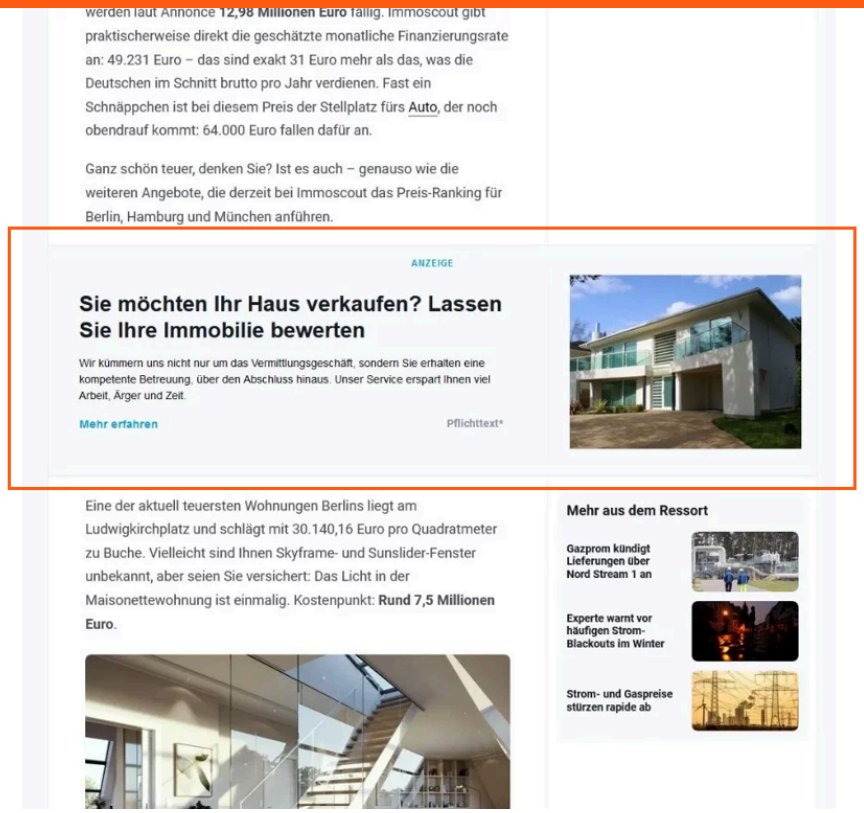
Spezifikationen Desktop

Article Interrupter Desktop - t-online.de



Description

The article interrupter is a t-online.de-specific special advertising format. The article interrupter is integrated into long articles on t-online.de. It is played out in the editorial content area of the article and can be played out using Content Sensitive keywords. This format can primarily be booked as part of integrative campaigns (after consultation with the editorial team/publisher).

Dimensions

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Image format

- 4:3

will be scaled to

- 300 x 225 Pixel

Headline

- max. 70 characters in 2 lines

Test

- max. 300 characters in 3 lines

Link text

- max. 50 characters in 1 line

Note

- It is possible to play out a mandatory text, which will appear in the teaser when you click on the word "mandatory text". The mandatory text has no maximum length.

File Weight

max. 100 KB

Delivery

Delivery

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Static picuture (jpg, gif or png): 600 x 450 Pixel

Overall Ströer specifications and tracking guidelines

- Ströer technical global specifications
- Ströer Tracking Guidelines
- Technical specifications for physical HTML5 ads
- General information for creatives with video/audio contents

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