

Less Time
With a prototype, an average customer saves 1-300 hours with management, customers and engineering when communicating what a final solution will do.

Less Confusion
Deming a prototype to management, investors, customers and users brings huge clarity and alignment on desired outcomes.

PRODUCT OF THE WEEK ADVERTORIAL SPECIFICATIONS

www.lebensmittelzeitung.net

Lebensmittel
Zeitung

YOUR PRODUCT OF THE WEEK ADVERTORIAL ON LEBENSMITTELZEITUNG.NET

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 copy development. She will also carry out content implementation.
- / Do you already have appropriate content you wish to use? In this case, please submit the content no later than 2 weeks before the campaign begins to:

Ms. Stephanie Kreuzer
+49 6196 / 940004
mail@stephaniekreuzer.de

COMMENTS:

- / Please provide texts in Word.doc with no 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).

OFFER ADDED VALUE SO THAT YOUR CONTENT IS SUCCESSFUL:



The content should convey knowledge and information.



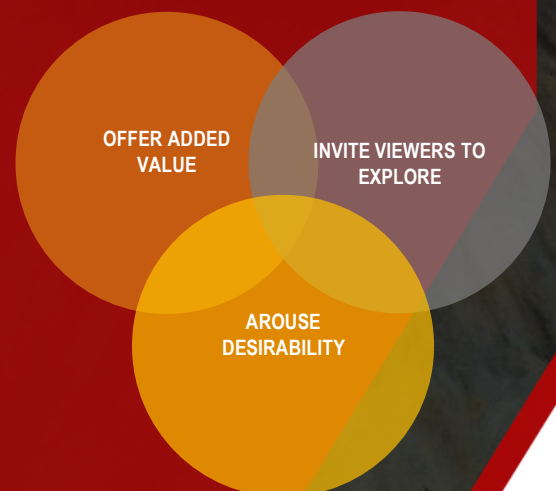
INVITE VIEWERS TO MAKE DISCOVERIES

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



AROUSE DESIRABILITY

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



Interesting examples can be viewed at lzmedien.net/!

LINK 

TECHNICAL SPECIFICATIONS FOR PRODUCT OF THE WEEK ADVERTORIAL

ALL BASIC ELEMENTS AT A GLANCE

ADVERTORIAL

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 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 16:9 aspect ratio for teaser images.

TEASER ELEMENTS: NATIVE, BANNER & SOCIAL MEDIA

TEASER ART	NOTES
TEASER IMAGE MATERIAL	As a general rule, the title image is used for creating the native teasers (often referred to as a native ads or native teaser ads). You are welcome to provide us with further image material if required.
SOCIAL MEDIA & BANNER AD MATERIAL	We require a set-off product image for creating the social media posts and ad banners.

TECHNICAL SPECIFICATIONS FOR PRODUCT OF THE WEEK ADVERTORIAL

ALL OPTIONAL ELEMENTS AT A GLANCE

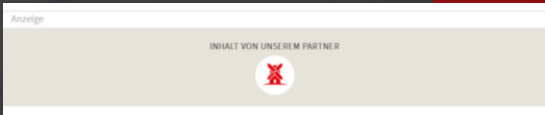
ADVERTORIAL ARTICLE

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

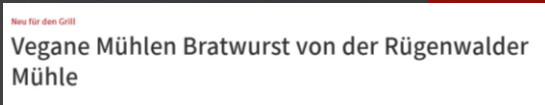
ELEMENT	DIMENSIONS	FORMAT	SIZE	NOTES
INDIVIDUAL IMAGES	min. 620x348px	16:9	max. 200 KB	Including caption and proof of copyright, if necessary
CAPTIONS	-	-	-	Max. 200 characters including spaces
IMAGE GALLERY	min. 940 x 530px	16:9	max. 200 KB	max. 10 images possible Including caption and proof of copyright, if necessary
EMBEDDED VIDEO	min. 940 x 530px	16:9	max. 200 KB	Inclusion via a YouTube link, for example. An initial image is required that complies with the specifications given above. Including video title, proof of copyright, if necessary)

ESSENTIAL 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.

Die Rügenwalder Mühle startet mit einer neuen Veggie-Bratwurst in die nächste Grillsaison. Die Vegane Mühlen Bratwurst ergänzt das Sortiment um einen Klassiker, der geschmacklich keine Wünsche offenlässt.

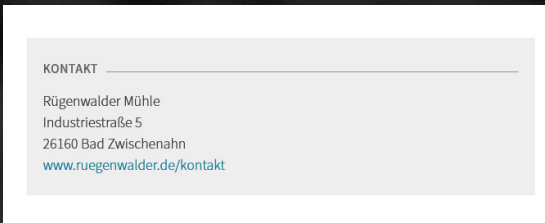
TEASER
max. 350 characters including spaces.

förmlich schon in der Luft. Dabei ist und bleibt die Bratwurst die ungeschlagene Nummer Eins der Deutschen. Für viele Verbraucher*innen heißt es aber auch beim Grillen mittlerweile zunehmend: es muss nicht immer Fleisch sein! Passend dazu führt die Rügenwalder Mühle, die schon seit 2014 erfolgreich auf dem Fleischersatzmarkt unterwegs ist, die neue Vegane Mühlen Bratwurst ein. Sie erinnert mit einer würzig pikanten Pfeffer-Muskatnote sowie einem Hauch von Zwiebel und Kümmel an eine klassische Bratwurst aus Fleisch, wird allerdings auf pflanzlicher Basis hergestellt.

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.

Bekannte vegane Bratwürstchen mit neuem Namen
Echten Kenner*innen wird der Name der neuen Veganen Mühlen Bratwurst

SUBHEADING
Max. 55 characters including spaces



YOUR CONTACT DETAILS
No restriction
We strongly recommend the inclusion of a 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 image

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



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
Captions: max. 200 characters including spaces

Bildergalerie: Vegane Mühlen Bratwurst



Die neue Vegane Mühlen Bratwurst und die Veganen Mühlen Rostbratwürstchen dürfen im Bratwurst-Doppel dieses Jahr nicht auf dem Grillrost fehlen.

1/3



Teilen

IMAGE GALLERY

(including titles, captions and proof of copyright, if necessary)

max. 10 images

Image size format 16:9

min. 940 x 530px

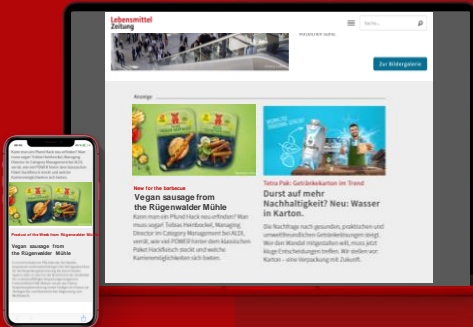
max. 200 KB, .JPG or .PNG

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

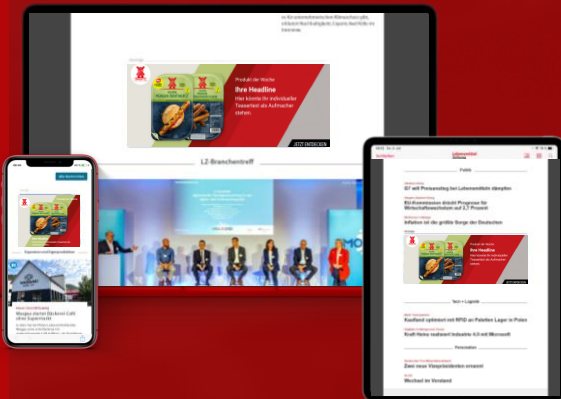
Max: teaser length in characters:

230 characters including spaces

The teaser is developed in consultation with our editor.

BANNER PACKAGE FOR DESKTOP, MOBILE AND NEWSLETTER

Duration: 2 weeks



Web pages teaser desktop:

617 x 250px, max. 120 KB

Web pages teaser mobile:

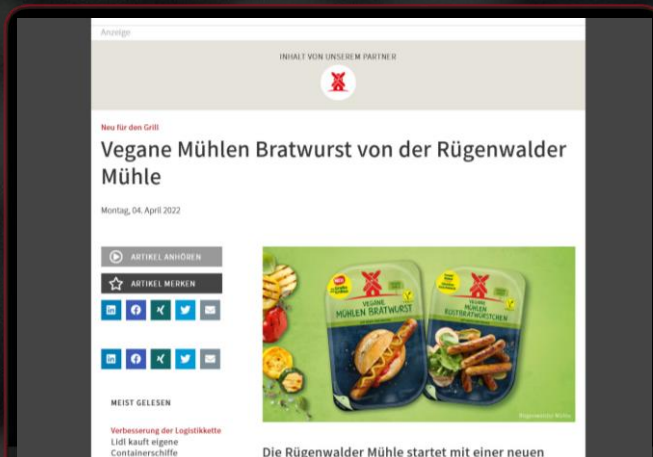
300 x 250px, max. 60 KB

Newsletter teaser:

520 x 200px, max. 120 KB

CAUTION:

LZ creates the banner. We require a clearly set-off image of the product for creating the banner.



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 alternative material.



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 alternative material.

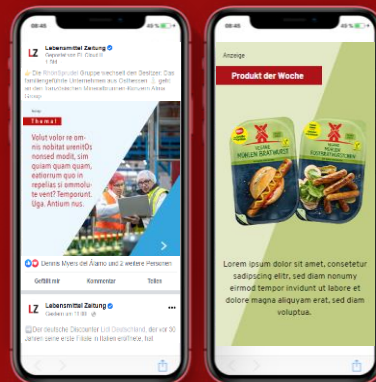


FACEBOOK

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 for inclusion in 16:9 aspect ratio
 - / Images (and/or image gallery), video
 - / Including suitable teaser/title image
 - / Including title, captions, copyright details, if necessary
- SET OFF PRODUCT IMAGE FOR SOCIAL MEDIA & BANNER ADVERTISING**
The images must be clearly set off.

CONTENT SUGGESTIONS:

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

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