



# Technical specifications

dfv Horeca Media 2022





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, Ideally 16:9 → 1.200 x 675, max. 150KB One of them named as lead image and one for the body text. Please add source information if they differ from the company name.
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.