

Technical specifications

SKILLS
MAGAZIN

pv Europe
photovoltaik

T | I Technische
Isolierung

BAUMETAL
KLEMPNERTECHNIK IM HOCHBAU

Gebäude
Energieberater

ERNEUERBARE
ENERGIEN

GW
GRÜNWELT
ENERGIEEFFIZIENZ UND WECHSEL

DIE KÄLTE
+ Klimatechnik

K&L
MAGAZIN

SBZ
MONTEUR

SBZ
DAS SHK-MAGAZIN

TGA+E FACHPLANER
FÜR HEIZUNGS- UND KÜHLUNGSANLAGEN

Gentner

Overview

Easier navigation:

Click on the tile to jump directly to the desired page.

General information
about delivery

Display advertising

Mobile Only

Newsletter

Content-Marketing-
Kampagne

Stand-Alone-Newsletter

Online-Katalog-Service

General information about delivery I/III

Delivery and address :

Data to : datenanlieferung@gentner.de

Information on the assignment of the advertising media :

- Customer name
- Campaign name
- Our quotation or order number if known
- Booking period
- Placement and volume
- Advertising format
- Target URL(s)

General :

Please send your advertising material as a ZIP file if possible.

Gentner Verlag reserves the right to approve each motif on a case-by-case basis. Advertising media that cause too strong a reaction or impair the use of the site too much may be rejected.

General information about delivery II/III

Sound (only with explicit booking) Sound is only possible on interaction of the user.

I.e. Sound default "off". "On" only after click on unique user button.

Compatibility check

The advertising material must ensure that the technologies required for correct display functionality are available in the calling browser. Otherwise, no delivery may take place. Under no circumstances may the user receive security warnings or be prompted to install plugins.

General information about delivery III/III

HTML5 Advertising material :

The advertising media can be played out depending on the format Javascript or iFrame. Prerequisite for the playout as script is the appropriate encapsulation of the code to avoid side effects in the page. For delivery via redirect, all formats offered by us are possible. For wallpaper or fireplace: please deliver in separate tags.

CPU usage with HTML5

The CPU load of HTML5 should not exceed 25% on a currently configured standard computer. If the CPU load is too high, the scrolling of a website slows down or starts to jerk strongly, which can limit the usability of the website. To reduce the CPU load, reduce the number of animated objects and slow down the movement of animated objects.

Technical specifications Display Ads

Advertising form	Dimension in px / format (width x height)	Weight
Skyscraper (sticky möglich)	120 x 600	Max. 100 KB
Wide Skyscraper (sticky möglich)	160 x 600	Max. 100 KB
Halfpage Ad	300 x 600	Max. 100 KB
Medium Rectangle	300 x 250	Max. 100 KB
Fullbanner	468 x 60	Max. 100 KB
Superbanner	728 x 90	Max. 100 KB
Wallpaper	728 x 90 + 160 x 600	Max. 100 KB per advertising material
Sticky Footer	770 x 125	Max. 100 KB
Billboard Ad	940 x 250	Max. 150 KB
Fireplace Ad	160x 600 + 1.240 x 90 + 160 x 600	Max. 100 KB per advertising material

Additional specifications :

- Possible file formats: JPG / GIF / Redirect
- Please specify click destination separately
- Redirects must be https secure
- Data delivery min. 5 working days before start of campaign

Technical specifications Mobile Only

Advertising form	Dimension in px / format (width x height)
Mobile Content Ad (2:1)	300 x 150
Mobile Medium Rectangle	300 x 250

Additional specifications :

- Possible file formats: JPG/GIF, Max. 60 KB
- Please specify click destination separately
- No redirects possible
- Data delivery min. 5 working days before start of campaign

Technical specifications Newsletter I/II

Advertising form	Dimension in px / format (width x height)	
Image/Text Display	Standard Display: 270 x max. 180 px.	XL Display: 560 x max. 373 px.
	Format to be delivered: Image: width (fixed) 560 px., height max. 373 px. Headline: max. 60 characters Teaser: max. 350 characters (incl. spaces)	Format to be delivered: Image: width (fixed) 560 px., height max. 373 px. Headline: max. 120 characters Teaser: max. 500 characters (incl. spaces)
Video Post Video screenshot with play button	Standard Display: 270 x max. 180 px.	XL Display: 560 x max. 373 px.
	Format to be delivered: Image: width (fixed) 560 px., height max. 373 px. Headline: max. 60 characters Teaser: max. 350 characters (incl. spaces)	Format to be delivered: Image: width (fixed) 560 px., height max. 373 px. Headline: max. 120 characters Teaser: max. 500 characters (incl. spaces)

Download Play-Button: www.gentner.de/playbutton



Technical specifications Newsletter II/II

Advertising form	Dimension in px / format (width x height)
Banner	560 x 72px
Event / Job advertisement Placement in the Events section or job market	Representation: 150 x max. 150 px. Format to be delivered: Image: width (fixed) 560 px., height max. 560 px. Headline: max. 60 characters Teaser: max. 350 characters (incl. spaces)

Additional specifications :

- Image as JPG, Max. 200 KB
- Please specify click destination separately
- © Copyright notice not forgotten
- No redirects possible
- Data delivery min. 5 working days before start of campaign
- Our newsletters are responsive and adapt with the layout individually to the respective end device. This ensures that your advertising is optimally displayed on all screen sizes and formats. Please take into account that the display is smaller than the format to be delivered.

Technical specifications Content-marketing-campaign

Delivery and address:

Data to : datenanlieferung@gentner.de

Delivery date : min. 12 working days before switching

Image and text delivery :

- Images: JPG, 1200 x 628 pixels, no font in the image, © copyright reference landscape format, 1-2 images (if necessary more, which we then convert as an image gallery).
- Brand logo: JPG
- Text: meaningful text material, as Word document (docx), min. 1,500 - max. 3,000 characters
- Call-To-Action: up to 3 target URLs (implementation also as word link)
- Video (optional): Link to the video on YouTube

Release process :

The campaign is adapted to the respective medium and marked as an advertisement.

After completion, the sponsored article is sent to the client for approval.

To guarantee the publication date, approval must be given within 24 hours.

Technical specifications Stand-Alone-Newsletter

Delivery and address:

Data to : datenanlieferung@gentner.de

Delivery date : min. 12 working days before switching

Image and text delivery:

Stand-alone newsletters are based on a standard template with various modules. The modules can be combined as you like.

1. **Lead image** : 560 pixels wide, height variable, banner is aligned to the left
2. **Headline**: max. 45 characters
3. **Teaser-Text**: max. 350 characters incl. spaces
4. **Banner**: 560 pixels wide, height variable, banner is aligned to the left
5. **Pure text field** : Bold/italic/underlined, bullet points, links possible
6. **Image + text field, proportionate** : Headline: 35 characters, text: 350 characters
7. **Image + text field, ratio 1/3 to 2/3** : Headline: 55 characters, text: 350 characters

Additional specifications :

- Images: 560 pixels wide, height variable / landscape format / max. 200 KB / JPG / © copyright not forgotten
- Please specify click targets separately
- Subject: about 50-60 characters
- Approval process: The stand-alone newsletter is adapted to the respective medium and marked as an advertisement. After completion, the stand-alone newsletter is sent to the client for approval. To guarantee the publication date, the release must take place within 24 hours.



Technical Specifications Online Catalog Service

Delivery and address:

Data to: mayer@gentner.de

Delivery date : Possible at any time, implementation within 48h

Term: 12 Months

PDF of your sales documents / catalogs

- Single page PDF (no double pages)
- Texts in PDF must not be embedded as graphics
- The resolution should be about 150 dpi

Release process :

You will receive a link to your catalog as soon as it is online.