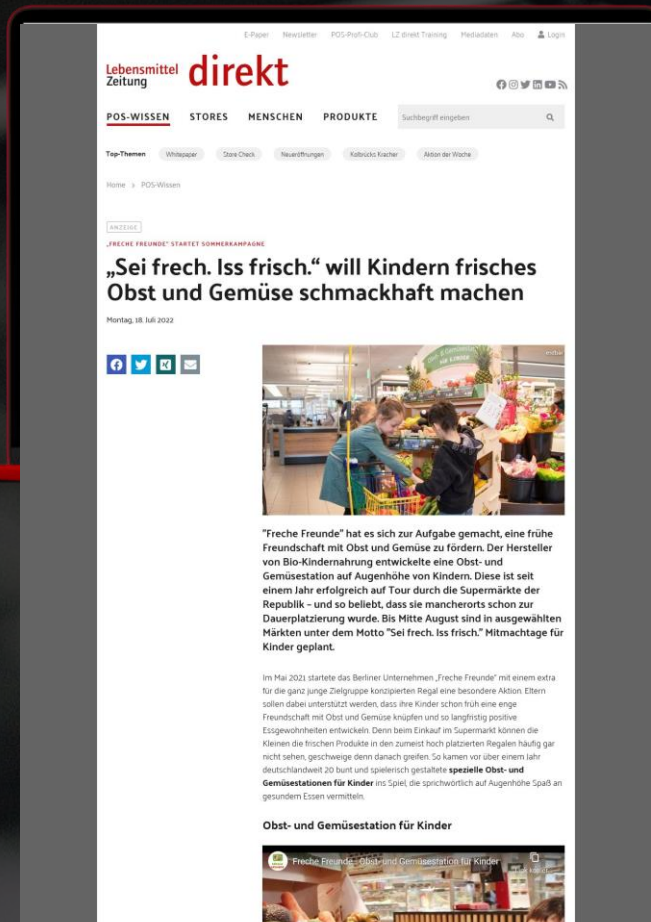
We require at least two images having the following format:

- Format 9:16, JPG or PNG
- 1080 x 1920px

The posts in stories are created in consultation with our editor and sent to you for approval.

We recommend providing a large number of different motifs.

All images with proof of copyright, if necessary.



CHECKLIST

HAVE YOU THOUGHT OF EVERYTHING?

- HEADLINE**
max. 60 characters including spaces
- TEASER**
max. 135 characters including spaces
- BODY COPY**
(unformatted in Word.doc)
A total of 3,500–8,000 characters including spaces
- LINKS**
For inclusion in body copy
- ADDITIONAL MEDIA**
Sufficient media in 16:9 format for inclusion
 - / Images (and/or image gallery), video
 - / Including suitable teaser/title image
 - / Including title, captions, copyright details, if necessary
- CONTACT DETAILS**
Include a direct personal contact
- TEASER TEXT**
 - / Website & mobile: approx. 290 characters including spaces and headline
 - / Newsletter: approx. 135 characters including spaces and headline
 - / Image material for the posts:
 - / Newsfeed: Format 1:1, 1080 x 1080px, JPG or PNG
 - / Story: Format 9:16, JPG or PNG, 1080 x 1920px
 - / The texts are developed in consultation with our editor

CONTENT SUGGESTIONS:

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

All material should be sent to Stephanie Kreuzer no later than 2 weeks before the campaign:
mail@stephaniekreuzer.de