

## PRINT

### Printing Process

**Cover:** sheet offset

**Inner part:** sheet offset with saddle stitching.

### Colours

Special agreement is required for special colour shades which cannot be attained by combining printing of colour from the scale. The publisher reserves the right, on technical grounds, to compile decorative colours from the four-colour-scale. Data and proof required.

### Bleed Difference

3mm on each side. For advertisements with 2 x 1/3 page horizontal spread two separate templates are needed.

### Digital Data

**Following data formats are accepted:** PDF (print-optimized), eps-, ps-, psd- und tif-files

**Colour profile:** ISOcoated\_V2\_300\_eci

### Please send digital data to

**E-Mail:** [redaktion@it-verlag.de](mailto:redaktion@it-verlag.de)

### Address of Printing House for supplements

Gebr. Geiselberger GmbH

Martin-Moser-Straße 23

84503 Altötting

Please always specify a subject line.

**Example:** Supplement for IT Security Issue 2021



## ONLINE

### Banner Display & Mobile

Size: GIF (static or animated), JPG/ PNG

HTML 5 (on request)

max. 100 KB for Display

max. 50 KB for Mobile

### Native Ad

Headline: max. 50 characters

Text: max. 300 characters

Image: 700 x 400 px JPG / PNG / GIF

Target-Link

### Highlight Ticker

Target-Link iFrame compatible

URL zto review:

<https://www.tinywebgallery.com/blog/advanced-iframe/free-iframe-checker>

Logo: max. 500 px | 2 weeks in advance

Upload formats: URL or newsletter with a specific email address.

When uploading the URL via the personal mail account, there must be no signature or text in the mail.

A newsletter upload via the mailing sender is possible.

Upload subject line: max. 50 characters

### Events

Headline: event title

Text: max. 300 characters

Logo: 450 x 450 px JPG / PNG

Target-Link

} **Same for newsletter  
event text ad**

Example: <https://www.it-daily.net/veranstaltungen/weitere-veranstaltungen/icalrepeat.detail/2021/09/09/387/-/contentday>

### Stand Alone Mailing

HTML Vtemplate

or

Text file max. 1.500 characters

Header image: 700 x 400 px JPG / PNG

Pictures small: 450 x 450 px JPG / PNG

Target-Link

### Newsletter TextAd

Headline: max. 50 characters

Text: max. 300 characters (including spaces)

Image: 450 x 450 px JPG / PNG

Target-Link



### **Online Cover Story**

5.000-8.000 characters text (including spaces)

Foto: min. 700 px. width, JPG

Short text author

} **Interview**

5.000-8.000 characters text (including spaces)

Images or graphics (optional)

3 Do-Follow-Links

} **1-2 Articles**

Example: <https://www.it-daily.net/it-sicherheit/cloud-security/29341-lieferketten-das-neue-trojanische-pferd-fuer-cyberattacken>

### **Online Advertorial**

5.000-7.000 characters text (including spaces)

Header image 700 x 400 px., JPG

Further images or graphics (optional, 700 x 400 px.)

Display banner formats: 300 x 250 px

Text Ad Newsletter: image format 450 x 450 px., JPG

Beispiel: <https://www.it-daily.net/it-sicherheit/cloud-security/29192-wohin-sich-casb-und-swg-entwickeln>

### **Whitepaper**

PDF with your content – no flyer or advertising text. Advertising items by arrangement.

Logo: jpg or gif

Display Banner: 300 x 250 px, 160 x 600 px JPG / PNG

Example: <https://www.it-daily.net/download>

### **Topic eBook**

Text: 8.000 to 10.000 characters as word file, charts/images: 2 to 3,  
Photo of the author: jpg or gif, Further links to white papers, webcasts, videos or case studies

### **Customized eBook**

Text: word file, Charts/images/pictures of the author: jpg, tif, eps

### **Webinar**

Title

Text: max. 800 characters, 3 points what the participants can learn

Speaker: Short CV, max. 300 characters, image 200 x 200 JPG / PNG

Header image (optional): 700 400 JPG / PNG

Display Banner: 300 x 250 px, 160 x 600 px JPG / PNG

Example: <https://www.itdaily.net/webinare/28581-saubere-sache-direkt-in-salesforce-archivieren>

### **Webinar on Demand**

Logo 500 Pixel

Link/trial version, short description as wordfile

Banner Half Page 300 x 600 px, jpg, png

Images 700 x 400 px