XING Lead Ads

Technical Specifications

Lead ad specifications

1. **Sender:**
   - can be your 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

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XING Lead Ads

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: (if available, pre-filled with user profile data)
   • Name
   • E-Mail
   • Street and number
   • Postcode
   • City and country
   • Date of birth
   • Phone
   • Profession
   • E-Mail (business), Phone (business)
   • Employer
6. Custom questions: 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
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Technical Specifications

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

Booking-tool
www.xing.com/xam