



BAUMEISTER, Garten+Landschaft, Topos, Mappe, STEIN and RESTAURO

Online Advertising Options: Specifications, Tracking and Reporting System

Banner/text-based advertisements

Please ensure that your **banner/redirects** and **destination URL** reach us **at least 5 working days before the start of the advertising campaign**.

We can only display one advertising motif during the time period booked by the customer. Concerning the destination URL for your advert, please send us **ONE destination URL only**.

Website/Newsletter Banners:

File formats: .JPG, .PNG, HTML5-Code (without file assets) or .GIF. No SWF/Flash. Banner and Redirects must be created for **https://** and in **async mode**. Maximum file size 200 KB. Redirects/tracking codes are not possible for a "SLIDER" banner.

Picture-/text-based advertisement in Newsletter:

File format text: word document (.DOC), maximum of 200 characters + 35 characters for the headline (including blanks)

File format picture: 290 x 200 px, maximum file size 200 KB, minimum resolution 164 dpi,

file formats: .JPG, .PNG, or .GIF.

Online Advertorial

Please send us your press release as a word file (2,000 characters including blanks) and maximum 20 press photos (minimum 4) in landscape format as a JPG (minimum resolution 164 dpi) as well as extra for the teaser: one picture, file format 290 x 200 px and a text with maximum of 200 characters + 35 characters for the headline (including blanks) within ONE email. If available: a video. Please ensure that these reach us **at least 10 working days before the start of the advertising campaign**. Redirects/tracking codes are not possible for "SLIDER" banner and the advertorial page.

Video Advertising

file formats: .FLV, .MPEG4, .MP4, .MOV, .AVI, .WMV, .3GPP, .WebM. Tracking code and HD possible.

Reporting System

Reporting on banners placed on websites

Following the termination of your advertising campaign, Callwey will provide statistics concerning clicks, page impressions and click-through rates for the entire campaign period. Should you have booked advertising space for longer than a month, we are happy to provide you with monthly updates.

Reporting on advertisement placed in newsletters

When we have sent out our newsletter which features your banner/advertising text, Callwey will send you a copy. We will also compile statistics for you including the number of recipients, the percentage of letters opened and the number of letters opened.

Reporting on online advertorial promotion package

Following the termination of your advertising campaign, Callwey will provide you with a report on the page impressions for your advertorial. For details on the reporting we provide for Super Banner XXL and banners in our newsletters, please see above.