



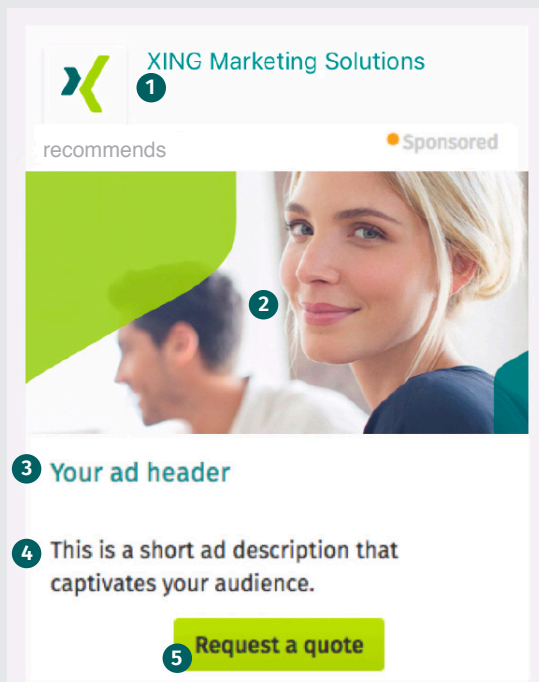
# Lead Ad

Technical specifications

**Booking-tool**  
[www.xing.com/xam](http://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

## Technical Specifications

**Booking-tool**  
[www.xing.com/xam](http://www.xing.com/xam)

### 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

**1 Your form header** ✕

**4**

**2** Your custom description copy

**3** Please answer these questions:

Your details

**5** Name  
Please enter your reply here.

E-mail  
Please enter your reply here.

**6** Your custom question?  
Please enter your reply here.

Privacy

**7** Your additional privacy policy hints

**8** Advertiser's privacy policy

XING SE will save your data and make it available to the promoter of this ad who is responsible for using and processing your data. Contact us anytime if you'd like the data transfer to be stopped. If you want your data to be deleted or withdraw your permission for the processing of your data, please get in touch with the promoter of this ad.

**XING SE Privacy Policy**

**9** **REQUEST A QUOTE**



# Lead Ad

## Specifications

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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

1 Your form header



2

3 Your Thank You Description

4

Back to startpage