## **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**

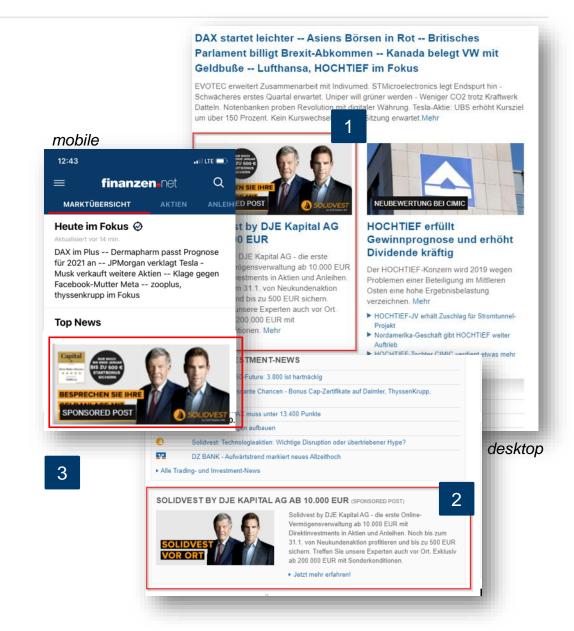
- Four hours in the top position of the homepage (1) and for the rest of the day below the trading-news (2)
- On desktop and mobile

## **Required material**

- Headline
- Teaser text (approx. 300 characters)
- Images:
  - Header image (660x303 px)
  - Preview image (260x120 px)
- Option 1: Sponsored Post links to article on finanzen.net
   → delivery of the article

## <u>or</u>

Option 2: Sponsored Post links to the customer page >
delivery of the target link



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