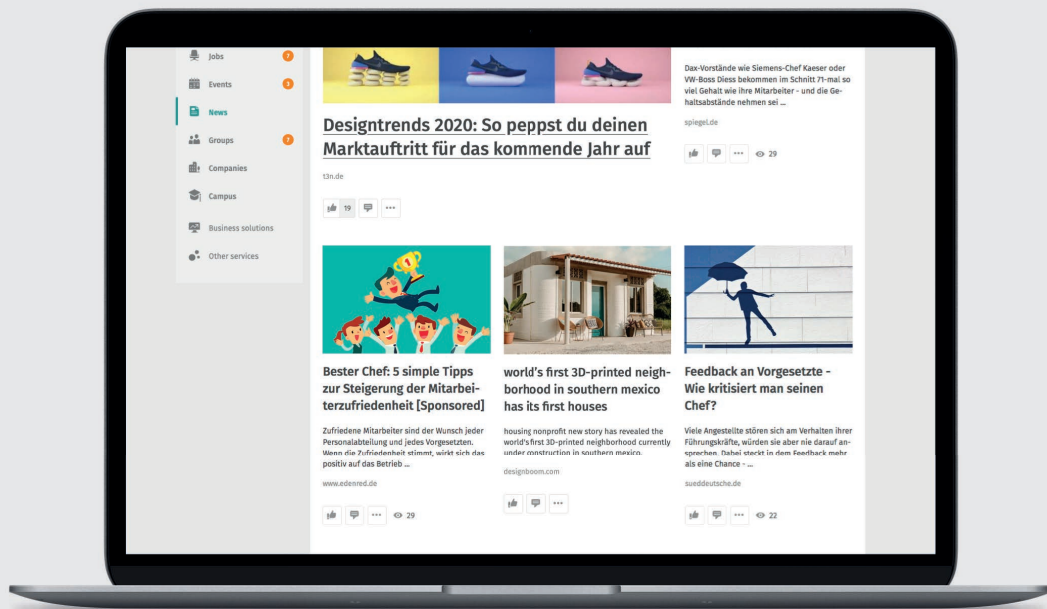




# XING Sponsored Articles

Technical Specifications

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

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