

# Content Marketing: Sponsored Post

A Sponsored Post is a special news placed on the finanzen.net homepage. It is ideal for promoting special topics, events or promotions.

## Placement

- Four hours in the top position of the homepage (1) and for the rest of the day below the trading-news (2)
- On desktop and mobile

## Required material

- Headline
- Teaser text (up to 500 characters)
- Images:
  - Header image (660x303 px)
  - Preview image (260x120 px)
- Option 1: Sponsored Post links to article on finanzen.net → delivery of the article  
**or**
- Option 2: Sponsored Post links to the customer page → delivery of the target link

The image shows the finanzen.net homepage layout. At the top, there is a banner with two men and the text 'SOLIDVEST VOR ORT'. Below this, a news article is displayed with the headline 'DAX startet leichter -- Asiens Börsen in Rot -- Britisches Parlament billigt Brexit-Abkommen -- Kanada belegt VW mit Geldbuße -- Lufthansa, HOCHTIEF im Fokus'. A red box highlights the first news item. To the right of this, a second news item is shown with the headline 'HOCHTIEF erfüllt Gewinnprognose und erhöht Dividende kräftig', with a red box highlighting it. At the bottom of the page, a preview image for a sponsored post is shown with the text 'SOLIDVEST BY DJE KAPITAL AG AB 10.000 EUR' and a red box highlighting it. The page also features a 'mobile' view on the left and a 'desktop' view on the right.