Native Ad (Image-text ads)

**Image**
- Size: 1,200 px x 627 px
- Optional: 4:3, 1:1, min. 1,200 width
- Media types: JPG or PNG, max. 1 MB filesize

ℹ️ We recommend not to use logos or text in the images. Important elements of the images should be centered if possible to avoid cut-offs. Just in case these elements should be placed with a safety space of 10 % to the boarder of the image.

**Text**
- Title short: max. 25 characters
- Optional title long: max. 50 characters
  - The title should be formulated in such a way that even without a teaser it will have the same effectiveness.
- Descriptive text: max. 100 characters (60 characters recommended)
- Brand name: max. 25 characters
- Call-to-Action: optional, max. 25 characters

ℹ️ Please take into consideration that whitespace characters (e.g. space, tab) are included in the character count. Texts can be shortened, depending on the publisher and that images can be cropped.

**Logo:** optional, 300 px x 300 px max. 200 KB

**Tracking:**
Landingpage URL including UTM parameters or 3rd party clicktracking to link to your landingpage

¹optional, depending on publishers widget. ²if available