

Specs Advertorial

Content

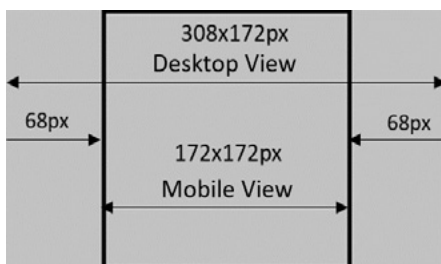
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Specs Advertorial blick.ch

Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters	Focus area in pixels*
Multi-device teaser	308 x 172	approx. 14 to 18 characters	approx. 50 to 55 characters	172 x 172

* Place key visual within this area only. Anything beyond this focus area will be cut off on mobile devices.



Info: we advise against placing text or logos on the teaser image, as they are usually difficult to see.

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video	E.g.
Header image in content	664 x 440	max. 60 characters	max. 270 characters	approx. 2000 characters	Youtube, MP4	Link
or						
Main header above content	995 x 560	max. 60 characters	max. 270 characters	approx. 2000 characters	Youtube, MP4	Link

Other elements

Options

Image in text	Yes
Image gallery	Yes
Text box	Yes
Button in text box	Yes
Button without text box	No
External links	Yes
Integration with iFrame	On request

Characters always incl. spaces

Images and graphics must be delivered as JPEG or PNG.



Specs Advertorial bluewin.ch

Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters
Teaser Desktop	318 x 178	approx. 25 characters	approx. 60 characters

Info: we advise against placing text or logos on the teaser image, as they are usually difficult to see.

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	690 x 330	approx. 60 characters	200 to 270 characters	approx. 2000 characters	Youtube, Vimeo, MP4

Other elements

Options

Image in text	Yes
Image gallery	Yes
Text box	Yes
Button in text box	Yes
Button without text box	Yes
External links	Yes
Integration with iFrame	Yes
Competition form	On request

Characters always incl. spaces

Images and graphics must be delivered as JPEG or PNG.

Specs Publicité letemps.ch **LE TEMPS**

Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters*
Multi-device teaser	653 x 426	approx. 30 to 60 characters	approx. 100 to 250 characters

Info: we advise against placing text or logos on the teaser image, as they are usually difficult to see.

* Teaser text is only visible on desktop. On mobile devices, only the teaser headline is displayed.

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	970 width	approx. 60 characters	90 to 270 characters	approx. 2000 characters	Youtube, Vimeo

Other elements

Options

Image in text	Yes
Image gallery	No
Text box	Yes
Button in text box	No
Button without text box	No
External links	Yes
Integration with iFrame	On request
Competition form	No

Characters always incl. spaces

Images and graphics must be delivered as JPEG or PNG.

Specs Advertorial illustre.ch



Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters
Multi-device teaser	Article header image	Article headline	Not displayed

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	1500 x 1000 (3:2)	approx. 40 to 60 characters	approx. 100 to 200 characters	approx. 2000 characters	Youtube, Vimeo

Info: We advise against placing text or logos on the header image, as this image is automatically also used as a teaser image.

Other elements

Options

Image in text	Yes (format: 3:2 or 2:3)
Image gallery	Yes (format: 3:2 or 2:3)
Text box	Yes
Button in text box	No
Button without text box	No
External links	Yes
Integration with iFrame	On request
Competition form	No

Characters always incl. spaces

Images and graphics must be delivered as JPEG or PNG.

Specs Advertorial handelszeitung.ch

Handelszeitung

Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters
Multi-device teaser	Article header image	Article headline	Article lead

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	1273 x 716 (16:09)	approx. 40 to 60 characters	max. 142 characters	approx. 2000 characters	Youtube, Vimeo, MP4

Info: We advise against placing text or logos on the header image, as this image is automatically also used as a teaser image.

Other elements

Options

Image in text	Yes (Recommended: Landscape format)
Image gallery	Yes
Text box	Yes
Button in text box	On request
Button without text box	No
External links	Yes
Integration with iFrame	On request
Competition form	On request

Characters always incl. spaces

Images and graphics must be delivered as JPEG or PNG.

Specs BrandReport handelszeitung.ch

Handelszeitung

Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters
Multi-device teaser	Article header image	Article headline	Not displayed

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	1273 x 716 (16:09)	approx. 40 to 60 characters	max. 142 characters	approx. 2000 characters	Youtube, Vimeo, MP4

Info: We advise against placing text or logos on the header image, as this image is automatically also used as a teaser image.

Brand channel specs

Logo	Text
PNG	Short neutral text: 200 to 500 characters

Other elements

Options

Image in text	Yes
Image gallery	Yes
Text box	Yes
Button in text box	On request
Button without text box	No
External links	Yes
Integration with iFrame	On request
Competition form	On request

Characters always incl. spaces

Images and graphics must be delivered as JPEG or PNG.

Specs Advertorial schweizer-illustrierte.ch

Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters
Multi-device teaser	Article header image	Article headline	Not displayed

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	1500 x 1000 (3:2)	approx. 40 to 60 characters	approx. 100 to 200 characters	approx. 2000 characters	Youtube, Vimeo

Info: We advise against placing text or logos on the header image, as this image is automatically also used as a teaser image.

Other elements

Options

Image in text	Yes (format: 3:2 or 2:3)
Image gallery	Yes (format: 3:2 or 2:3)
Text box	Yes
Button in text box	No
Button without text box	No
External links	Yes
Integration with iFrame	On request
Competition form	On request

Characters always incl. spaces

Images and graphics must be delivered as JPEG or PNG.

Specs Advertorial beobachter.ch



Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters
Multi-device teaser	Header image is cropped	Article headline	Not displayed

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	1800 x 1200 (3:2)	max. 80 characters	approx. 100 to 200 characters	approx. 2000 characters	Youtube, Vimeo, MP4

Info: We advise against placing text or logos on the header image, as this image is automatically also used as a teaser image.

Other elements

Options

Image in text	Yes (logos: PNG with transparent background)
Image gallery	Yes
Text box	Yes
Button in text box	On request
Button without text box	No
External links	Yes
Integration with iFrame	On request
Competition form	On request

Characters always incl. spaces

Images and graphics must be delivered as JPEG or PNG.

Specs BrandReport beobachter.ch



Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters
Multi-device teaser	Header image is cropped	Article headline	Not displayed

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	1800 x 1200 (3:2)	max. 80 characters	approx. 100 to 200 characters	approx. 2000 characters	Youtube, Vimeo, MP4

Info: We advise against placing text or logos on the header image, as this image is automatically also used as a teaser image.

Brand channel specs

Logo	Text
PNG	Short neutral text: 200 to 500 characters

Other elements

Options

Image in text	Yes (logos: PNG with transparent background)
Image gallery	Yes
Text box	Yes
Button in text box	On request
Button without text box	No
External links	Yes
Integration with iFrame	On request
Competition form	On request

Characters always incl. spaces
Images and graphics must be delivered as JPEG or PNG.

Specs Advertorial cash.ch

Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters
Teaser Desktop	Header image is cropped	Article headline	Article lead

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	830 x 475	max. 80 characters	approx. 100 to 200 characters	500 to 2000 characters	Youtube, Vimeo

Other elements

Options

Image in text	Yes
Image gallery	No
Text box	Yes
Button in text box	Yes
Button without text box	Yes
External links	Yes
Integration with iFrame	On request
Competition form	On request

Info: always deliver images separately, not embedded in Word or PDF documents.
 Characters always incl. spaces

Images and graphics must be delivered as JPEG or PNG.



Specs Advertorial pme.ch

Teaser Specs

Screen	Pixels in width x height	Title Characters	Text Characters
Multi-device teaser	Article header image	Article headline	Article lead

Article page specs

Product	Pixels in width x height	Headline	Lead	Text	Video
Header image	1273 x 716 (16:09)	approx. 40 to 60 characters	max. 142 characters	approx. 2000 characters	Youtube, Vimeo

Info: We advise against placing text or logos on the header image, as this image is automatically also used as a teaser image.

Other elements

Options

Image in text	Yes (Recommended: Landscape format)
Image gallery	Yes
Text box	Yes
Button in text box	On request
Button without text box	No
External links	Yes
Integration with iFrame	On request
Competition form	No

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Images and graphics must be delivered as JPEG or PNG.