

# Neue Website und neue Werbeformate



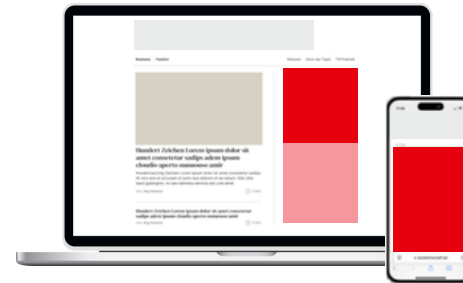
## Billboard

Desktop: 970 x 250 px  
Mobil: 320 x 480 px



## Sticky Sitebar

Links oder rechts  
Desktop: 300 x 600 px  
+ 120 x 600 px (Fallback)  
Mobil: 300 x 600 px



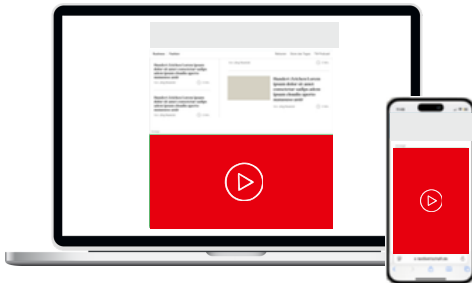
## Halfpage Ad / Medium Rectangle 1 & 2

Desktop: 300 x 600 px / 300 x 250 px  
Mobil: 300 x 600 px / 300 x 250 px



## Content Ad 1 & 2

Desktop: 970 x 250 px  
Mobil: 320 x 480 px



## Video Ad 1

Desktop + mobil: 1280 x 720 px



## Bridge Ad

Desktop: 980 x 250 px  
+ 2x 300 x 600 px  
Mobil: 320 x 480 px



## Page Skin

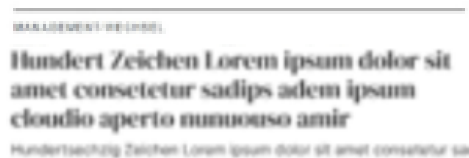
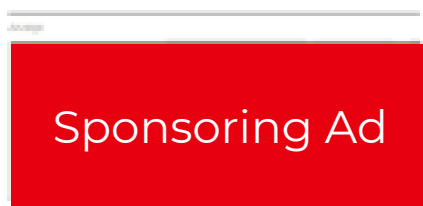
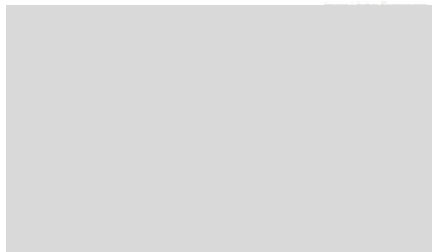
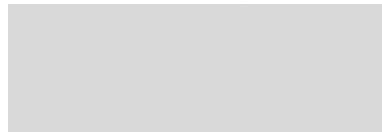
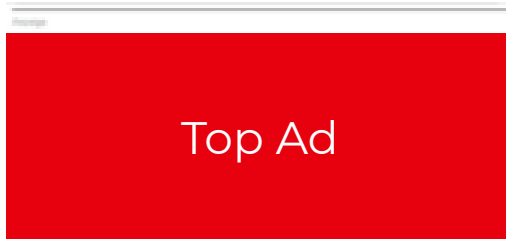
Desktop: 980 x 250px  
+ 1920 x 1080 px  
(Hintergrundbild)  
Mobil: 320 x 480 px



## Value Ad

Desktop: 980 x 250 px  
+ 2x 300 x 600 px  
+ 1920 x 1080 px (Hintergrundbild)  
Mobil: 320 x 480px

# Newsletterformate



## Top Ad

630 x 250 px

## Sponsoring Ad

520 x 200 px

## Native Ad

Bild: 184 x 138 px

Überschrift (max. 70 Zeichen inkl. Leerzeichen)\*

Text: Text (max. 270 Zeichen inkl. Leerzeichen)\*

## Branding Ad/ Medium Rectangle

520 x 200 px

300 x 250 px

\* Änderungen vorbehalten

Bei Fragen können Sie sich gerne an uns wenden:

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