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
• Image size: min. 776 x 436 Pixel and max. 4500 x 3500 Pixel
• Contains further campaign elements and corresponding "call-to-actions", contact forms, downloads or additional links.
• Fits thematically to the articles published in the selected industries on XING
• Recommended length of article: 350 - 500 words (approx. 1 A4 page)
• Recommended length of headline: 50 - 60 characters
• Recommended length of teaser text: max. 210 characters
• Teasers texts/headlines do not contain direct advertising messages

What we need:

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

advertising@xing.com • advertising.xing.com
XING Marketing Solutions GmbH • Dammtorstr. 30 • 20354 Hamburg