



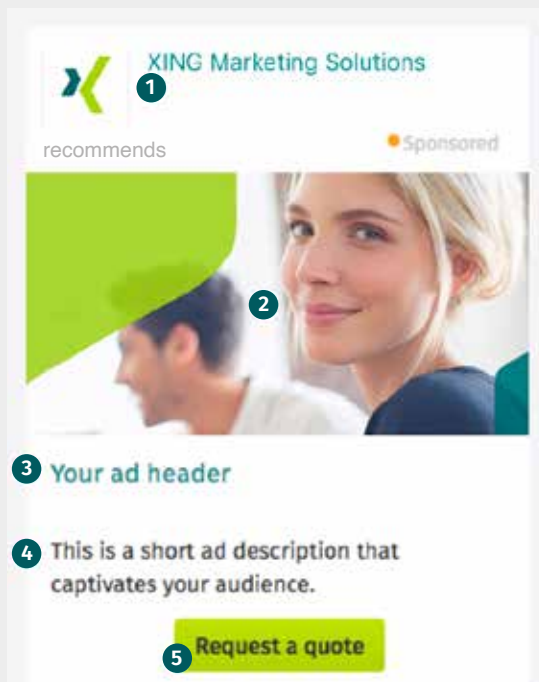
Lead Ad

Technical specifications

Booking-tool
www.xing.com/xam

Lead ad specifications

1. **Sender:** can be a XING Business Page or 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

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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

The screenshot shows a lead ad form interface with the following elements:

- 1 Your form header**: A header area with a close button (X).
- 4**: A large image of a woman and a man.
- 2**: A text input field for "Your custom description copy".
- 3**: A section titled "Please answer these questions:" containing a "Your details" section with input fields for "Name" and "E-mail".
- 5**: A "Name" input field with the placeholder "Please enter your reply here.".
- 6**: A "Your custom question?" input field with the placeholder "Please enter your reply here.".
- 7**: A "Privacy" section with a toggle switch for "Your additional privacy policy hints".
- 8**: A section for "Advertiser's privacy policy" containing a paragraph of text and a link to "XING SE Privacy Policy".
- 9**: A green button labeled "REQUEST A QUOTE".



Lead Ad

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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

