Native Flex
Specifications
Native Flex

Native Flex is a responsive multidevice ad that automatically adapts to the display of the website depending on the device. As a result, it fits seamlessly into the Website environment.

Also available soon: Native Flex Video.
Native Flex XL

Specifications

Title
25 characters incl. spaces

Text
75 characters incl. spaces

CTA
21 characters incl. spaces

Image
JPG or PNG
1200 x 627 px
max. 400 KB
Without text or logo
No animation

Safe Area

For display reasons, parts of the image may be covered by text or cut off completely

Desktop
275 px left and right
50 px top and bottom

Mobile
440 px left and right
50 px top and bottom

Logo
PNG, transparent background
320 x 180 px (16:9)

Preview link:
Blick
blue News
HZ
Cash
Beobachter
Schweizer Illustrierte
L’ illustré

Without preview
Ringier Digital
Network

Ringier Advertising
Native Flex L

Specifications

- **Titel**: 25 characters incl. spaces
- **Text**: 75 characters incl. spaces
- **CTA**: 21 characters incl. spaces
- **Image**: JPG or PNG
  - 1200 x 627 px
  - max. 400 KB
  - Without text or logo
  - No animation

Safe Area

For display reasons, parts of the image may be covered by text or cut off completely

- **Desktop**: 275 px left and right
  - 165 px top and bottom
- **Mobile**: 440 px left and right
  - 165 px top and bottom

Logo

- PNG, transparent background
- 320 x 180 px (16:9)

Preview link:

- Blick
- blue News
- HZ
- Cash
- Beobachter
- Schweizer Illustrierte
- L'Illustré
- Le Temps

Without preview

Ringier Digital

Network

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