

# 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 (approx. 300 characters)
  - Images:
    - Header image (660x303 px)
    - Preview image (260x120 px)
- or**
- Option 1: Sponsored Post links to article on finanzen.net → delivery of the article
  - Option 2: Sponsored Post links to the customer page → delivery of the target link

