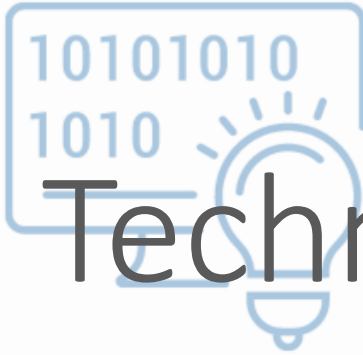


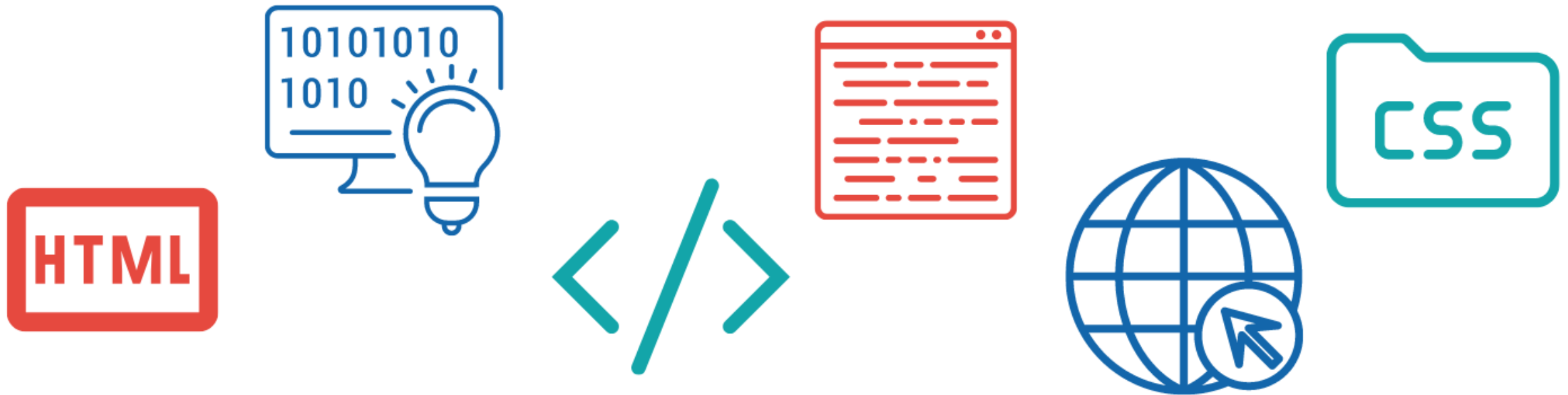
# Technical specifications

HTML



dfv Horeca Media





Specifications for Advertorials

# Advertorial

Bestandteil		Anmerkung
Logo	250 x 170 px, PNG with transparent background, 300 dpi	
Headline	55 Zeichen, incl. spaces, special characters and punctuation marks	
Teaser text big	Max. 300 characters; incl. spaces, special characters and punctuation → a teaser text will be generated from the first 300 characters of the article text	
Teaser text small	Max. 150 characters; incl. spaces, special characters and punctuation → a teaser text will be generated from the first 150 characters of the article text	
Text	Any length, with paragraphs and, if necessary, subheadings, which are displayed in bold. Formatting in the text can be bold, underline and italic text, ideally in Word/RTF format.	
Pictures	Amount: 2, format 16:9, max. 150KB (One of them named as lead image and one for the body text.) Lead image: 1,600 x 900Image in body text: 1.200 x 675Please add source information if it differs from the company name. NOTE: The headline behaves responsively and runs into the image. It is recommended not to use images with text or people.	
Videos	Must be hosted on YouTube or Vimeo	
Info box	Max. 300 characters	
Contact box	Contact information (e.g. company name, department/contact person, telephone number, e-mail address)	
PDF files	Max. 4 MB, can be linked	

The advertorial is created in the respective editorial layout. Graphic or design adjustments are not possible. Please ensure that additional elements such as images, videos and boxes are surrounded by sufficient text. Otherwise, we reserve the right to adjust the ratio of text and elements.