Lead Ad

Technical specifications

1. Sender: Company Page

2. Image specifications:
   - Min. image size 1,200 x 612 pixels
   - Image ratio 1,96:1
   - Max size 10 MB, JPG or PNG

3. Headline: 60 characters

4. Description: 120 characters

5. Button:
   - can be selected as follows:
     - Request a quote
     - Request information
     - Register now
     - Take part now
     - Subscribe
     - Promote now
     - Learn more
Lead Ad
Technical Specifications

Lead ad form

1. **Headline:** 60 characters
2. **Description:** 250 characters
3. **Introductory line:** 90 characters
4. **Image specs:**
   - Min. image size 1,200 x 612 pixels
   - Image ratio 1,96:1
   - Max size 10 MB, JPG or PNG
5. **User data:** possibly prefilled, request as little data as necessary to get more replies.
   - Name
   - E-Mail
   - Street and number
   - Postcode
   - City
   - Country
   - Date of birth
   - Phone
   - Profession
   - E-Mail (business)
   - Phone (business)
   - Employer
6. **Custom questions (up to 3):** 90 characters each
7. **Privacy policy URL:** 200 characters
8. **Privacy policy addition:** 280 characters
9. **Button copy:** same as in ad, cannot be changed
Lead Ad thank you page

1. Headline: 60 characters
2. Image: same as in form, cannot be changed
3. Description: 170 characters
4. Button copy: cannot be changed