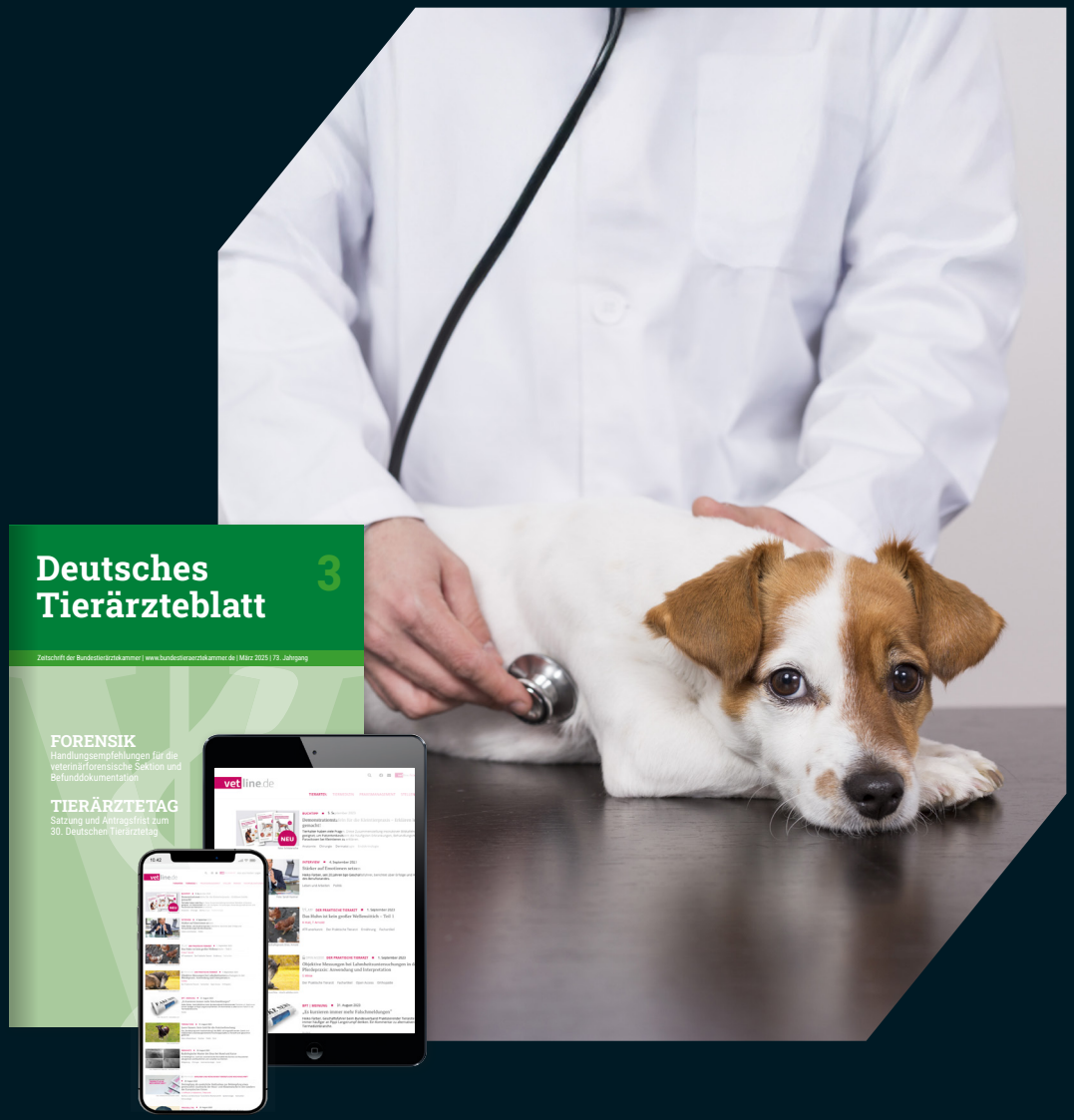
schlütersche

MEDIA DATA

Technical Specifications and Delivery



Deutsches Tierärzteblatt

vetline.de

Technical Specifications and Delivery

Delivery of your website banner data

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

For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

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 before the booked dispatch date to vet@schluetersche.de.

Delivery of your newsletter banner data

Please send the data as PNG, GIF or JPG at least 7 working days before the booked dispatch date to anzeigendaten-veterinaer@schluetersche.de. Animated GIFs are also possible, but may not be displayed correctly for all recipients.

Delivery of your online advertorial

Please send the following content at least 7 working days (Advertorial Basic) or 10 working days (Advertorial Premium) before the booked publication date to vet@schluetersche.de:

- Images in 16:9 format (image file not larger than 250 KB) as JPG, GIF or PNG including copyright/image credit: 1 lead image (1075 x 605 px), further article images (900 x 640 – 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for Advertorial Premium
- Text as Word file: Kicker (max. 30 characters), Title (max. 55 characters), Teaser (max. 111 characters), Body text (max. 3,000 characters), if desired image captions (max. 255 characters each
- Links to external pages or articles, YouTube videos or down-load material as desiredch

✓ When advertising a prescription product, please email the mandatory text as a separate PDF file. A link to it will then be created (instead of to your URL).

Submission of your standalone newsletter

Please send the following content at least 10 working days before the booked dispatch date to vet@schluetersche.de:

- Subject line & Headline: "Customer Name: Headline" (total. max. 68 characters incl. spaces)
- Pre-header: topic-specific, summarizing or explanatory (40 - 80 characters)
- Customer logo (min. 180 px wide as JPG or PNG) + link to customer website
- Header image (600 x 250 px, JPG, PNG or GIF)
- Monothematic: 1 long text (Word file, max. 1400 characters incl. spaces) + link, optionally 1 additional image (600 px wide, max. 250 px high, JPG, PNG or GIF)
  or
  Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short messages with article image (180 x 120px, JPG, PNG or GIF), Headline (55 characters incl. spaces), Text (Word file, max. 300 characters incl. spaces) + link
- Company contact details

Technical Specifications and Delivery

Submission of your content for lead campaigns

Please send the following content at least 10 working days before the agreed publication date to vet@schluetersche.de:

• Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, approx. 1 hour duration)

• For the landing page:
1 cover image: 1075 x 605 px (16:9)
Headline (approx. 60 characters including spaces)
Teaser text (max. 300 characters including spaces)
Introductory text (800-1000 characters including spaces)

• Optional Additional material for advertising measures:
Image/Logo (180 x 120 px)
Headline (approx. 50 characters)
Teaser text (approx. 300 characters)
Banner in Skyscraper, Medium Rectangle and/or Billboard format

Delivery of your retargeting banners

Please send your banners as JPEG, GIF, or HTML to anzeigendaten-veterinaer@schluetersche.de:

- at least one of the following formats can be used (when delivering a billboard, please also supply an additional format): 728 × 90, 160 × 600, 300 × 250, 300 × 50, 800 × 250, 970 × 250, 320 × 50, 300 × 600
  (The more formats you provide, the greater the potential reach of your retargeting campaign.)
- Technical specifications:
  - Banners must not exceed a maximum file size of 300 KB. Image files (.gif or .jpg): max. 150 KB and SSL-secure.
  - Animation length: animated ads must become static after 30 seconds.
  - 3rd-party ads (JavaScript or HTML): max. 150 KB and SSL-secure.
  - iFrame only possible via DoubleClick.
  - Target URL to which the banners should link.
  - HTML banners must comply with our specifications.
  - No target URL may be embedded directly in the code.

Payment terms

Account details:
2% discount if paid within 8 days of invoice date, otherwise
30 days net. Direct debit possible. VAT ID No. DE 6

Bank details

Bank details
Commerzbank Hannover
DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX

Technical Specifications and Delivery

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 of your ad data

E-Mail: anzeigendaten-tbl@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 Address Special Advertising Forms

Vogel Druck und Medienservice GmbH
Warenannahme
Delivery note: (magazine name, issue_)
Contact Michael Schick,
Leibnizstrasse 5, 97204 Höchberg
Acceptance times: Monday to Friday, 8 a.m. to 4 p.m

Important: please use separate packaging and separate delivery bills if you are delivering for Deutsches Tierärzteblatt and Die Praktische Tierärztin at the same time.

Grip height: easy to pick up packets approx. 8-10 cm.

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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
Phone +49 (0)511 8550-8248