



CUSTOMER CENTER

Online Advertising Technical Specifications

version of 01/12/2021

subject to change



This document provides technical specifications for all digital advertising media, including file requirements for adbanner formats.

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Customer Center

The login details for the data management of the company profiles can be applied for under the following link:

<https://www.vogel.de/customer/register>

You can administer your booked advertising formats in the customer center

<https://www.vogel.de/customer/> as well as get statistics, leads, and contact requests of your booked lead campaigns, advertorials, company profiles, and banners.

Datamanagement Company Profile

You can maintain and check your company profile by selecting „Data maintenance“ in our Customer Center. Currently there is no preview function.

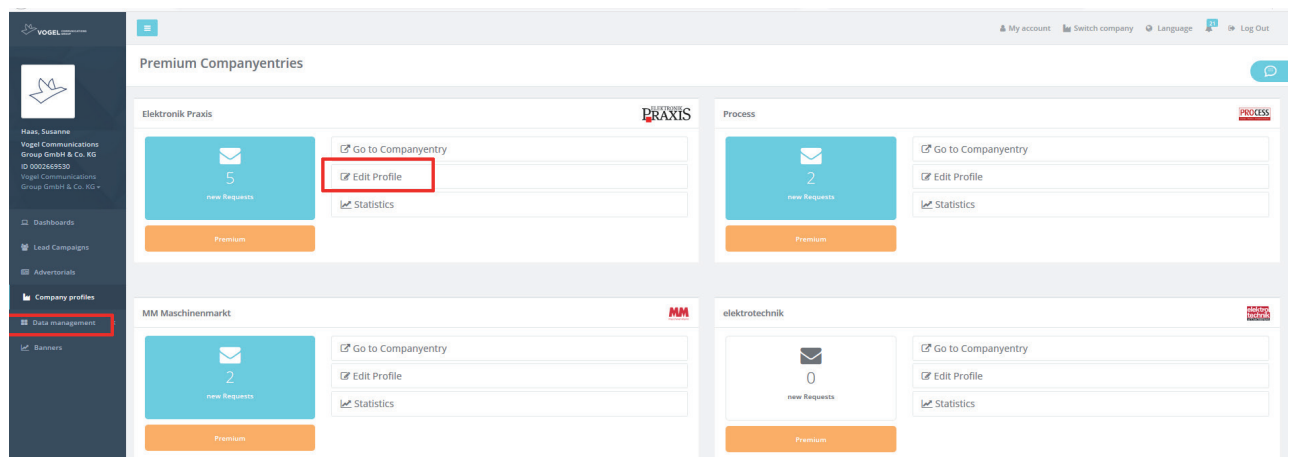
You can access the Customer Center on: www.vogel.de/customer

If you do not already have one, please first create an account for our Customer Center. Simply follow the instructions at <https://www.vogel.de/customer/register>

Below you will find a targeted how-to that will guide you step by step through the possibilities offered by the new company profile maintenance feature.

Data Maintenance Company Profile:

After successfully logging in to our Customer Center (www.vogel.de/customer) you can call up an overview of the existing company profiles by clicking on „Company Profiles“ on the left, where you can also retrieve your statistics. Clicking on „Edit profile“ then takes you to the data maintenance area (Or you can select „Data Maintenance“ directly in the navigation [on the left])



Datamanagement Company Profile

In the following we will guide you through all areas of company profile maintenance.

Image formats:

File format: jpg or png

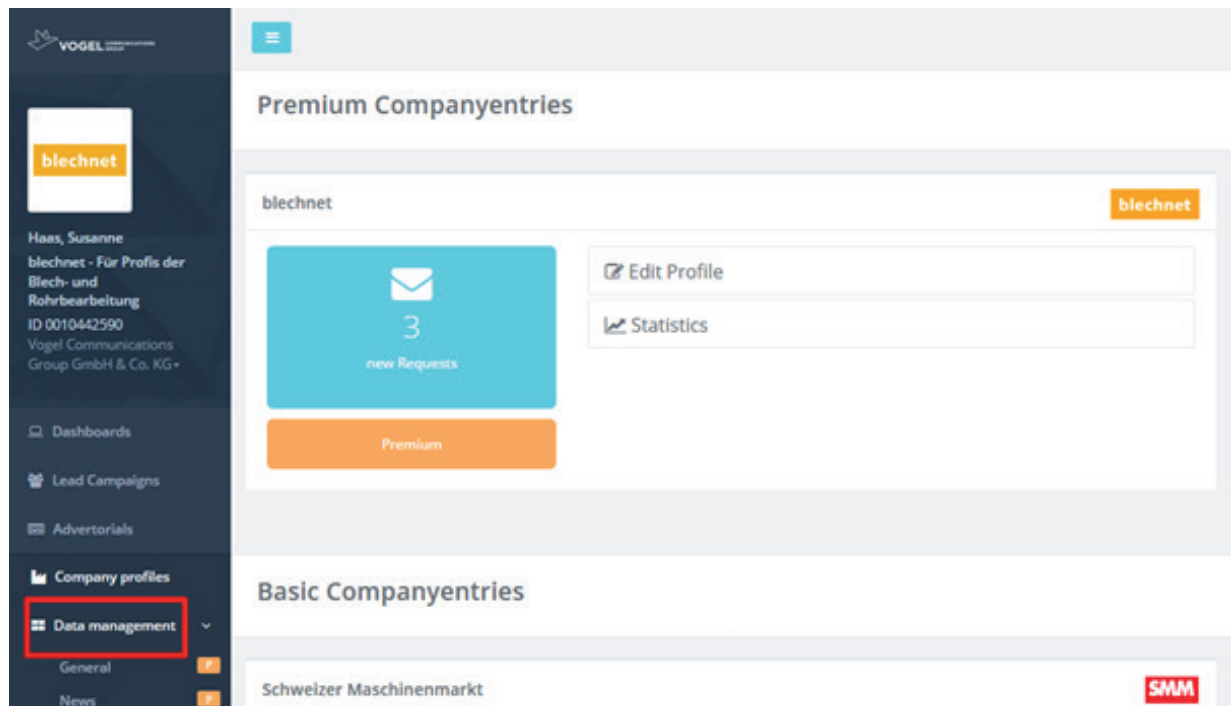
Cover picture: We recommend the format 3:1 with a minimum size of 1200x400 pixels.

Logo: to provide good quality under all circumstances, the long side of the logo must be at least 200 pixels long. The logo will be displayed either square-shaped or in 16:9 and placed on white space.

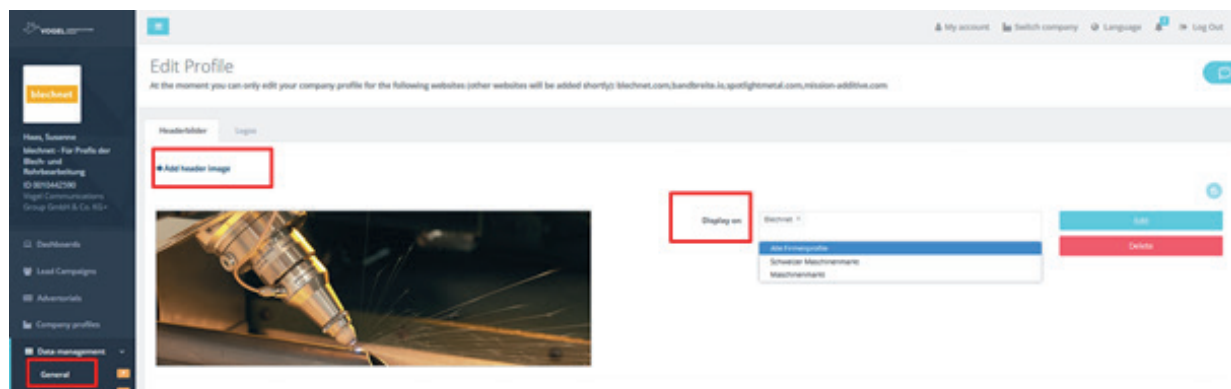
Product images: We recommend the format 16:9 with a minimum size of 300x169 pixels.

We use this format for the home page as well as for the overview pages. Other formats are possible, but will be placed on white space.

Galleries: We recommend the format 3:2 with a minimum size of 880x586 pixels. Other formats are possible, but will be placed in the galleries of the company profile on white space.

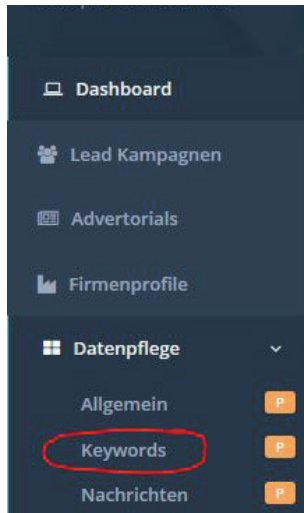


The lead image and logo can be set or edited below „**General**“. Please make sure you select and save the portals for publication:



Datamanagement Company Profile

Keywords:



Storing keywords makes it easier to place the company profile in relevant articles. In addition to the keywords stored here, products, news, editorial articles from our editorial team, etc., are also used as the basis for the placement. However, storing a keyword does not automatically mean that the profile will be placed in a specific article.

Maintenance notes: Please confirm each keyword by entering "," or pressing Enter. Keyword combinations are also possible.

Edit Profile

Keywords

By storing keywords, the company profile can be better linked to relevant professional articles. In addition to the keywords stored here, products, news, editorial articles from our editorial team etc. are also used as the basis for the feed. A deposited keyword is not automatically the guarantee to be played in a certain article.

Note on editing: Please confirm each keyword by entering "," or Enter. Keyword combinations are also possible.

0/50 Keywords

Datamanagement Company Profile

Below „News“ you have the possibility to publish your own press releases with a lead image.

We recommend a character limit of 250 characters for the „Abstract “ (this applies to all content types).

There is no character limit for the description text. You can also use the highlighted button here to create hyperlinks.

Group GmbH & Co. KG

News

Teaser image

Upload

Abstract

The world of bulk material handling seems easy at first: docking and undocking of containers at weighing stations and the release of dusts can do even more: it "thinks" for itself.

Description

The container glides into places virtually soundlessly, approaching its destination with even motion: the Clean Dock. Stainless steel is clean, sovereign and safe. Then it comes to a stop. The pneumatic gripping system of the active section extends from above, grips the three air blasts indicate that the dosing element and target container are seamlessly joined. The flexible compensator of the passive container precisely — independently of which product quantity it already holds. Then the filling of the bulk material begins. Once this process has come to an end, the active and passive sections detach from each other. Then the filling station is ready for the next use. Almost the entire filling process has been controlled by Clean Dock itself in a decentralized manner.

Publication from

17.04.2019

to

Display on

Before you save, please select the desired portal:

Display on

Alle Firmenprofile

Schweizer Maschinenmarkt

Maschinenmarkt

Blechnet

Cancel

Save

Below „News“ there is also a function for publishing an RSS feed (simply copy the URL of the feed), select the portal, save and publish:

My account

Switch company

Language

Log Out

Edit Profile

At the moment you can only edit your company profile for the following websites (other websites will be added shortly): blechnet.com, handwerks-ly, spotlightmetal.com, melon-additive.com

News

Feeds

Feed-URL

Display on

Alle Firmenprofile

Schweizer Maschinenmarkt

Maschinenmarkt

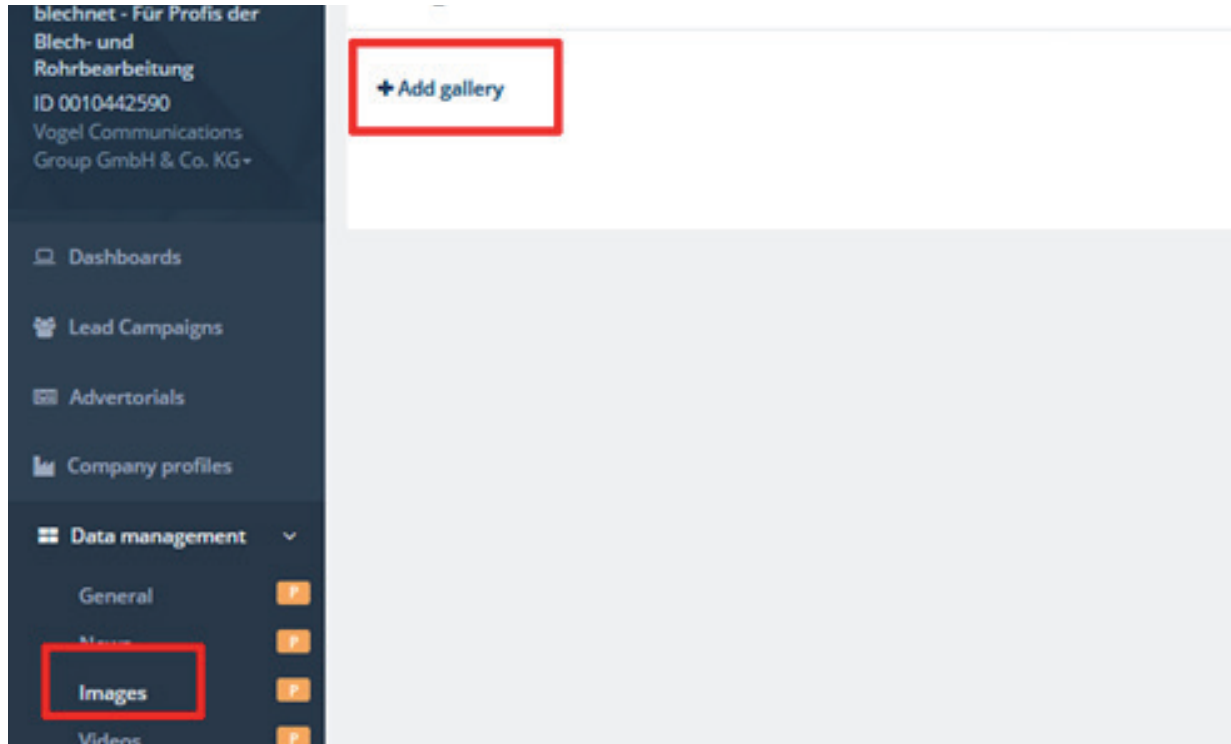
Blechnet

Publish

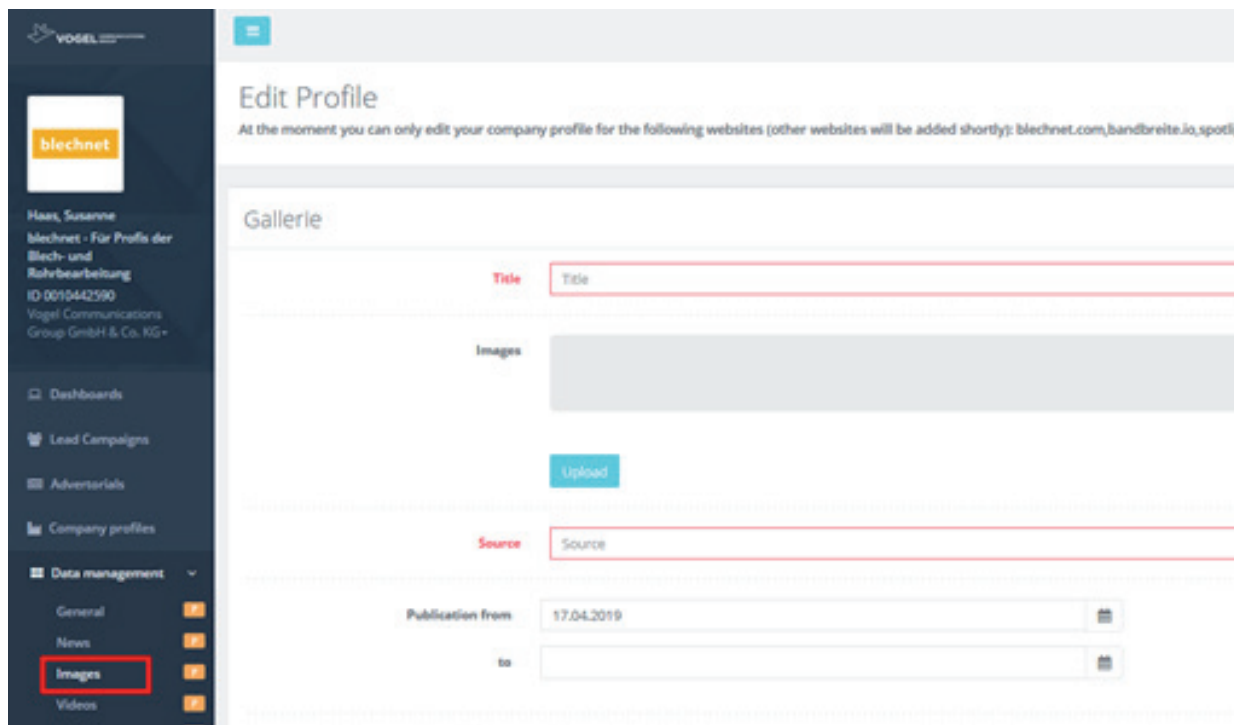
Datamanagement Company Profile

In the **„Editorial Reporting“** tab you will find the articles of our editorial staff linked to your company profile. The articles of our editorial staff cannot be edited. If you have any questions regarding this, please contact <https://kontakt.vogel.de/>.

Company images and galleries can be published below **„Images“** :



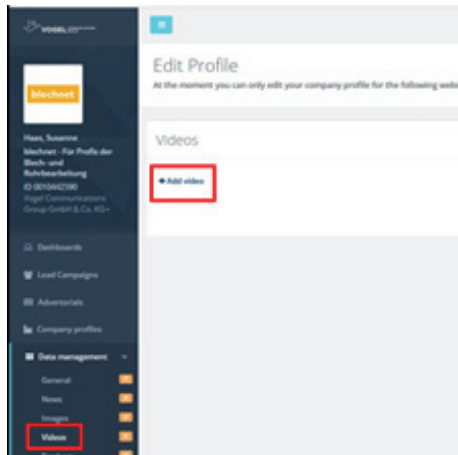
Please select the portal before **„saving“**:



Datamanagement Company Profile

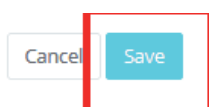
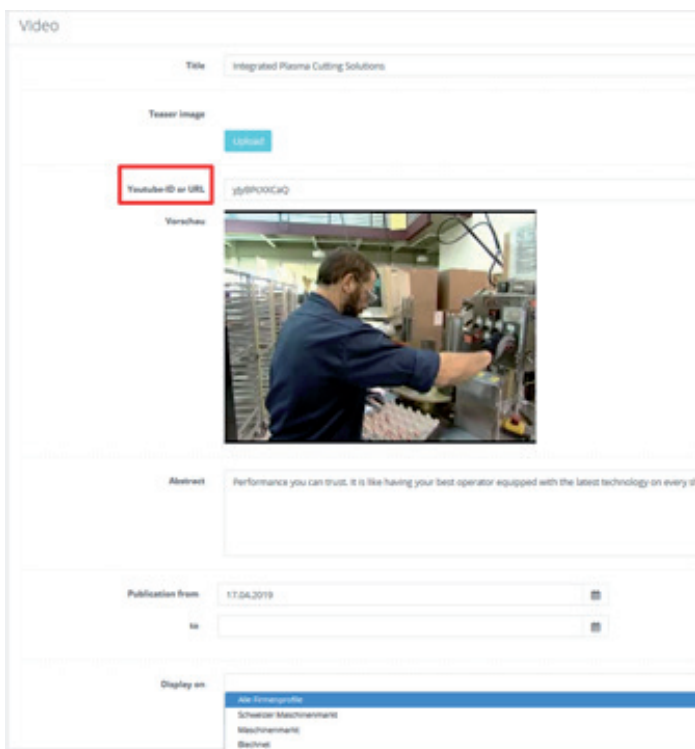
Video:

You can easily publish YouTube videos of your company with an ID or URL:



Simply copy the YouTube URL to the „YouTube ID or URL“ field, for example: **<https://www.youtube.com/watch?v=i3m4s5Pey0Q>**, a YouTube ID of i3m4s5Pey0Q is then automatically generated

We recommend a character limit of 250 characters for the „**Abstract**“.



Please click on the „Publish On“ field for all content, and select the desired portal.
Then press „Save“.

Datamanagement Company Profile

Products:

This is where you can publish your products. The data maintenance of the products is the same as for the news, see page 7!

The screenshot shows the 'Edit Profile' interface. On the left is a sidebar with the 'blechnet' logo and user information for Haas, Susanne. The 'Data management' menu is expanded, with 'Products' highlighted. The main content area is titled 'Edit Profile' and includes a note about editing the company profile. Below this, the 'Products' section is highlighted with a red box, showing a 'Feed-URL' field and an '+ Add product' button. A list of existing products is shown, including a 'Newsletter' and a 'Print' magazine. To the right, a detailed form for adding a new product is visible, with fields for 'Title', 'Teaser image' (with an 'Upload' button), 'Abstract', 'Description' (with a rich text editor), 'Publication from' (date), 'to' (date), and 'Display on' (checkboxes). 'Cancel' and 'Save' buttons are at the bottom of the form.

Events:



You can publish your trade fairs and events, seminars, roadshows, etc., here.

The screenshot shows the 'Event' form. The 'Title' field contains 'Hannover Messe'. A modal dialog box is open in the center, prompting the user to 'Please enter a URL to insert' with the text 'http://www.hannovermesse.de' and 'OK' and 'Abbrechen' buttons. The 'Teaser image' field has an 'Upload' button. The 'Abstract' field contains the text 'Visit us at the Hannover Messe booth 4, hall 10c'. The 'Description' field has a rich text editor with buttons for bold, italic, underline, list, and link, and a 'More informations >>' link.

Datamanagement Company Profile

Downloads:

This is where you can upload, for example, your image brochures or other documents as PDFs or URLs:

Download	
Title	<input type="text" value="Title"/>
Teaser image	
	<input type="button" value="Upload"/>
PDF Document	
	<input type="button" value="Upload"/>
or	<input type="text" value="Downloadlink (URL)"/>
Abstract	<div></div>
Publication from	
	<input type="text" value="17.04.2019"/> 
to	<input type="text"/> 
Display on	<div><div>Ale Firmenprofile</div><div>Schweizer Maschinenmarkt</div><div>Maschinenmarkt</div><div>Blechnet</div></div>

Datamanagement Company Profile

Job ads:

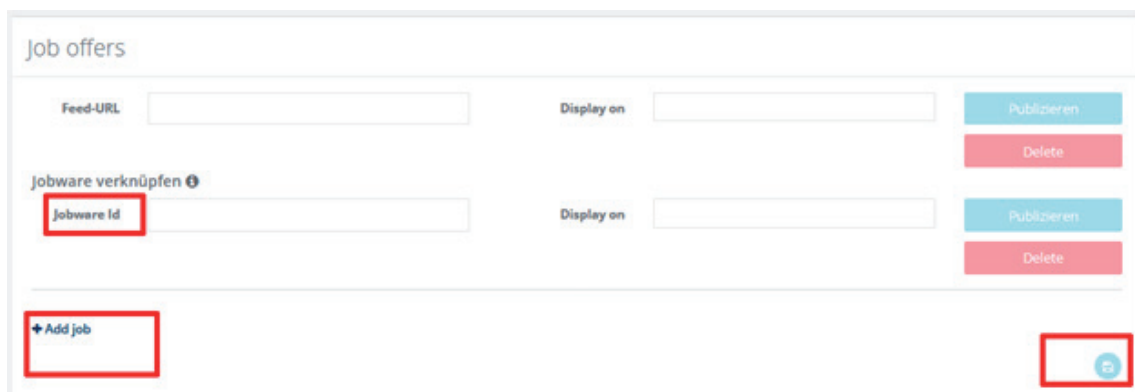
Below Job ads, you can publish a feed to an automatic RSS feed of the job ads on your website.

Jobware link:

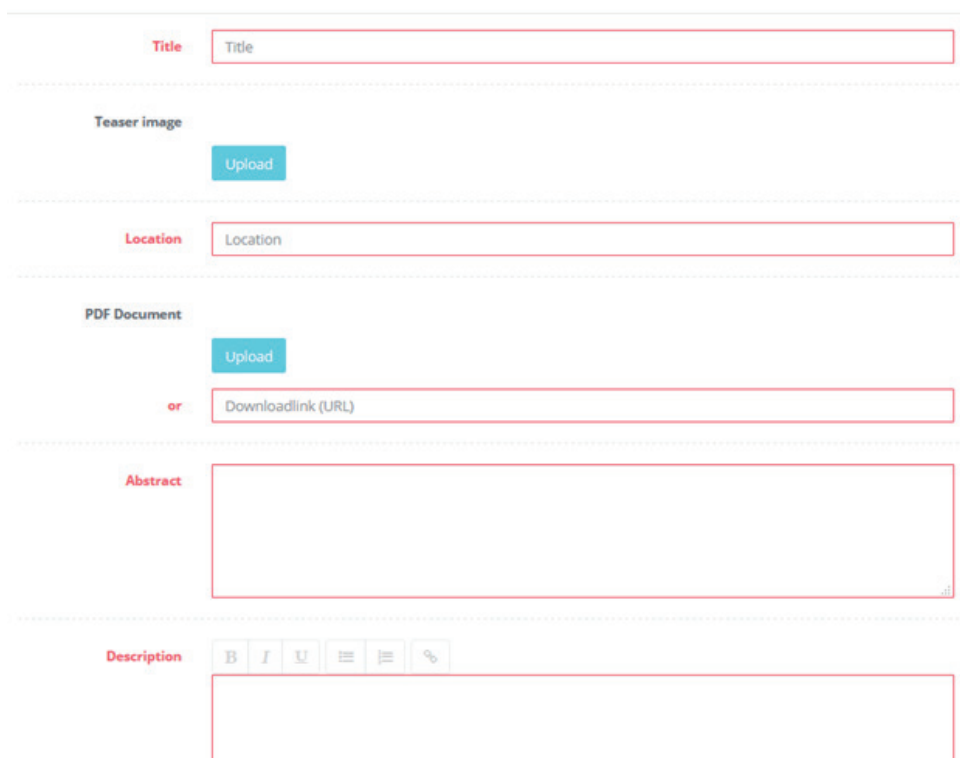
You will find your Jobware ID in the address bar of your browser when you call up your company on Jobware: <http://www.jobware.de/Jobs/Jobware-Personalberatung.150952.html>.

This results in an ID of 150952

You can publish this ID below „Settings“ below „Jobware Link“:



Publishing a job ad via the editor:



Please select a portal and save!

Datamanagement Company Profile

Contact:

You can enter an individual address for each portal or edit your company master data here:

The screenshot shows the 'Base data' tab of a company profile management interface. At the top, there are three tabs: 'Base data', 'Contact persons', and 'Socialmedia'. Below the tabs, there is a section titled 'Default address' with a blue 'Edit' button. The address details are: 'blechnet - Für Profis der Blech- und Rohrbearbeitung', 'Max-Planck-Str. 7/9', '97082 Würzburg', and 'Tel: +49 (0)931 418-0'. Below this, there is a 'Display on' dropdown menu set to 'Alle Firmenprofile' with a blue 'Edit' button and a red 'Delete' button.

Contact persons are also published here:

The screenshot shows the 'Contact persons' tab of the company profile management interface. At the top, there are three tabs: 'Base data', 'Contact persons', and 'Socialmedia'. Below the tabs, there is a section titled 'Add contact person' with a blue 'Edit' button and a red 'Delete' button. The contact person details are: 'Frauke Finas', 'Position:', and 'Blechnet' in the 'Display on' dropdown menu.

And your social media accounts are linked:

(These then appear as icons in the company profile next to your company name):

The screenshot shows the 'Socialmedia' tab of the company profile management interface. It contains a form with the following fields: 'Network' (set to 'facebook'), 'Url' (set to 'https://www.facebook.com/blechnet/'), and 'Display on' (set to 'Blechnet'). There are 'Cancel' and 'Save' buttons at the bottom.

Datamanagement Company Profile

About:

You can publish your company profile here:

The screenshot shows the 'Edit Profile' interface. On the left is a dark sidebar with the Vogel logo and navigation menu. The main area is titled 'Edit Profile' and contains the 'About us' section. A red rectangle highlights the 'Add company description' button. Below this, there are two text areas: 'About Vogel Business Media' and 'Vogel Communications Group - über uns'. To the right of these text areas are 'Display on' dropdown menus and 'Edit'/'Delete' buttons.

We recommend a character limit of 250 characters for the **„Abstract“** (this applies to all content types).

This screenshot shows the 'Edit Profile' page with the 'About us' section expanded. It includes a 'Title' field with the text 'About Vogel Business Media'. Below it is an 'Abstract' field containing a detailed description of Vogel Business Media. Further down is a 'Beschreibung' (Description) field with a rich text editor toolbar and a detailed paragraph about the company's history and services. At the bottom, there is a 'Main Topic fields' section with a list of topics including Industry, Automotive and Mobility, Information Technology, Law/Business Administration/Taxation, and Services.

Whitepaper

Go to www.whitepaper.de for full details of whitepapers.

Description

Initially, potential readers get a brief summary of the white paper so they know what to expect. Because readers must first register to access the white paper, the description of the contents should peak readers' curiosity. There are various character limits for different sections of the text:

Topline:	max. 60 characters
Title:	max. 60 characters
Teaser:	max. 200 characters
Abstract:	unlimited, but we recommend not to exceed 1,500 characters

Tips for description

- Headline and title make the subject and the target audience clear.
- The teaser should entice and emphasise the value of what's being offered.
- The abstract provides a short summary of the white paper's content.
- Writing style: Try to use as many terms that a user would look for so that the white paper is listed in search engines' results (keywords). Try to avoid flowery language. Write in short sentences so that users can quickly and accurately scan the description.

Whitepaper PDF

File Size: max. 5 MB

Tips for PDF

Some quality is compromised in the process of converting a PDF into a Flash format file. For this reason, preferably use sans serif font types for all documents. It is best to use web standard font types such as Arial, Trebuchet MS or Verdana. You should also avoid detailed graphics or diagrams.

Webcasts

We distinguish between two types of webcasts, 'live' and 'on-demand'. We upload the webcasts for you and you can edit their descriptions at any time in the Customer Center (similar to white papers on the previous pages).

Live webcast (webinar)

Live webcasts are generally produced by Vogel Communications Group. As reference material, you have the option to show PowerPoint presentations during the live webcasts or play video sequences. A complete „technical-check“ will be conducted by our production team.

On-demand webcasts

Your videos will be uploaded on our own video-server. The advantage of this is that it is then possible to calculate individual hit rates. For example, this provides you with information on the average length of time your webcast is viewed. Please note that some quality may be lost in converting the original file. Please deliver you video in the highest possible resolution.

Webcast

Length	max. 60 minutes
Format:	MPG, MPEG, WMV, AVI, H264, MP4, (further formats upon request)
Width:	min. 512 Pixel

Contact

If you would like to produce a new and professional on-demand webcast or have your existing video material developed, our webcast team will be happy to assist you. If interested, please contact:

Uwe Dietrich

+49 (0)931 418-2534
uwe.dietrich@vogel.de

Bannerformats overview



Banner for Newsletter

<i>XL Banner</i>	<i>p. 18</i>
<i>Billboard Ad</i>	<i>p. 18</i>
<i>Text Ad</i>	<i>p. 18</i>

Banner for Webpages

<i>Leaderboard</i>	<i>p. 19</i>
<i>Billboard Ad</i>	<i>p. 19</i>
<i>Wallpaper</i>	<i>p. 19</i>
<i>Brandgate</i>	<i>p. 19</i>
<i>Skyscraper</i>	<i>p. 20</i>
<i>Halfpage Ad on Skyscraper position</i>	<i>p. 20</i>
<i>Expandable Skyscraper</i>	<i>p. 20</i>
<i>Content Ad</i>	<i>p. 21</i>
<i>Halfpage Ad</i>	<i>p. 21</i>
<i>Native Ad</i>	<i>p. 21</i>
<i>Scroll Ad</i>	<i>p. 21</i>
<i>Video Ad XL</i>	<i>p. 21</i>

Keyword Advertising

p. 23

Audience Targeting

p.24

Please observe the notes on page 22

Banner for Newsletter

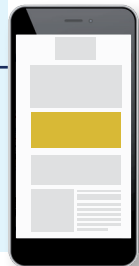
XL-Banner

Banner size: 630 x 140 pixels
File size: max. 50 kB
Media: jpg, gif, png



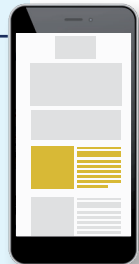
Billboard Ad

Banner size: 630 x 250 pixels
File size: max. 50 kB
Media: jpg, gif, png



Text Ad

Picture size: 300 x 300 pixels
Text: Overline (optional) max. 40 characters (incl. blanks)
Headline max. 40 characters (incl. blanks)
Body text up to 300 characters (incl. blanks)
File size: max. 50 kB
Media: jpg, gif, png



Please note:

- It is not possible to insert breaks in text ads. Every text looks different on every user's device (because of all the different default settings in browsers or mail programs, e.g. font size etc.). That's why we do not recommend inserting additional breaks to modify the text flow.
- Outlook 2007 and newer only ever shows the first frame of an animated gif. Animated gifs are possible though. Using the link "Click here if the newsletter is not displayed correctly", which appears above every newsletter, users can open an html version in their browsers. Animated gifs are displayed correctly here.
- If you have an adserver in use you can send us the code for a clicktracker and a trackingpixel.
- Due to firewall issues of the users performance figures may vary.

Banner for Webpages

Leaderboard

Banner size: 728 x 90 pixels
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, Standardtag



Expandable Leaderboard

Banner size: 728 x 90 pixels
728 x 300 pixels (expanded)
File size: max. 50 kB/file
Media: jpg, gif, png, HTML5*



Pushdown Ad

Banner size: 960 x 90 pixels (closed)
960 x 300 pixels (open)
Filesize: max. 80 kB/file
Media: jpg, gif, png, HTML5*



Billboard Ad

Banner size: 960 x 250 pixels
File size: max. 80 kB
Media: jpg, gif, png, HTML5*, iFrame, Standardtag



Banner for Webpages

Skyscraper

Banner size: 160 x 600 pixels
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, JavaScript, Standardtag



Wallpaper

Banner size: 728 x 90 pixels (Head)
160 x 600 pixels
background-image (optional): 1280 x 1024 pixels
File size: max. 50 kB/file
Media: jpg, gif, png, HTML5*, iFrame, Standardtag
+ Hexcode for background



Brandgate

Banner size: 980 x 90 pixels (head) + 1.200 x 90 pixels (head)
2x 160 x 600 pixels (left + right)
File size: max. 50 kB/file
Media: jpg, gif, png, HTML5*, iFrame, Standardtag
+ Hexcode for background



Banner for Webpages

Content Ad

Banner size: 300 x 250 pixels
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, JavaScript, Standardtag



Halfpage Ad

Banner size: 300 x 600 pixels
File size: max. 50 kB
Media: jpg, gif, png, HTML5*, iFrame, JavaScript, Standardtag



Native Ad

Text: max. 50 characters (incl. blanks)
Overline (optional) max. 30 characters (incl. blanks)
Image size: 300 x 300 pixels
(lower third in the picture without text)
File size: max. 50 kB
Media: jpg, gif, png



Scroll Ad

Banner size: 800 x 500 pixels
File size: max. 80 kB
Media: jpg, gif, png
background color: Hexcode
bar color: Hexcode



Video Ad XL

Dimensions: displayed 19:6
Media: MPG, MPEG, WMV, AVI



Banner for Webpages

*Further information for banner

- 3rd party tags und HTML5-files must be SSL compliant!
- Using 3rd party tags, click commands, or tracking pixels is always possible.
- The use of 3rd party ad servers may cause system-induced differences in counting. The numbers determined by the publishing house (DFP system) are the standard basis for invoicing. Accepting deviations of up to 10% is typical for the market. A counting difference exists if the deviation exceeds 10%.
- Due to firewall issues of the users performance figures may vary.
- Sound: when using sound we recommend that this starts after an action such as e.g. click on a „sound on“-button or activate a speaker icon. It must be possible to easily disable the sound by click.
- The linking must always open in a new window. Please notice on delivery of the material that you use the command „_blank“.
- The banners should be supported by all established browsers to ensure a proper delivery. If restrictions should be known about browsers, it is requested that you will give notice about this during the delivery of your tags.

*Information for HTML5-files

- HTML5 max. file-size: 100 kB
Billboards in HTML-5 format: max 150 kB
- Don't send flash-files converted with „Swiffy“

*Information for gif-files

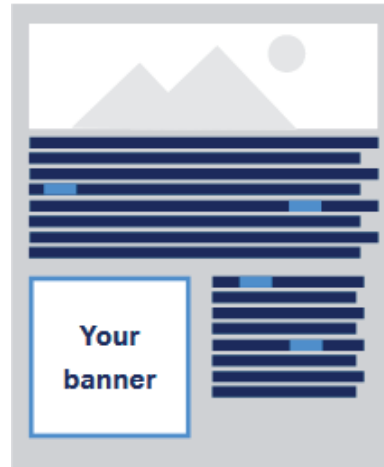
please Test gif files in the following Browsers: Google Chrome, Firefox and Microsoft Internet Explorer

Keyword Advertising

Place your banner along with articles in the Vogel network that contain at least one of your 15 to 20 keywords. We will evaluate the potential for success of your keywords in advance.

Your Benefit

- Reduced waste coverage
- You always reach your target group in the relevant subject environment
- Context-sensitive display of your advertising message



Your banner is displayed in the relevant subject environment using your keyword

possible banners

see page 19-22

delivery of the keywords

15 to 20 keywords,
(exkl. singular & plural)
who clearly describe your product / company

Audience Targeting

Banners for Vogel-Network and Google AdWords:

Content Ad, Leaderboard, Skyscraper

(at least one format, but three possible)

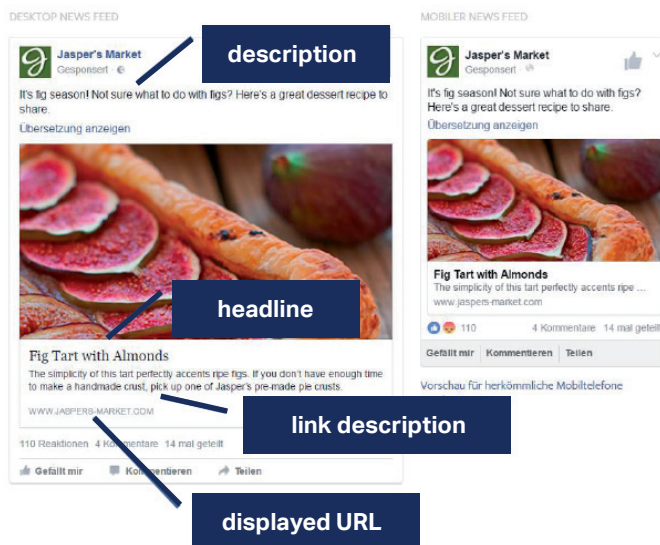
Banner size:	300x250 px, 728x90 px, 160x600 px
File size:	max. 50 kB/file
Media:	jpg, gif, png

Facebook Ad:

Facebook Ad

Depending on the position of delivery, device and length of the text, the system automatically abridges it (see picture below)

Banner size:	1200x628 pixels (max. 20% text in picture)
File Size:	max. 999 kB
Media:	jpg, gif, png
Text:	headline (max. 25 characters) description (best: 90 characters, max. 200 characters)
Link:	link description (about 30 characters, max. 200 characters) displayed URL (has to contain the same domain as the destination URL)



Please note

- HTML5 banners are possible, if no references to external sources or libraries are included (iframes etc.).
- Our partners' policies do not allow the use of third-party tags, click commands, and pixel counts. We can only track the clicks via URL parameters.
- Flash banners are not possible.