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I. Standalone Mailing "bMail" at DocCheck - Composition Guideline

For the programming of your DocCheck bMail template we ask you to observe the following instructions and specifications:

1. Delivery

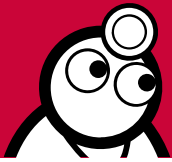
- Please send the complete and final materials with clear designation of the campaign and the planned send date **5 working days in advance at the latest to media@doccheck.com**.
- Please provide a contact person for technical queries and state the name and email address of the person who is supposed to receive the test mail and finally approve it.

2. General Advice

- For the bMail we need a newsletter template programmed in HTML.
- Please include all images and used files which should be hosted by DocCheck. Alternatively, you can host the files on your own servers and reference them in HTML.
- Please include the subject line of the mail as <title> in the HTML or in the email to DocCheck.
- Please do not include information, such as an unsubscribe link that relates to your own mailing list or dispatch. DocCheck is the sender of the bMail and sets a corresponding footer with the relevant information on data protection.
- You will receive a test mail after DocCheck has finished the bMail. We need your final approval the evening before the send date.

3. Content Design


- DocCheck is only the sender of the mailing. You are responsible for the content of the bMail
- You are free in the design of your newsletter template. Please take into account that e-mails are often read on mobile devices. Select the length of the copy, images and graphics accordingly.



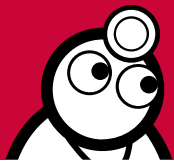
- We recommend setting several links and including at least one of them in the immediate visible range. Please place your desired links into the corresponding passages of the HTML.
- If you use tracking links, it is necessary to close a data order processing contract with DocCheck.
- For a personalized salutation please set a placeholder in HTML. DocCheck will replace it accordingly. Information regarding the gender with the registration on doccheck.com is no longer mandatory. The salutation therefore has two forms. If the gender is known, the form of address is Dear Dr. Dooly. If the gender is unknown, the user is addressed with Hello Beate Dooly.
- DocCheck also sets a text version of the bMail with a teaser text as well as a link to the web version.
- If you would like to have a link to the web version in the HTML as well, please mark the corresponding passage and we will set the equivalent parameter for the link.
- To reduce the spam value we recommend to remove any www or https from the mail and to set links without this specification.
- At the end of the mail DocCheck will place the footer with the bMail donation box and all relevant legal advice.
- Example of the DocCheck Footer and donation box:

Du kannst 0,18 Euro für diese bMail erhalten oder weiter spenden. An wen soll der Betrag gehen?

[Kinderkrebshilfe](#) [German Doctors e.V.](#) [An mich](#)

 [? Was ist das?](#) [§ Impressum](#) [× Abmelden](#)

DocCheck ist nur Versender dieser eMail und nicht verantwortlich für die Inhalte.

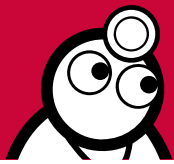


4. Technical Advice

- The newsletter is to be programmed as HTML. Please also use the appropriate HTML code for all special characters to avoid display errors in the various email clients.
- The bMail should be created with a minimum width of 620 pixels.
- The alignment of the mailing must be centered.
- You are welcome to program the mail in a responsive layout. The majority of our users reads the bMails on mobile devices
- Please always refer to the relevant <table> and do not use CSS specifications that are valid for the entire mail. CSS commands for general elements are not allowed as these would influence content from our side that is being integrated at a later point.
- Please send us the HTML in a zip folder to avoid losing formatting via email transfer.
- If you wish to set a pre-header for the bMail please programme the header directly in HTML.

5. Checklist before delivery to DocCheck

- ✓ The advertising material will be delivered to DocCheck on time 5 working days before the send date.
- ✓ The materials are complete and final and are all sent in a zip folder to media@doccheck.com.
- ✓ The subject is included in the HTML or in the handover e-mail to DocCheck.
- ✓ Full names and email addresses for the test mails are included in the e-mail with all assets to DocCheck.



II. Advertorial in DocCheck News – Composition Guideline

Advertorial Teaser

You can book a teaser in DocCheck News which includes

- a **headline of max. 40 characters** (spaces included)
- a **short text of max. 370 characters** (spaces included),
- as well as a picture of **120x120 px** and a second one **720x180 px** for the mobile optimized version (please use only JPG or PNG format).
- please also share with us the target URL.
- If desired we can link single words in the text. Please mark these accordingly in the material you are sharing with us.

Please take into consideration that a link named “mehr” (English: more) will be inserted automatically at the end of each advertorial. “Mehr” links to your desired target page.



Advertorial: Therapie mit MITHRIL®

MITHRIL® ist für die Behandlung von folgenden Infektionen bei Erwachsenen ideal: Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt. **Fachinformation** Finden Sie mehr Infos zum Erregerspektrum, zur Wirksamkeit und Verträglichkeit von MITHRIL®. **mehr**

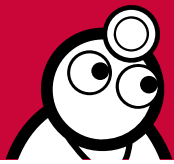
Example teaser desktop



Advertorial: Lust auf Burger?

Wer kann schon einem saftigen Burger widerstehen? Ein Burger Lieferservice spart Zeit, hält die Küche sauber und liefert direkt zu dir. Jetzt Lieblingsburger bestellen und ganz bequem bis nach Hause liefern lassen! Kurze Lieferzeiten. Mit Rabatten sparen. Treuepunkte sammeln. Riesige Auswahl. **mehr**

Example mobile optimized teaser



You have the possibility to link the teaser either directly to a page of your choice or to our DocCheck Landing Page, in order to describe in detail your product, event or any other relevant information.

DocCheck Landing Page

For the article on our Landing Page we recommend creating a text with a maximum of **500 - 600 words**; further media content (images or videos) can be integrated by us. Of course, we can include as many links as you wish in the text. Simply mark the desired keywords (e.g. recurring product names) in the text. Enter the link to the page that you wish to redirect to directly after the text. We can evaluate the clicks on these links individually later on.

You have space available for more pictures on the inner side, either alongside the text blocks or between the text sections, with a maximum width of 620 px. Height is flexible.

DocCheck Advertorial with Follow Button

In order to advertise your DocCheck channel we also offer advertorials with a follow button. For this matter, the teaser text must be reduced to **240 characters** as well as the headline should fit into one line. Please also provide the according URL of the channel.



Advertorial: Grillin me Softly - der Burgerkanal

A cheeseburger is more than just a sandwich, it is a wish fulfilled. The palatable sensation we lovingly refer to as The Cheeseburger has a illustrious history. Just like life, cheeseburgers are meant to be relished.

Kanal folgen

Example DocCheck Advertorial with Follow Button



III. Banner placements on DocCheck – Composition Guideline

The following banner formats can be used on DocCheck. Please check which format has been booked and note the corresponding specifications.

Format	Size	File
Medium rectangle	300 x 250 px	JPEG, PNG, GIF, HTML5
Mobile rectangle	300 x 150 px	JPEG, PNG, GIF, HTML5
Responsive banner	max. 800 x 250, min. 300 x 250 px	HTML5

1. Delivery

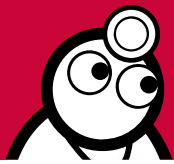
You have different possibilities to place the banners and send them to us:

- 1) Delivery of advertising material as static format as JPEG or PNG plus target URL
- 2) Delivery of advertising material as animated GIF plus target URL
- 3) Delivery of advertising material as **asynchronous** banner code
- 4) Delivery of advertising material as programmed HTML5 including all images and style specifications in a zip folder

2. General Information

Please note the following information when creating the banners:

- Please send the complete material with a clear description of the campaign, the planned start date and the running time to media@doccheck.com
- All links, image paths and banner codes must be https-capable!
- If asynchronous banner codes are delivered, the injected method of your ad server for the click tag must also be specified
- You are welcome to program the animation of the advertising media with an endless loop
- DocCheck controls banners via the AdServer Revive. The collected data is binding for the campaign
- Banner and file names must not contain any spaces and must be unambiguously named. e.g.: client_MR_MotifnameV01_300x250_190924
- Please name a contact person for technical queries



3. Instructions for the Creation of HTML banners

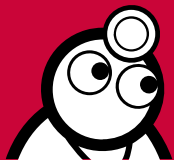
When creating banners in HTML, please note the following information:

- Please send all material (but only the used images and scripts) in a zip folder to media@doccheck.com
- We host the delivered files on our server and exchange the source paths during creation. Therefore all files have to be absolutely loaded within the script via `src"SOURCE PATH"` (NOT as `srcdoc="SOURCE PATH"`)
- All links and paths in HTML must be **https**-capable!
- **Please set links statically as `href=""` in HTML**
- Please include JavaScript in a separate .js file and reference it in the HTML
- In JavaScript please do not set any commands that overwrite the static links; e.g. no commands like `document.getElementById("clicktag").setAttribute("href", getUriParams.clicktag)`

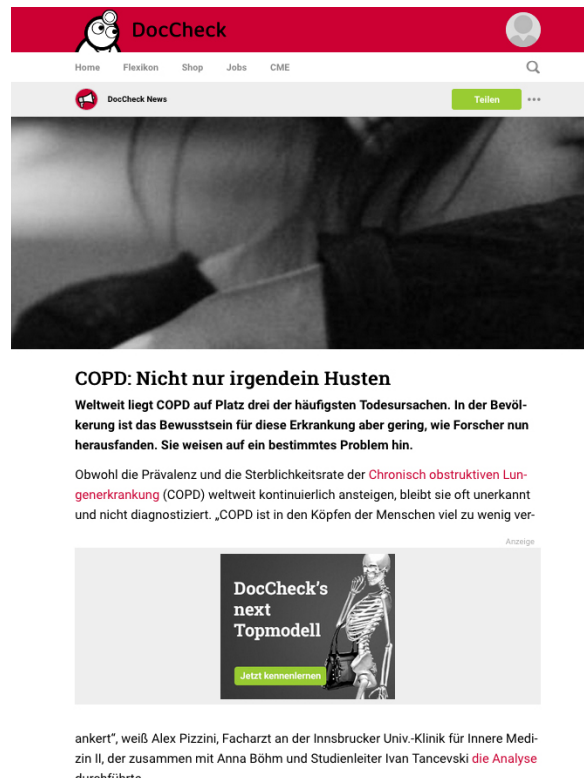
4. Formats

a. Medium Rectangle

- playout when accessing the website via desktop devices
- Size: 300 x 250 px
- max. 100 kB
- File format: JPEG, PNG, GIF, HTML5
- Delivery as physical file plus target URL
- OR delivery as **asynchronous** banner code including the injected method of your ad server for the click tag

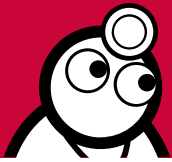


- Example view: Placement in article on doccheck.com



b. Mobile Rectangle

- Playout when calling the website via mobile devices
- Size: 300 x 150 px
- Please take into account the size of the end devices and select the contents so that your advertising message can be read on small screens as well
- Max. 100 kB
- File format: JPEG, PNG, GIF, HTML5
- Delivery as physical file plus target URL
- OR delivery as asynchronous banner code including the injected method of your ad server for the click tag



- Example view: Placement in article on doccheck.com

Der aufgeblähte Bauch

Mit massiven Bauchschmerzen und Erbrechen stellt sich eine 32-Jährige in der Notaufnahme vor. Kurze Zeit später bricht sie zusammen. Per Ultraschall stoßen die Ärzte schließlich auf den Übeltäter – und sind erstaunt.

Die Symptome bestehen seit einem Tag, Stuhlgang hat sie seitdem nicht mehr und ihr Bauch fühlt sich zunehmend aufgebläht an. Die Patientin leidet seit Jahren an **chronischer Gastritis**. Mit Verdacht auf

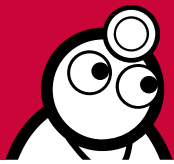
Anzeige



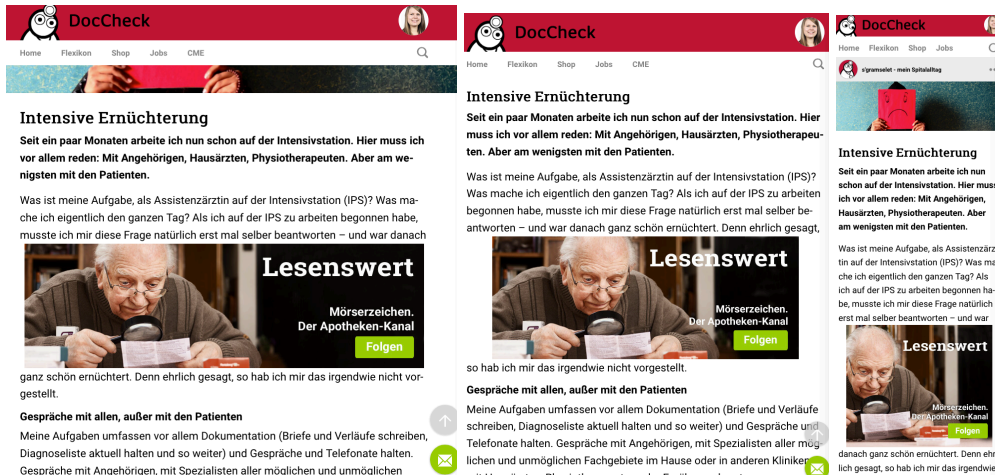
einen **mechanischen Ileus** infolge narbiger Verklebungen im Bauchraum wird die Pati-

c. Responsive Banner

- Playout when calling up the website with any terminal device, always in the appropriate, optimal size
- Size: max. 800 x 250 px and min. 300 x 250 px
- Please make sure that the contents of your advertising message are easily readable on all terminal devices. Texts and graphics should be selected accordingly so that the presentation is also suitable on a small screen
- You can program the banner to be fully responsive and scaling, or you can add three jump marks (800, 620 and 300 px wide) so that the appropriate format is displayed for each web page width
- max. 100 kB
- File format: programmed HTML5
- delivery as physical file folder with HTML index file, images and style specification (CSS and JavaScript in separate files)
- OR delivery as asynchronous banner code including the injected method of your ad server for the click tag



- Example view: Placement in article on doccheck.com:



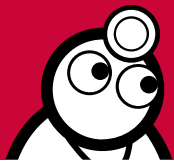
5. Video format Pre-Roll

Please take into account the following advice regarding the creation of Pre-Rolls

- The Pre-Roll is displayed in DocCheck TV before the editorial videos
- The maximum length allowed are 30 seconds
- Please deliver the video in MP4 format to media@doccheck.com or send a download link as well as the target URL
- You can also provide a second URL to link to the product characteristics
- as well as tracking links for the campaign

6. Checklist before delivery to DocCheck

- ✓ The advertising material will be delivered to DocCheck on time **5 working days before** the start of the campaign
- ✓ All advertising media and banner codes are created **asynchronously**
- ✓ All links, image paths and banner codes are **https-capable**
- ✓ The advertising media are complete including target URL
- ✓ All HTML5 ad media folders contain an index file, all images to be used as well as CSS and JavaScript information in separate files.
- ✓ All links are set as **static links** via href="URL" in HTML (NOT via JavaScript).



IV. Sponsored Posts at DocCheck – Composition Guideline

Sponsored Posts at DocCheck are particularly suited for advertising your DocCheck channel. They are displayed within the stream of the users' start page. Direct the users' interest with your content to your channel and encourage the users to follow.

1. General Advice

Please take into consideration the following information when creating Sponsored Posts

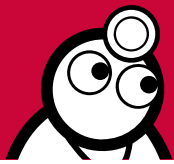
- Please send the complete and final materials with clear designation of the campaign and the planned send date **5 working days in advance at the latest to media@doccheck.com**.
- DocCheck uses the AdServer 'Revive'. The collected data on the AdServer are binding for the campaign
- File names must not contain spaces and are to be designated clearly. Suggestion: client_SponsoredPost_nameofmotivV01_200124
- Please provide a contact person for technical queries

2. Delivery

There are two possibilities when delivering the Sponsored Posts

- 1) In case you are planning on advertising an article that is already accessible in your channel, please send us the according URL of the article. We are then able to use the image, headline, teaser text as well as linkages. Please be aware of the length of the texts and shorten the teaser text when applicable. It is also possible to link to product characteristics.
- 2) Alternatively, you can also deliver the relevant data separately. Please provide the following material:
 - A headline of max. 80 characters (incl. spaces)
 - A teaser text of max. 258 characters (incl. spaces)
 - Picture of 800 x 200 px
 - URL to the article and to the channel
 - URL to product characteristics (where applicable)

After the creation of the Sponsored Posts, you will receive a preview for approval. Smaller text editing is possible.



3. Realization and Examples

Please note the following information regarding the realization and display of Sponsored Posts:

- Sponsored Posts are displayed within the stream of the users' start page. Since it is responsive, all images are scaled for the according devices. This should be taken into consideration when choosing the appropriate picture for the Sponsored Post. We recommend using a motif that has a focus on the middle of the picture, as the edges will be cut off for smaller devices.
- DocCheck integrates the green follow-button as well as an according parameter so that when clicking on the button, the user is following your channel directly
- At the end of the teaser text, "... weiter" (English: continue) is inserted automatically in order to encourage the user to read on
- Example view:



Your contact for any questions:
media@doccheck.com