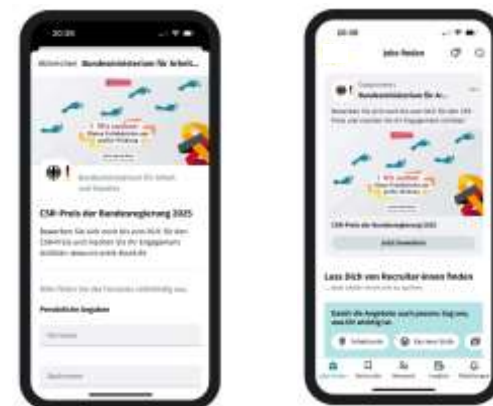
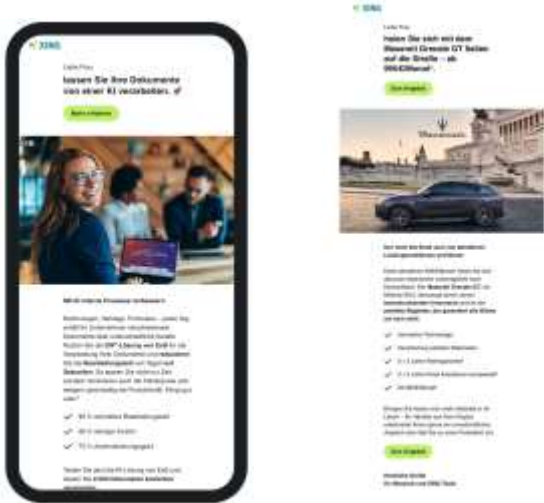


Advertising & Marketing options - XING AdManager (self-service tool)								
	Format	Description	Features	Targeting	Techn. Spezifikation	Pricing-Model	Minimum Budget	
XING Ads		Native text and Image ads on XING (desktop and mobile device)	Full control over budgets (Option of CPC or CPM) • Prominent placements • Full flexibility	Extensive targeting options	Image format Recommended image format: 16:9 Minimum size: 1200 x 675 px Formats: JPG, PNG Maximum file size: 10 MB Editing in the tool: You can upload your image directly in our tool on that correct aspect ratio crop. Text Title: 60 characters Description: 140 characters Advertising material delivery: no lead time	Ad Impressions (TKP) or clicks (CPC)	no minimum booking volume	
		Video Posts (Desktop and mobile devices)	Exclusive placement, maximum attention • Effective storytelling		after Job level Job title activities Industries Region company size Age Job change Subjects and universities etc.	Text: 80 characters Title: 60 characters Subtitles: WebVTT, SRT Video format: AVI, MOV, MP4 File size: Max 5GB video Max. 10 MB subtitles Delivery of advertising material: no lead time	Ad impressions (CPM)	no minimum booking volume in the AdManager - in managed service via IO booking from EUR 5,000
		XING desktop and mobile	Achieve maximum attention through exclusive placement • Detailed reporting • Call-to-action integration and targeted query of user data		Advertisement Image: Min. 1,200 x 612 px Max. 10 MB, JPG, PNG Heading: 60 characters Description: 120 characters Lead form Heading: 60 characters Image specifications: As in ad Description: 250 characters Entry questionnaire: 90 characters Indv. Questions (up to 3) 90 characters each Confirmation page Heading: 60 characters Image: Same image as in form Description: 170 characters Advertising material delivery: no lead time	Ad impressions (CPM)	no minimum booking volume	

Advertising & Marketing options with customized Targeting (via SQL)							
	Format	Description	Features	Targeting	Techn. Spezifikation	Pricing-Model	Minimum Budget
Sponsored Mailings		Stand-alone email in XING layout	- Brand message directly to the inbox of XING users (to the email address provided by the user) - Target group-specific targeting - Graphical implementation of the mailing (selection of three mailing templates)	Individual targeting possible	XING provides 3 different templates from which you can choose one and insert your images/text. XING requires from you: - Completed template - Customer logo, optional - Key visual/header image, (min. 1280 x 800 pixels, optimally 1800 x 1200 pixels) - Module images (min. 600 x 400 pixels) - Click trackers Lead time: Advertising materials must be delivered 2 weeks before the shipping date.	Receiver (TKP)	from EUR 7.500
Retargeting Mailing		Retargeting mailing in the XING layout	- Sending approx. one week after sending the 1st mail - Generally sent out approx. one week after the main email activity				In conjunction with a mailing, from EUR 5,000
Content Ad		Native placements within the XING industry newsletter	- Publication of the advertising message in the XING industry newsletter - different industries to choose from - Daily reach of approx. 3 million recipients	Targeting by Sectors/thematic environments or customer-specific user-defined	XING needs from you: Images, headline, texts, target URL if necessary click tracker Content recommendations - Image, headline, teaser text - Image in 2 sizes: at least 250 x 144 (16:9) pixels and at least 580 x 326 pixels (16:9) - Text (max. 160 characters) - Headline (max. 140 characters) Lead time: Advertising materials must be delivered 1 weeks before the shipping date	Recipient (CPM or fixed price)	Content "Environment" Minimum booking volume for first booking EUR 4,500 Content "Custom" Minimum booking volume for first booking EUR 6,000