

schlütersche

MEDIA DATA

Technical specifications and Delivery

 **kälte · luft
& klima**

kaelte-luft-klima.de



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-klk@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-klk@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-klk@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-klk@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-klk@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-klk@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-klk@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 website
- 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-klk@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-klk@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

Delivering your advertising data

E-Mail: anzeigendaten-klk@schluetersche.de

For queries, phone +49 (0)511 8550-2521.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

Delivering your print advertorial

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the deadline for the booked issue to cm-augsburg@schluetersche.de.

1/2 page print advertorial:

2 images (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, subheadline: max. 130 characters, max. 3,900 characters of text plus headline (Word file) or 1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, max. 4,600 characters of text plus headline (Word file)

1/4 page print advertorial (3 columns):

1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, sub-headline: max. 130 characters, 1,240-1,600 characters of text plus headline (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).



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 delivery

Journal format

297 mm wide x 420 mm high

Type area

265 mm wide x 385 mm high, 6 columns = column width 40 mm

Printing and binding methods

Web offset printing, no binding

Data formats

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi. Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

Colours

Printing inks (CMYK) according to ISO 12647-2. Regarding converting and checking the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package “ECI_Offset_2009” free of charge at www.eci.org)

Delivery address for special forms of advertising

Bonifatius GmbH Druck | Buch | Verlag

Karl-Schurz-Str. 26
33100 Paderborn
Germany

Delivery note: KI – Refrigeration, Air Conditioning, Ventilation Technology, issue ...

Delivery: free delivery (carriage paid)

Data archiving

Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

Warranty

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.



Contact

Service

tel. +49 (0)511 8550-2521