

Specifications

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General specifications – the following conditions apply

Advertising material delivery deadlines

Standard formats	three working days
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Special formats (e.g. branding day, video, welcome ad, advertorial, native advertising, sponsoring)	five working days
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A campaign can only be guaranteed to start on time if the delivery deadlines are met. Where possible, advertising material that is delivered late will be considered at the latest up to 3 pm on the previous working day (standard formats) or one working day before campaign begins (special formats). If this final deadline cannot be met, the start of the campaign will be postponed as a result.

Delivery address for display and newsletter advertising material	digitaladops@ringier.ch
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Delivery address for advertorial and brand report advertising material	contentadvertising@ringier.ch
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Advertising material must be in delivered in https

Audio for display and outstream video formats may only start playing as a result of user interaction (i.e. clicking on a sound button on the advertising material).

Audio for instream video formats should be switched to ‘sound on’.

For each campaign (flight/line item), there is a maximum limit of three subjects for physical delivery. If more than three subjects are integrated, the material must be delivered via a third-party tag.

There is a limit of 1 subject per newsletter campaign (flight/line item).

Branding Day Background Image

The function of background images and colours is to provide a visual frame for Branding Days. Advertising messages in the form of images and/or text may not be included in background images – these should only be placed in the banners used for the respective campaigns. If the background image does not meet these requirements, it cannot be used. The visibility of the background image depends on the screen resolutions used. If these are too low, some or all of the background image may not be displayed. It is therefore not possible to display the entire background image on all resolutions. If a background colour is used, it must be made available to us as a hex code (e.g.: #ED3B94).

The contract partner is solely responsible for fulfilling the heavy ad intervention criteria of the browsers Chrome and Edge. Advertisement deliveries that are blocked by heavy ad intervention will not be refunded or compensated. More information: [Chromium Blog](#)

For Desktop

Advertising material/ description	Pixels in width x height	File size	Possible file formats
Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Maxiboard	994 x 118	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Billboard	970 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Wideboard MAX	994 x 500	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Maxi Skyscraper	245 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Skyscraper	160 x 600 oder 120 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Leaderboard	728 x 90	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Medium Rectangle	300 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Videohead	Please contact us.		
Double Dynamic Sitebar	Please contact us.		
Poster Ad	Please contact us.		
Sitebar Ad	Please contact us.		
Video Branding Wall	Please contact us.		
Universal Ad Package	Combination of leaderboard, skyscraper & medium rectangle. Important: at least two formats must be delivered and one of them must be the medium rectangle.		

For Mobile

Advertising material	Pixels in width x height	File size	Possible file formats
Mobile Videohead	Please contact us.		
Mobile Halfpage Ad	300 x 600	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Poster Ad	320 x 480 or 320 x 416	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Banner	320 x 50	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag

For Video Advertising

Advertising material	Pixels in width x height	File size	Possible file formats
PreRoll (video: max. 30 sec.)			
Uncompressed video	1280 x 720	max. 100 MB	MP4 / MOV / AVI
Compressed for desktop	768 x 432	max. 5 MB	VAST (MP4: Codec H.264 4.1/ACC), VPAID on request
Compressed for mobile	512 x 288	max. 2 MB	VAST (MP4: Codec H.264 4.1/ACC), VPAID on request
InArticle			
Uncompressed video	1280 x 720	max. 100 MB	MP4 / MOV / AVI
Compressed for desktop	768 x 432	max. 5 MB	VAST (MP4: Codec H.264 4.1/ACC), VPAID on request
Compressed for mobile	512 x 288	max. 2 MB	VAST (MP4: Codec H.264 4.1/ACC), VPAID on request
PreRoll & InArticle Bumper (video: max. 6 sec.)			
Uncompressed video	1280 x 720	max. 100 MB	MP4 / MOV / AVI
Compressed for desktop	768 x 432	max. 5 MB	VAST (MP4: Codec H.264 4.1/ACC), VPAID on request
Compressed for mobile	512 x 288	max. 2 MB	VAST (MP4: Codec H.264 4.1/ACC), VPAID on request
BlickTV Live Video Ad (video: max. 10 sec.)			
Uncompressed video	1280 x 720	max. 100 MB	MP4 / MOV / AVI
Compressed for desktop	768 x 432	max. 5 MB	VAST (MP4: Codec H.264 4.1/ACC), VPAID on request
Compressed for mobile	512 x 288	max. 2 MB	VAST (MP4: Codec H.264 4.1/ACC), VPAID on request
In-Article Interactive Video	Please contact us.		

For Branding Days

Advertising material	Pixels in width x height	File size	Possible file formats
Blick Branding Day Desktop			
Background Image	1920 x 1080	max. 150 KB	JPG / PNG / GIF (not animated)
Background Color			Hexadecimal colour code
Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
2 x Skycraper	160 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Wideboard (Tablet)	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Blick Branding Day Plus (desktop)			
Background Image	1920 x 1080	max. 150 KB	JPG / PNG / GIF (not animated)
Background Color			Hexadecimal colour code
4 x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
2 x Skycraper	160 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Wideboard (Tablet)	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Blick Branding Day Multi-Device			
Background Image	1920 x 1080	max. 150 KB	JPG / PNG / GIF (not animated)
Background Color			Hexadecimal colour code
4 x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
2 x Skycraper	160 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Poster Ad	320 x 480 or 320 x 416		
Mobile Wideboard	320 x 160	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Wideboard (Tablet)	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Blick Branding Day Mobile			
Mobile Poster Ad	320 x 480 or 320 x 416		
Mobile Wideboard	320 x 160	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
blue Branding Day Multi-Device, national			
Background Color			Hexadecimal colour code
Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
2 x Skycraper	160 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
blue Branding Day Desktop, national			
Background Color			Hexadecimal colour code
Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
2 x Skycraper	160 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Medium Rectangle	300 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag

For Branding Days

Advertising material	Pixels in width x height	File size	Possible file formats
Cash Branding Day			
Background Image	1920 x 1080	max. 150 KB	JPG / PNG / GIF (not animated)
2 x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Medium Rectangle	300 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Handelszeitung Branding Day			
Background Image	1920 x 1080	max. 150 KB	JPG / PNG / GIF (not animated)
2 x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Das Wirtschaftsnetz Branding Day			
Background Image	1920 x 1080	max. 150 KB	JPG / PNG / GIF (not animated)
2 x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Medium Rectangle	300 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Le Temps Branding Day Skin Desktop Home			
Background Image	1920 x 1080	max. 150 KB	JPG / PNG / GIF (not animated)
3 x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Le Temps Branding Day Skin Multi-Device Home			
Background Image	1920 x 1080	max. 150 KB	JPG / PNG / GIF (not animated)
3 x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Le Temps Branding Day Sandwich Desktop Home			
3 x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Le Temps Branding Day Sandwich Multi-Device Home			
3 x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Medium Rectangle	300 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag

For Branding Days

Advertising material	Pixels in width x height	File size	Possible file formats
Le Temps Branding Day Sandwich Desktop Economie+Sports+Suisse+Sciences			
2x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag

Le Temps Branding Day Sandwich Multi Device Economie+Sports+Suisse+Sciences			
2x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag

For Branding Weeks

Advertising material	Pixels in width x height	File size	Possible file formats
Schweizer Illustrierte Branding Week Multi-Device			
Background Image	1920 x 1080	max. 150 KB	JPG / PNG / GIF (not animated)
2x Widebaord	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Medium Rectangle	300 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Le Temps Branding Week Desktop Culture + Lifestyle			
2x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Le Temps Branding Week Multi-Device Culture + Lifestyle			
2x Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag

For Prime Days

Advertising material	Pixels in width x height	File size	Possible file formats
Blick Prime Day			
Wideboard + Mobile Wideboard			
Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad + Mobile Poster Ad			
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Poster Ad	320 x 480	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Poster Ad	980 x 768	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Sitebar Ad	Please contact us.		

blue Prime Day			
Wideboard + Mobile Wideboard			
Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad + Mobile Poster Ad			
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Poster Ad	320 x 480	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Sitebar Ad	Please contact us.		

For Prime Weeks

Advertising material	Pixels in width x height	File size	Possible file formats
boleromagazin Prime Weeks			
Wideboard Multidevice			
Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
pme Prime Weeks			
Wideboard			
Desktop Wideboard	994 x 250	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Wideboard	320 x 160	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Halfpage Ad			
Desktop Halfpage Ad	300 x 600	max. 150 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag
Mobile Halpage Ad	300 x 600	max. 100 KB	JPG / PNG / GIF / HTML 5 or 3rd Party Tag

For Newsletter

Advertising material	Pixels in width x height	File size	Possible file formats
Bolero Branded Newsletter DE Image/Text			
Background image without text/logo	1400 x 3000	max. 100 KB	JPG / PNG / GIF (not animated)
Top Banner	600 x 100	max. 100 KB	JPG / PNG / GIF (not animated)
Content Banner	560 x 90	max. 100 KB	JPG / PNG / GIF (not animated)
Bolero Branded Newsletter FR Image/Text			
Background image without text/logo	1400 x 3000	max. 100 KB	JPG / PNG / GIF (not animated)
Top Banner	600 x 100	max. 100 KB	JPG / PNG / GIF (not animated)
Content Banner	560 x 90	max. 100 KB	JPG / PNG / GIF (not animated)
Cash Daily Image/Text			
Image	193 x 150	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 50 characters		.doc Word
Text	max. 300 characters		.doc Word
Call to action (e.g. read more/next/find out more)			.doc Word
Cash Daily Medium Rectangle			
Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Cash Update Image/Text			
Image	193 x 150	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 50 characters		.doc Word
Text	max. 300 characters		.doc Word
Call to action (e.g. read more/next/find out more)			.doc Word
Cash Update Medium Rectangle			
Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Cash Insider Briefing Image/Text			
Image	193 x 150	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 50 characters		.doc Word
Text	max. 300 characters		.doc Word
Call to action (e.g. read more/next/find out more)			.doc Word

For Newsletter

Advertising material	Pixels in width x height	File size	Possible file formats
Cash Insider Briefing Medium Rectangle			
Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Cash Saturday Image/Text			
Image	193 x 150	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 50 characters		.doc Word
Text	max. 300 characters		.doc Word
Call to action (e.g. read more/next/find out more)			.doc Word
Cash Saturday Medium Rectangle			
Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Blick.ch Newsletter			
Image	600 x 200	max. 100 KB	JPG / GIF (not animated)
SonntagsBlick Newsletter			
Image	600 x 200	max. 100 KB	JPG / GIF (not animated)
Energy Newsletter			
Newsletter Medium Rectangle	300 x 250	max. 200 KB	JPG / PNG / GIF (not animated)
Newsletter Big Banner	600 x 100	max. 200 KB	JPG / PNG / GIF (not animated)
Newsletter Image/Text		max. 100 KB	JPG / PNG / GIF (not animated)
Image	560 x 295	max. 200 KB	JPG / PNG / GIF (not animated)
Text	max. 90 characters		.doc Word
beobachter Newsletter			
Newsletter Image/Text			
Image	488 x 288	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 30 characters		.doc Word
Text	max. 200 characters		.doc Word

For Newsletter

Advertising material	Pixels in width x height	File size	Possible file formats
Bilanz Newsletter			
Newsletter Bilanz Briefing Image/Text			
Image	250 x 173	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 50 characters		.doc Word
Text	max. 280 characters		.doc Word
Call to action (e.g. read more/next/find out more)			.doc Word
Newsletter Bilanz Briefing Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter Bilanz Briefing Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Handelszeitung Newsletter			
Newsletter HZ Lunch Topics Image/Text			
Image	280 x 187	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 60 characters		.doc Word
Text	max. 200 characters		.doc Word
Call to action (e.g. read more/next/find out more)			.doc Word
Newsletter HZ Lunch Topics Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter HZ Lunch Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter HZ Lunch Topics Logo	150 x 55	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter HZ Lunch Topics Link			
Title	max. 65 characters (incl. spaces)		.doc Word
Free choice of bar colour			RGB / Hexa
Newsletter HZ Invest Image/Text			
Image	250 x 173	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 50 characters		.doc Word
Text	max. 360 characters		.doc Word
Newsletter HZ Invest Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter HZ Invest Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter HZ Insurance by Schweizer Versicherung Image/Text			
Image	250 x 173	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 50 characters		.doc Word
Text	max. 360 characters		.doc Word
Newsletter HZ Insurance by Schweizer Versicherung Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)

For Newsletter

Advertising material	Pixels in width x height	File size	Possible file formats
Schweizer Illustrierte Newsletter			
Newsletter Image/Text			
Image	250 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Text	max. 50 characters		.doc Word
Logo incl. link target			.doc Word
Newsletter Banner	600 x 200	max. 100 KB	JPG / PNG / GIF (not animated)
Style Saturday Newsletter			
Newsletter Image/Text			
Image	250 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Text	max. 50 characters		.doc Word
Newsletter Banner	600 x 200	max. 100 KB	JPG / PNG / GIF (not animated)
L'illustré Newsletter			
Newsletter L'illustré Actu Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter L'illustré Actu Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter L'illustré Envies Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter L'illustré Envies Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
pme Newsletter			
Newsletter PME Edito Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter PME Edito Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter PME Start-up Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter PME Start-up Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Le Temps Newsletter			
Newsletter LeTemps le briefing Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter Le Temps le briefing Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter LeTemps Le point éco Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter LeTemps Le point éco Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter LeTemps Un jour une idée Banner	560 x 180	max. 100 KB	JPG / PNG / GIF (not animated)
Newsletter LeTemps Un jour une idée Medium Rectangle	300 x 250	max. 100 KB	JPG / PNG / GIF (not animated)

Welcome Ad

Advertising material	Pixels in width x height	File size	Possible file formats
Blick Blue Handelszeitung Cash Beobachter Illustré Schweizer Illustrierte			
Background image			
Image Desktop	1920 x 1080	max. 400 KB	JPG / PNG (without text and logo, no animation)
Image Mobile	1080 x 1920	max. 400 KB	JPG / PNG (without text and logo, no animation)
Foreground image			
Image Desktop	1920 x 910	max. 400 KB	PNG (with text, CTA and logo, transparent)
Image Mobile	1080 x 1280	max. 400 KB	PNG (with text, CTA and logo, transparent)

For DayDeal

Advertising material	Pixels in width x height	File size	Possible file formats
Blue			
Image	994 x 576	max. 100 KB	JPG / PNG / GIF (not animated)
Title	max. 29 characters		.doc Word
Text	max. 270 characters		.doc Word

For Native Flex L

Advertising material	Pixels in width x height	File size	Possible file formats
Blick Blue Handelszeitung Cash Beobachter Schweizer Illustrierte L'illustré PME RDN			
Image / Text etc.			
Title	25 characters incl. spaces		.doc Word
Text	75 characters incl. spaces		.doc Word
Call to action (e.g. read more/ next/find out more)	21 characters incl. spaces		.doc Word
Image	1200 x 627	max. 400 KB	JPG / PNG (without text or logo, no animation)
Logo	320 x 180 (16:9)		PNG (transparent background)
Safe Area <i>(For display reasons, parts of the image may be covered by text or cut off completely)</i>			
Desktop	275 px left and right 165 px top and bottom		
Mobile	440 px left and right 165 px top and bottom		

For Native Flex XL

Advertising material	Pixels in width x height	File size	Possible file formats
Blick Blue Handelszeitung Cash Beobachter Schweizer Illustrierte L'illustré PME Le Temps RDN			
Image / Text etc.			
Title	25 characters incl. spaces		.doc Word
Text	75 characters incl. spaces		.doc Word
Call to action (e.g. read more/ next/find out more)	21 characters incl. spaces		.doc Word
Image	1200 x 627	max. 400 KB	JPG / PNG (without text or logo, no animation)
Logo	320 x 180 (16:9)		PNG (transparent background)
Safe Area <i>(For display reasons, parts of the image may be covered by text or cut off completely)</i>			
Desktop	275 px left and right 50 px top and bottom		
Mobile	440 px left and right 50 px top and bottom		

For In-Article-Story

Advertising material	Content	Pixels in width x height	File size	Possible file formats
Blick Image/Text				
Teaser				
Teaser image	1 - 3	400 x 300		JPG / PNG
Headline	1 - 3	<90 characters each		
Teaser text	1 - 3	<350 characters each		
Call to action	Freely selectable label	<60 characters		
Expand				
Herography	Up to 3 text blocks			
	1 headline each	<50 characters		
	1 text each	<500 characters		
	1 image each (optional)	400 x 300	<50MB	JPG / PNG
Logo	Optional Dimensionen	100 x auto	<50MB	JPG / PNG
Call to action	Freely selectable label target URL, tracking link possible	<60 characters		
Layer	For additional information/compulsory information (optional) Label for button to open layer <60 characters For body text no character limit (intext links possible)			

Blick Herografik				
Teaser				
Teaser image	1 - 3	400 x 300		JPG / PNG
Headline	1 - 3	<90 characters each		
Teaser text	1 - 3	<350 characters each		
Call to action	Freely selectable label	<60 characters each		
Expand				
Herografik	1 image	900 x 300px	<5MB	JPG / PNG
Text block	Up to 3 text blocks			
	1 headline each	<50 characters		
	1 text each	<500 characters		
	1 image each (optional)	400 x 300	<50MB	JPG / PNG
Logo	Optional Dimensionen	100 x auto	<50MB	JPG / PNG
Call to action	Freely selectable label target URL, tracking link possible	<60 characters		
Layer	For additional information/compulsory information (optional) Label for button to open layer <60 characters For body text no character limit (intext links possible)			

For In-Article-Story

Advertising material	Content	Pixels in width x height	File size	Possible file formats
Blick Gallery				
Teaser				
Teaser image	1 – 3	400 x 300		JPG / PNG
Headline	1 – 3	<90 characters each		
Teaser text	1 – 3	<350 characters each		
Call to action	Freely selectable label	<60 characters		
Expand				
Textblock	Up to 3 text blocks 1 headline each 1 text each 1 image each (optional)	<50 characters <500 characters 400 x 300	<50MB	JPG / PNG
Gallery	5–9 Gallery slides 1 headline each 1 text each 1 image 1 Call to action (optional)	<50 characters <450 characters 900 x 507 (16:9) Freely selectable label, target URL, tracking link possible	<1MB	JPG / PNG
Logo	Optional dimensions	100 x auto	<50MB	JPG / PNG
Call to action	Freely selectable label target URL, tracking link possible	<60 characters		
Layer	For additional information/compulsory information (optional) Label for button to open layer <60 characters For body text no character limit (intext links possible)			

Blick Video				
Teaser				
Teaser image	1 – 3	400 x 300		JPG / PNG
Headline	1 – 3	<90 characters each		
Teaser text	1 – 3	<350 characters each		
Call to action	Freely selectable label	<60 characters		
Expand				
Textblock	Up to 3 text blocks 1 headline each 1 text each 1 image each (optional)	<50 characters <500 characters 400 x 300	<50MB	JPG / PNG
Video	5–9 Gallery-Slides 1 headline each 1 text	<50 characters <450 characters		MP4
Logo	Optional dimensions	100 x auto	<50MB	JPG / PNG
Call to action	Freely selectable label target URL, tracking link possible	<60 characters		
Layer	For additional information/compulsory information (optional) Label for button to open layer <60 characters For body text no character limit (intext links possible)			

For In-Article-Story

Advertising material	Content	Pixels in width x height	File size	Possible file formats
Blick Direct Clickout Teaser				
Teaser				
Teaser image	1 - 3	400 x 300	<50MB	JPG / PNG
Headline	1 - 3	<90 character each		
Teaser text	1 - 3	<350 character each		
	Expand button with freely selectable label	<60 character		
Call to action	Freely selectable label Target URL, tracking link possible	<60 character		
Layer	For additional information/compulsory information (optional), label for button, to open layer <60 characters. For body text no character limit (intext links possible).			