



Finews Specifications

21 March 2024

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Deadlines and Delivery

	Deadline
Standard formats	3 working days
*Special formats (Welcome Ad, Branding Day, InRead Video, Teaser Ad, Advertorial, Newsletter Teaser Ad)	5 working days

	Delivery
Delivery Address	Please send the advertising material to: ana.micic@finews.ch

*The advertising materials marked with a red asterix must be delivered 5 working days prior to publication.

Display – Desktop and Tablet

		Dimension (pixel)	File Size	File Formats
*Welcome Ad		Banner 1400 x 500 Background 1920 x 1080	Max. 500 KB Max. 500 KB	Banner Format: PNG, Third Party Ad Tag Notes: If background with image or gradient, banner must be transparent Background (image or color) Format: PNG, JPG Notes: No text or logos, no safe zone, background may be only partially visible depending on screen, or browser window size. Alternatively to an image, a color can be chosen for the background
Wideboard		994 x 250	Max. 150 KB	JPG, PNG, Third Party Ad Tag/Redirect (in https), HTML5 (zip-File)
Halfpage Ad		300 x 600	Max. 150 KB	
Rectangle		300 x 250	Max. 150 KB	
Impact Mix	The impact mix is made up of two rotating Ad units Wideboard and Halfpage Ad	994 x 250 300 x 600	Each max. 150 KB	
*Branding Day	The Branding Day is made up of three Ad units Wideboard, Halfpage Ad and Branding Board	994 x 250 300 x 600 1040 x 350	Each max. 150 KB	
*Branding Day Pro	The Branding Day Pro is made up of three Ad units Wideboard, Halfpage Ad, Branding Board and Welcome Ad	Specifications see above		
InRead	Banner	600 x 360 or 300 x 250 Flow, Carousel, Scroller	Each max. 150 KB	
	*Video	16:9 with 24 FPS 1280 x 720 px	Max. 4 MB	Ratio: 16:9, Dimension: 1280x720px (Responsive to the page level), Video Duration: 15/30 sec, FPS: 24 Tags Accepted: 1x1, VAST, VPAID JS, All tags must be SSL only
Sponsoring		Site-Search 200 x 40 px	Max. 20 KB	JPG, PNG Third Party Ad Tag/Redirect

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Display – Mobile

		Dimension (pixel)	File Size	File Formats
*Welcome Ad		768 x 921	Max. 500 KB	JPG, PNG, Third Party Ad Tag/Redirect (in https), HTML5 (zip-File)
Wideboard		300 x 160	Max. 150 KB	JPG, PNG, Third Party Ad Tag/Redirect (in https), HTML5 (zip-File)
Rectangle		300 x 250	Max. 150 KB	
InRead	Banner	300 x 250 or 300 x 160 Flow Carousel, Scroller	Max. 150 KB	
	*Video	16:9 with 24 FPS 1280 x 720 px	Max. 4 MB	Ratio: 16:9, Dimension: 1280x720px (Responsive to the page level), Video Duration: 15/30 sec, FPS: 24 Tags Accepted: 1x1, VAST, VPAID JS, All tags must be SSL only

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Native Advertising

	Ad Units	File Size	File Formats
*Teaser Ad (without Article)	Headline up to 50 characters Lead up to 160 characters Image 300 x 180 px, color Placement on all pages desktop and tablet in the right column or mobile directly below the articles	Image max. 150 KB	Image: JPG Third Party Ad Tag/Redirect
*Advertorial (Teaser Ad with Article)	Headline up to 50 characters Lead up to 160 characters Text up to 4,000 characters Images and graphics 500 x 300 px, color Video 16:9	Image max. 150 KB	Image: JPG Video: File formats AVI, MOV, MP4, sound off, autoplay, delivery 1x1, VAST, VPAID JS (SSL only)

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Newsletter

	Ad Units	Dimension (pixel)	File Size	File Formats
Banner		659 x 200	Max. 150 KB	JPG, PNG, Click Tag
*Teaser Ad	Headline up to 50 characters Lead up to 160 character Placement on all pages desktop and tablet in the right column or mobile directly below the articles	300 x 180 in color	Image max. 150 KB	Image: JPG Click Tag
Daily Sponsoring		300 x 80	Max. 150 KB	
Sponsoring Weekly Review		300 x 80	Max. 150 KB	

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