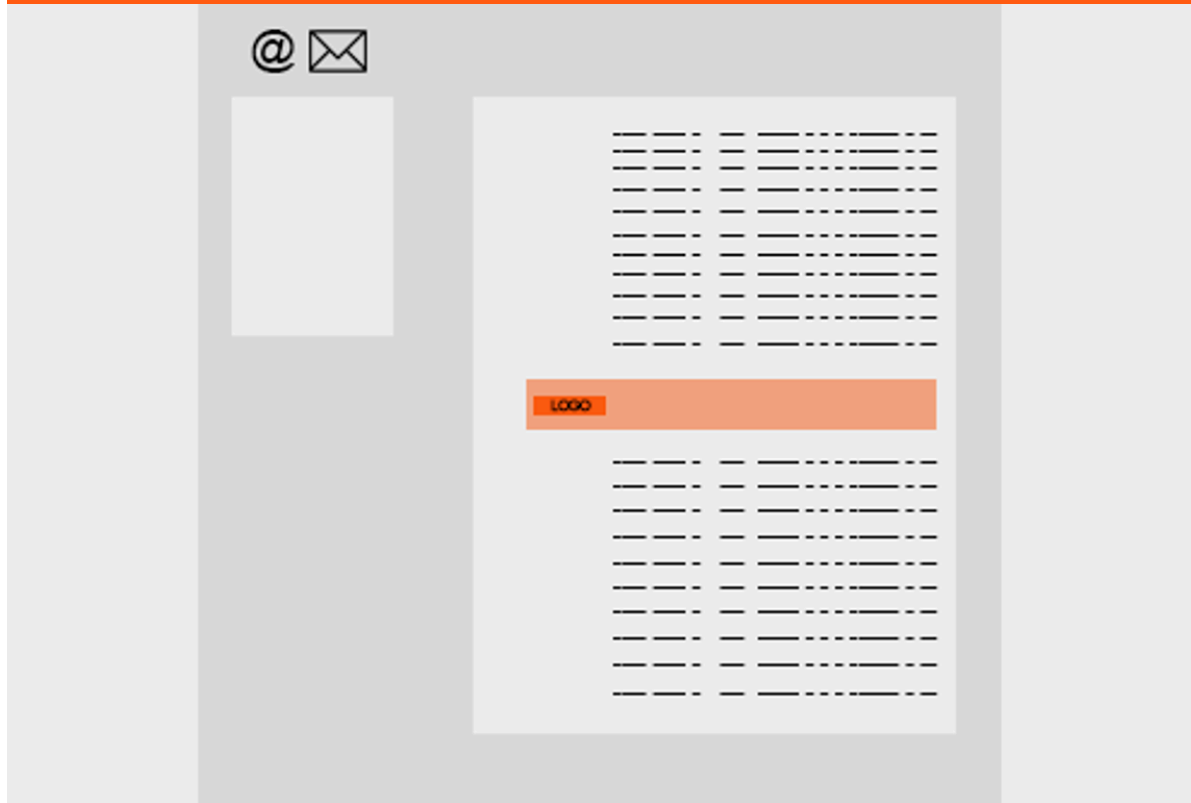




Description

Mail Ad is an image/text format in native design. It is delivered directly to the e-mail inbox. After clicking on the advertising format, the target page of the advertiser opens in a new browser tab.

Dimensions

t-online.de & Freenet: Common specifications

Dimensions

Image/Logo

- **Size:** 32 x 32 pixels
- **File weight:** 40 KB
- no animation
- deliver only physical advertising material

Text:

- **Subject line:** max. 35 characters (incl. spaces)
- see also section Publisher specific features

File Format

Special characters

- The special characters %, / and " within the text are not possible.

Link/Clickcommand:

- The special characters % or | within the URL are not possible.
- Delivery nur als https possible

Tracking pixel:

- t-online.de **E-Mail Center:** The installation of up to two tracking pixels is possible (exclusively as https).
- **Freenet:** The installation of one pixel-code is possible (exclusively as https).
- For impression tracking, only image counting pixels can be supplied.
- A tracking script is nicht possible. IFRAME tracking pixel can not be used.
- The special characters % or | within the counting pixel are not possible.

File Weight

- Format: .png - 40 KB
- Transparencies allowed

Delivery

Delivery deadlines

- Depending on the shop implementation. A kick-off call will be held before booking. Once implementation is complete: 10 days before the start date. The delivery e-mail address can be found in the offer.

Physical delivery

- Image file format .png

Publisher-specific Specialities

- Delivery is only made to the mailboxes of the freemail providers: t-online.de E-Mail Center & Freenet
 - The format is only visible in the logged-in area.
- t-online.de Email Center
- **Image / Logo size:** 32 x 32 pixels
 - **max. File weight:** 40 KB
 - **Text:** (please note the differences to the technischen Spezifikationen [Mobile Mail Ad](#))
 - **Title:** The customer name with a maximum of 25 characters.
 - **Headline:** maximum 35 characters (incl. spaces)
 - **Text line:** maximum 120 characters (including spaces). No quotation marks or backslashes are allowed in the text (how many characters are displayed depends on the screen width of the device).
 - **Emojis:** are possible, but can only be used after checking their technical feasibility. Not all emojis can be implemented technically flawlessly due to the corresponding special characters.

Freenet.de Email Center

- **Image / Logo size:** 32 x 32 pixels

- **max. File weight:** 40 KB
- **Subject line:** max. 50 characters (incl. spaces) → How many characters are displayed depends on the screen width of the device. There is no minimum number (if you hold the device horizontally, have an iPad or a large iPhone Plus, you will see more).
- **Titel:** The client name with a maximum of 10 – 13 characters.

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](#)