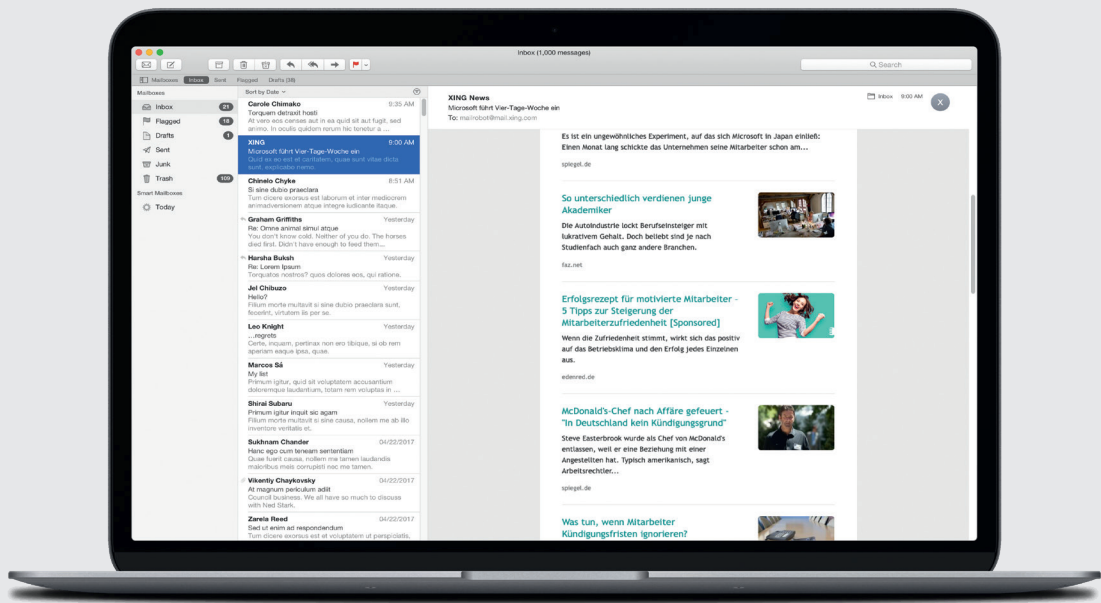




XING Content Ads

Technical Specifications

We are happy to help with the optimal headline and teaser text



Our requirements for your content:

- Available on an external website
- Contains an image, headline and teaser text
- Two Image sizes in aspect ratio 16:9: Desktop min. 250 x 144 pixels and mobile min. 580 x 326 pixels
- Contains further campaign elements and corresponding "call-to-actions", contact forms, downloads or additional links.
- Length of headline: Max. 140 characters and 2 lines
- Length of teaser text: Max. 160 characters
- Teasers texts/headlines do not contain direct advertising messages

What we need:

- ✓ Link to the article
- ✓ Image
- ✓ Headline
- ✓ Teaser text
- ✓ If desired: clicktracker