schlütersche

MEDIA DATA

Technical Specifications and Delivery

DMM DER Mobilitätsmanager | mobility.one

Technical specifications and delivery

Delivery of your website banner datan

Please send banners as PNG, GIF or JPG (max. 150 kB) or as an HTML5 file (max. 400 kB) at least 7 working days prior to the booked publication date to anzeigendaten-dmm@schluetersche.de

For HTML5 files (responsive), please submit all banner elements in a .zip file and include a fallback solution for browsers that do not support HTML5.

Delivery of Spinning Roadblock and Mobile Rectangle Spin 3D

Please send 3–5 images as PNG, GIF or JPG (each max. 150 kB) at least 7 working days prior to the booked publication date to anzeigendaten-dmm@schluetersche.de

Delivery of your newsletter text ad

Please send the text as a Word file and the image as PNG, GIF or JPG at least 7 working days prior to the booked mailing date to anzeigendaten-dmm@schluetersche.de.

Delivery of your newsletter banner data

Please send the banner files as PNG, GIF or JPG at least 7 working days prior to the booked mailing date to anzeigendaten-dmm@schluetersche.de. Animated GIFs are also possible; however, they may not display correctly for all recipients.

Delivery of your social media content

Please send the following materials at least 10 working days prior to the agreed publication date to anzeigendaten-dmm@schluetersche.de:

- For Facebook & Instagram: 1 image (1200 × 630 px)
  Post text (max. 1,300 characters including spaces, hashtags and emojis), Link to your company's social media profile
  3–4 hashtags, Optional: desired tags/mentions in the image and text (people/companies)

- For LinkedIn: 1 image (1200 × 627 px)
  Post text (max. 1,300 characters including spaces, hashtags and emojis), Link to your company's social media profile
  3–4 hashtags, Optional: desired tags/mentions in the image and text (people/companies)

Delivery of your online advertorial

Please send the following materials to anzeigendaten-dmm@schluetersche.de at least 7 working days prior to the booked publication date (Advertorial Basic) or 10 working days prior to the booked publication date (Advertorial Premium):

- Images: Format: 16:9, File size: max. 250 KB per image
  File formats: PNG, GIF or JPG, Copyright/image credit required, 1 lead image (960 × 540 px), Additional article images (960 × 540 px): 1 image for Advertorial Basic &
  Up to 9 images for Advertorial Premium
- Text (Word file): Header line: max. 40 characters including spaces, Headline: max. 65 characters including spaces,
  Teaser text: max. 130 characters including spaces,
  Body text: max. 3,000 characters including spaces, Optional image captions: max. 255 characters including spaces each
  Please note that the maximum character limits are technically fixed and cannot be exceeded..
- Links to external websites or articles, YouTube videos, and downloadable materials may be included as required

Technical specifications and delivery

Delivery of your standalone newsletter

Please send the following materials to anzeigendaten-dmm@schluetersche.de at least 10 working days prior to the booked mailing date:

- Subject line & headline: “Customer Name: Headline” (max. 68 characters including spaces in total)
- Preheader: Topic-specific, summarizing, or explanatory text (40–80 characters)
- Customer logo: Minimum width: 180 px, File format: JPG or PNG, Including link to the customer’s websitee
- Header image: 600 × 250 px, File format: JPG, PNG or GIF
- Company contact details
- Single-topic newsletter: One main article (Word file, max. 1,400 characters including spaces), Link to the relevant landing page, Optional: one additional image (600 px wide, max. 250 px high, JPG, PNG or GIF)
  or
- Multi-topic newsletter: One lead article (Word file, max. 400 characters including spaces) plus link, Up to three short news items, each including:Article image (180 × 120 px, JPG, PNG or GIF), Headline (max. 55 characters including spaces) Text (Word file, max. 300 characters including spaces), Link

Delivery of your retargeting banners

Please send your banners as JPG, GIF or HTML files to: anzeigendaten-dmm@schluetersche.de:

- The required advertising materials are banners in at least three, and ideally five, of the following formats: 728 × 90 px, 160 × 600 px, 300 × 250 px, 970 × 250 px, 800 × 250 px, 300 × 600 px, 320 × 50 px (mobile), 300 × 50 px (mobile) The more banner formats you provide, the greater the potential reach of your retargeting campaign.
- Maximum banner file size: 300 kB
- Image files (GIF or JPG): max. 150 kB and SSL-secure
- Animation length: animated ads must become static after 30 seconds
- Third-party tags (JavaScript or HTML): max. 150 kB and SSL-secure
- iFrames are only accepted from DoubleClick
- HTML banners must comply with our technical specifications. No destination URL may be embedded directly in the HTML code.

Delivery of your content for lead generation campaigns

Please send the following materials to anzeigendaten-dmm@schluetersche.de at least 10 working days prior to the agreed publication date:

- White paper (PDF, max. 6 MB) or
  Online seminar recording (MP4, approx. 1 hour in length)
- For the landing page:
  - 1 title image: 1075 × 605 px (16:9)
  - Headline (approx. 60 characters including spaces)
  - Teaser text (max. 300 characters including spaces)
  - Introduction text (800–1,000 characters including spaces)
- Additional information:
  - Link to your company's privacy policy
  - Your company's email address for data usage withdrawal requests
  - Email address to which the generated leads should be sent

Technical specifications and delivery

Delivery of your ad data

E-Mail: anzeigendaten-dmm@schluetersche.de

For queries: Telephone 0511 8550-2522. When submitting data, please state Magazine_Issue_Advertiser andsend the exact order data as well as a written and binding printout of the advertisement in parallel.

Delivery of your Print Advertorial

Please send the following content at least 5 working days (Advertorial Basic) or 10 working days (Advertorial Premium) before the ad deadline of the booked issue to cm@schluetersche.de.

1/2-page Print Advertorial:
1-2 images (JPG or PNG in print quality including copyright/ image credit), approx. 1,500 characters of text plus headline (Word file)

1/1-page Print Advertorial:
2 images (JPG or PNG in print quality including copyright/ image credit), approx. 2,500 characters of text plus headline and lead paragraph (Word file)

2/1-page Print Advertorial:
3-5 images (JPG or PNG in print quality incl. copyright/image credit), approx. 6,000 characters of text plus headline and lead (Word file)

Note: For Advertorial Premium, your submitted texts will be optimized by us to be target-group relevant, professionally journalistic, and content-wise. If you do not provide text, our specialist editorial team will create a text on your desired topic (please include a briefing). For details on character distribution and image formats, please refer to our layout templates: https://svg.to/print-advertorials

Terms of payment

Account details:
In the case of advance payments and payment by credit card, 3% discount; in the case of payment within 8 days of the invoice date. 2% discount; otherwise 30 days after the invoice date without deduction. VAT ID no.: DE 115 051 385

Bank details
Commerzbank Hannover:
IBAN no. DE03 2504 0066 0150 0222 00,
BIC: COBADEFFXXX

Technical specifications and deliveryg

Magazine format

• 210 mm wide x 297 mm high, DIN A 4
• untrimmed: 216 mm wide x 303 mm high
• Type area:
175 mm wide x 248 mm high
4 columns = column width 40 mm
3 columns = column width 55 mm

Printing and binding process

Web offset printing, saddle stitching.
We reserve the right to switch to perfect binding if necessary.

Data formats

- Delivery of PDF/X-3 data
- Halftone images require a resolution of 300 dpi, line art at least 600 dpi.

Colors

• Printing inks (CMYK) according to ISO 12647-2 (PSO).
• For color space conversion and control (ICC Color Management), special reference is made to the standard offset profiles of the ECI (free download of the "ECI_Offset_2009" package at www.eci.org).

Delivery addres for special forms of advertising

Vogel Druck und Medienservice GmbH
Goods receiving department
Leibnizstraße 5
97204 Höchberg
Germany

Receiving hours: Monday to Friday, 8:00 a.m. to 4:00 p.m.
Delivery window: Earliest 20 working days and latest 5 working days before the scheduled delivery date.

Data archiving

Data is archived for 1 year, so unchanged repetitions are generally possible. However, no data guarantee is assumed.

Warranty

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the client does not provide a flawless print template, the publisher will print the advertisement in the quality permitted by the submitted print template

Contact

Service
Tel. 0511 8550-2521