



Description

Native teasers on T-Online are image-and-text-based adverts that blend seamlessly into the editorial environment. They adopt the platform's visual style and consist of an image, a short teaser text and a client or brand logo displayed separately. They appear on the homepage and within all articles – across all devices, including desktop, smartphone and the T-Online app. Thanks to their unobtrusive placement within the content area, Native Teasers achieve high visibility, natural interaction and strong performance. Different variants are named after creatures from the underwater world (including Seal, Ray, Dolphin, Mussel, Flounder and Seaweed) and cover key placements; additional backfill positions such as Native Halfpage, Native Billboard, Native MREC, Native Leaderboard and Native Mobile Sticky extend the reach. An editorial guideline ensures a clear separation between editorial content and advertising, guaranteeing a reputable, consistent user experience.

Multiple image and text variants can be delivered in parallel. Optimisation during the campaign, A/B testing, detailed reporting.

Dimensions

File format, dimensions & file weight

- **Submit per motif/theme:**
- **images**(static, no animation)
- aspect ratios and minimum sizes:
 - 16:9: $\geq 640 \times 360$ px, max. 200 KB (JPG/GIF/PNG)
 - 3:2: $\geq 600 \times 400$ px, max. 200 KB (JPG/GIF/PNG)
 - 2:1: $\geq 600 \times 300$ px, max. 100 KB (JPG/GIF/PNG)
 - 1:1: $\geq 300 \times 300$ px, max. 100 KB (JPG/GIF/PNG)
- motif rules: No logo in the image; one attention-grabbing element permitted; no CTA button; no body text in the image.
- Alternative: 1 master image that can be cropped to suit any aspect ratio (any dimensions, max. 500 KB).
- **texts:**
- 1x teaser text up to 74 characters; link text up to 30 characters. (for the Seal format)
- 1x teaser text up to 65 characters; link text up to 50 characters. (for the Ray/Dolphin/Shell/Flounder formats)
- 1x teaser text for text link (no image) up to 65 characters (no separate link text field; ideally, mention the customer/shop in the text).
- 1x sub-body text up to 125 characters (for filling the native backfill formats)
- **logos:**
- teaser logo (separately, not in the image): PNG/GIF with transparency, without edge/shelter; max. 500 KB; dark /light mode possible (if necessary 2 variants).
- Optional topshop logo (if booked): 1:1, min. 60×60 px, max. 50 KB; formats JPG/GIF/PNG/PSD. Round display, 60 px diameter (system scales).

Delivery

- Timing: Please supply images and text at least 3 working days before publication.

Editorial guidelines (short)

- No clickbait or breaking news style, no supposedly editorial “expert” statements, no “bullet-pointed” claims.

Price format: €29.99 or €29

Capital letters only for brand/shop names.

Tracking

Tracking: up to 3 tracking pixels per placement (image or iFrame), HTTPS only, no JavaScript.

Data protection: all tags/tracking codes must include the required GDPR macros; submit for review at least 5 working days before launch.

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](#)