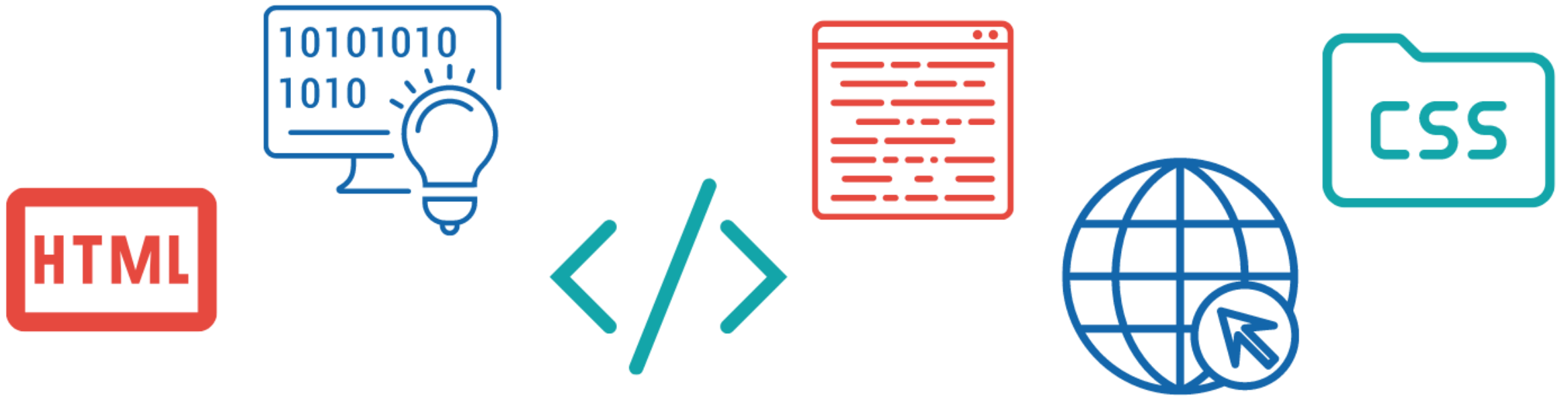


Technical specifications



dfv Horeca Media





Specifications for Newsletter Ads

Newsletter Ads

Data typ: GIF / JPG / PNG

Max file size: 100KB

- If you want to deliver an **animated gif file**, please note the following:
- In all newsletters (not FOOD SERVICE-dependent) that are displayed via Outlook 2007 or 2010, **only the first frame of the gif file can be displayed**. This is due to the engine used by Microsoft, which is based on "Word". Unfortunately, according to the current status, no additional codes from our side can be integrated into the image in order to bypass the display.

Help?

- Let the first frame of the gif file animate as briefly as possible (approx. 0.1 seconds is the minimum) and display all the important information of the advertising message there. For all those who use the newer Outlook versions mentioned above, appears now (even if only as 1 frame) the complete advertising message. Due to the short animation time of approx. 0.1 seconds, all other users are directed to the 2nd frame at the same time (the first is hardly visible or not at all and is completed within the newsletter loading process). The desired frame order can then run from here.

Newsletter Ads

Werbeformat	Format in Pixel	Dateityp	Max. KB
Top-Banner	630 x 75	GIF / JPG	100
Mega-Banner	630 x 250		
Newsletter Banner (on position 2 – 6)	520 x 200 300 x 250	GIF / JPG	100
Text ad (on position 2 – 6)	If booked with picture: FS am Morgen: 200 x 175 ahgz hoteldesign: 250 x 140 All other ahgz-NL: 160 x 90	Max. 45 characters for the title and a maximum of 330 characters for the text field - including spaces and special characters	100