

iq digital media marketing GmbH

**Technical Specifications
LinkedIn**

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General Information for the delivery

To be able to clearly allocate advertising funds, please state the following Information during the delivery of:

Customer name
Campaign name
Booking period
Occupied Site
Placement on the Site
Advertising format
Contact
Nielsen product (optional)
Design name (optional)

Time for delivery and address:

Default Ads: at least 3 working days
All others: at least 5 working days

Delivery Address: banner@iqdigital.de

We prefer ZIP-files; Delivery as third party tag is possible

Current information on the advertising material you find on the Internet at:

<http://adspecs.linkedincreatives.com/category.php5?category=Social+Ads>

Delivery for LinkedIn

■ **General Information**

- We accept IFRAME/Javascript tags
- We accept in-banner surveys – no floating layers or pop-ups
- 3rd party tags must be allowed for click tracking by our ad server via a click URL macro or redirect
- All creative must function uniformly on both MAC and PC formats as well as multiple browser versions of Firefox, Internet Explorer, Safari, and Chrome
- We do not allow the setting of "Flash cookies" (also known as LSO - Local Shared Objects)
- Please notify LinkedIn before making creative swap. Campaigns running creatives which do not meet spec may be paused

■ **Creative Submission**

- All ads, including those running through third party code, must be submitted to LinkedIn for approval
- Standard ads – three (3) business days
- Rich media ads – five (5) business days
- Premium positions & Sponsorships – seven (7) business days
- Third party servers should contact LinkedIn at least one (1) business day before rotating new ads into an existing ad campaign and provide those new ads for review.
- Submit all creative to your assigned Account Manager.

Anlieferung der Werbemittel für LinkedIn.com

■ **Inadmissible Advertising**

- Pop-ups and Pop-unders
- Floating ads or Floating layers
- Ads containing trademarks not controlled by the advertiser or their clients
- Ads with non-functioning drop-down menus, radio buttons, and text boxes
- Ads that contain fraudulent, deceptive or misleading statements or illustrations
- Attacks of personal nature
- Advertisements that are overly competitive or that refer abusively to the goods or services of others
- Offensive to Good Taste - Indecent, vulgar, suggestive or other advertising that, in the opinion of LinkedIn, may be offensive to good taste
- Discrimination Advertisements that fail to comply with the express requirements of federal and state laws
- Investments Advertisements that do not comply with applicable federal, state and local laws and regulations
- Political advertisements that do not identify the paid sponsor in every frame of the ad will not be accepted
- Tobacco Advertisements for cigarettes and other tobacco products
- Occult Pursuits Advertisements for fortune telling, dream interpretations and individual horoscopes except when the emphasis is on amusement rather than serious interpretation
- Endangered Species Advertisements offering furs or products made from the furs or hides of animals included on government endangered species lists
- Online Gaming Advertisements promoting online gaming or wagering sites
- Advertisements that, in our opinion, simulate LinkedIn.com web pages and/or other LinkedIn products or that may be confused with our web pages are unacceptable

LinkedIn Common Specs

(Wide) Skyscraper

Common Specs

Regions	Global	Dimensions	160x600
IAB Name	Wide Skyscraper	File Types	GIF, JPG, PNG, SWF
Size Limit	40kb	Border*	1px*
Rich Media Options	Yes	Animation Limit**	30 seconds **
Video/Audio	On user click	3rd Party Tracking	Yes
Polite Download SWF Max	80kb	Polite Download Video Max	1.2mb
Ad Expand Direction & Area	Left - 480x600		

Placement Example:



* border required only with white and transparent backgrounds

** 30 seconds is the total maximum length of all animation, including all loops

Sound/Audio

- Sound must be user click-initiated with clear icon or appropriate text
- All sound must be muted/paused at start of animation

(Wide) Skyscraper

Common Specs

Flash

Flash swf file export version 9 (or below) / Action Script 2.0 format (or earlier)

- 24 FPS maximum (18 FPS in the US)
- third party served Flash ads must have a wmode set to "transparent" in their object/embed code
- third party served Flash ads using CSS style should not include "z-index:" parameter
- All creatives must be designed with a solid background color, or 1 pixel border, to avoid unwanted color conflicts with the displaying page
- All .swf files must be accompanied by .gif creative
- All .swf files must contain the following ActionScript code for a clickable button: on (release)

```
{ if (clickTag.substr(0,4) == "http") { getURL(_level0.clickTag, "_blank"); } }
```
- All Expandable Creative Must Be User-Initiated (Either Click-Initiated or Mouse-Over Initiated)

Rich Media

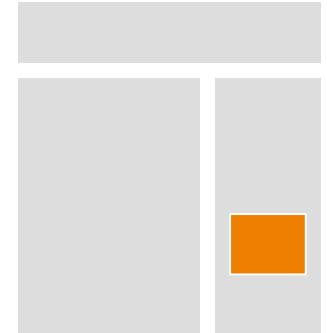
- Roll over ads must have roll over hotspot of up to 1/8 size of the ad. Entire ad cannot be roll over
- Must include clear CLOSE X button in at least 10 pt type (single "X" not acceptable)
- Mouse-Over Creative Must Retract On Mouse-Off
- Mouse-Over Expansion Should Include Language Specifying Functionality (e.g. Rollover To Learn More)
- All video must be user initiated
- All sound must be user initiated
- LinkedIn cannot host expand or video ads; must be third party served from our LinkedIn Certified Vendors

Medium Rectangle

Common Specs

Regions	Global	Dimensions	300x250
IAB Name	Medium Rectangle	File Types	GIF, JPG, PNG, SWF
Size Limit	40kb	Border*	1px*
Rich Media Options	Yes	Animation Limit**	30 seconds **
Video/Audio	On user click	3rd Party Tracking	Yes
Polite Download SWF Max	80kb	Polite Download Video Max	1.2mb
Ad Expand Direction & Area	Left - 600x250		

Placement Example:



* border required only with white and transparent backgrounds

** 30 seconds is the total maximum length of all animation, including all loops

Sound/Audio

- Sound must be user click-initiated with clear icon or appropriate text
- All sound must be muted/paused at start of animation

Medium Rectangle

Common Specs

Flash

Flash swf file export version 9 (or below) / Action Script 2.0 format (or earlier)

- 24 FPS maximum (18 FPS in the US)
- Third party served Flash ads must have a wmode set to "transparent" in their object/embed code
- Third party served Flash ads using CSS style should not include "z-index:" parameter
- All creatives must be designed with a solid background color, or 1 pixel border, to avoid unwanted color conflicts with the displaying page
- All .swf files must be accompanied by .gif creative
- All .swf files must contain the following ActionScript code for a clickable button: on (release)

```
{ if (clickTag.substr(0,4) == "http") { getURL(_level0.clickTag, "_blank"); } }
```
- All Expandable Creative Must Be User-Initiated (Either Click-Initiated or Mouse-Over Initiated)

Rich Media

- Roll over ads must have roll over hotspot of up to 1/8 size of the ad. Entire ad cannot be roll over
- Must include clear CLOSE X button in at least 10 pt type (single "X" not acceptable)
- Mouse-Over Creative Must Retract On Mouse-Off
- Mouse-Over Expansion Should Include Language Specifying Functionality (e.g. Rollover To Learn More)
- All video must be user initiated
- All sound must be user initiated
- LinkedIn cannot host expand or video ads; must be third party served from our LinkedIn Certified Vendors

Leaderbord

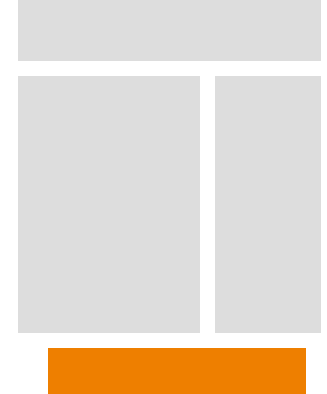
Common Specs

Regions	Global	Dimensions	728x90
IAB Name	Leaderboard	File Types	GIF, JPG, PNG, SWF
Size Limit	40kb	Border*	1px*
Rich Media Options	Yes	Animation Limit**	30 seconds **
Video/Audio	On user click	3rd Party Tracking	Yes
Polite Download SWF Max	80kb	Polite Download Video Max	1.2mb
Ad Expand Direction & Area	Up - 728x310		

* border required only with white and transparent backgrounds

** 30 seconds is the total maximum length of all animation, including all loops

Placement Example:



Sound/Audio

- Sound must be user click-initiated with clear icon or appropriate text
- All sound must be muted/paused at start of animation

Leaderbord

Common Specs

Flash

Flash swf file export version 9 (or below) / Action Script 2.0 format (or earlier)

- 24 FPS maximum (18 FPS in the US)
- Third party served Flash ads must have a wmode set to "transparent" in their object/embed code
- Third party served Flash ads using CSS style should not include "z-index:" parameter
- All creatives must be designed with a solid background color, or 1 pixel border, to avoid unwanted color conflicts with the displaying page
- All .swf files must be accompanied by .gif creative
- All .swf files must contain the following ActionScript code for a clickable button: on (release)

```
{ if (clickTag.substr(0,4) == "http") { getURL(_level0.clickTag, "_blank"); } }
```
- All Expandable Creative Must Be User-Initiated (Either Click-Initiated or Mouse-Over Initiated)

Rich Media

- Roll over ads must have roll over hotspot of up to 1/8 size of the ad. Entire ad cannot be roll over.
- Must include clear CLOSE X button in at least 10 pt type (single "X" not acceptable)
- Mouse-Over Creative Must Retract On Mouse-Off
- Mouse-Over Expansion Should Include Language Specifying Functionality (e.g. Rollover To Learn More)
- All video must be user initiated
- All sound must be user initiated
- LinkedIn cannot host expand or video ads; must be third party served from our LinkedIn Certified Vendors

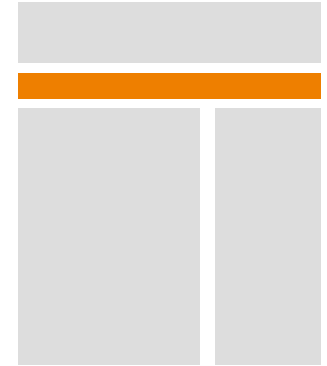
Textlink

Common Specs

Regions	Global	Dimensions	960x17
IAB Name	N/A	Size Limit*	90 characters*
Rich Media Options	No	Video/Audio	No
3rd Party Tracking	Yes		

* including spaces

Placement Example:



Tips for writing text ads

LinkedIn is a professional site focused on making professionals more productive. We expect the tone and quality of text ads to be professional in nature. We reserve the right to refuse any text ad that does not meet our guidelines and best practices. Do not reference specific brands, such as LinkedIn

LinkedIn Infotainment Ads

General Information for all Infotainment Ads

General Assets

Assets Needed	Detail
Tab Order	5-7 Character Limit if using 4 tabs. 8-10 Character Limit if using 3 tabs.
Tab Names	Indicate the order of tabs. (Tab 1. Video, Tab 2. Twitter, etc...)
3rd Party Tracking (Optional)	Track entire module with ClickTag and/or Impression Tracking 1x1 Pixel
Backup GIF (Optional)	Can provide a backup GIF incase a viewer does not have Flash.

General Information for all Infotainment Ads

Tabs Available (Max of 4 tabs)

Tab	Feed Source	Detail
RSS	RSS Feed Address	1 RSS Feed Address Per Tab.
Twitter	Twitter Username	1-5 Twitter Usernames Per Tab. If multiple, will combine into 1 stream.
YouTube	YouTube Channel URL	Pulls videos from YouTube Channel. Clicks YouTube Channel URL through to YouTube.
Custom Tab	Custom Tab Option	Can have 1 Custom Tab Max. Must choose from options below.

Custom Tab Options

1 custom tab maximum. Allow 48 hours to build and 24 hours for each revision.

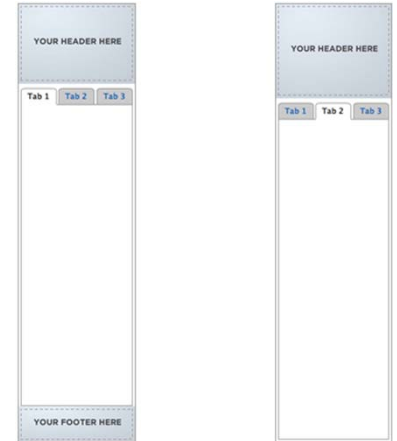
Tab	Format	Detail
YouTube Videos	YouTube URLs	Can send individual YouTube URL's.
Custom Videos	Video Files	Can send individual Video Files.
Flash or Image	SWF or Image File	Can send SWF, JPG, PNG, GIF sized at 290x150. Animation limit 15 sec.
Podcast	MP3 File	Can send MP3 file to use in Podcast Audio Player.
Whitepapers	PDFs	Can send up to 5 Whitepapers.

Infotainment Ad 160x600

Regions	Global	Dimensions	960x17
IAB Name	N/A	Size Limit*	90 characters*
Rich Media Options	No	Video/Audio	No
3rd Party Tracking	Yes		

* 30 seconds is the total maximum length of all animation, including all loops

Placement Example:



Layout Options

Layout	Format	Detail
Header (160x100) + Footer (160x50)	JPG, GIF, PNG, SWF	Animation limit 15 sec. 3rd Party Click Tracking Accepted.
Header (160x100) - (160x130)	JPG, GIF, PNG, SWF	Animation limit 15 sec. 3rd Party Click Tracking Accepted.

Infotainment Ad 300x250

Regions	Global	Dimensions	300x250
IAB Name	Medium Rectangle	Size Limit	variable
Rich Media Options	Yes	Animation Limit*	30 seconds *
Video/Audio	On user click	3rd Party Tracking	Yes
Polite Download SWF Max	80kb	Polite Download Video Max	varies

Placement Example:



* 30 seconds is the total maximum length of all animation, including all loops

Layout Options

Layout	Format	Detail
Header (300x45) + Footer (300x25)	JPG, GIF, PNG, SWF	Animation limit 15 sec. 3rd Party Click Tracking Accepted.
Header (300x45) - (300x70)	JPG, GIF, PNG, SWF	Animation limit 15 sec. 3rd Party Click Tracking Accepted.

LinkedIn InMails

General Information for all InMails

■ InMails

- Get the template from your sales representative or responsible campaign manager
- Fill in template and send it to banner@iqdigital.de
- Deliver ads to banner@iqdigital.de

Tracked Features

- Aggregate clicks on sharing module
- Call-to-action button
- Links in the body copy
- Clicks on "View product details" button
- Ad unit (300x250 or 300x600)

Not-tracked Features

- Follow Company module
- Recommendation button

The screenshot shows a LinkedIn InMail interface. At the top, there are social sharing buttons for LinkedIn, Twitter, and Facebook. The main content area is titled "Fujitsu 'Print Your World' Seminar" and includes a "Go back to Home Page" link. The body of the email starts with "Hello Bob," followed by several paragraphs of placeholder text. A yellow call-to-action button is highlighted with an orange box. Below the text, there is a link to a PDF document, also highlighted with an orange box. The right sidebar contains a Fujitsu advertisement for a seminar, a company profile for Fujitsu, and a recommendation section. The advertisement features a laptop and a pen, with the text "HOW MUCH DO YOU 'LIKE' US? ENTER TO WIN A LIFEBOOK® T730 TABLET PC". The company profile includes the Fujitsu logo, a description of the company, and a "Following" button. The recommendation section shows a "Recommend" button and a "View this product's features" button. At the bottom, there is a "Why did I receive this message?" section with a link to "Edit your partner message contact settings".

InMail 300x250

Regions	Global	Dimensions	300x250
IAB Name	Medium Rectangle	File Types	GIF, JPG, PNG
Size Limit	40kb	Border*	1px*
Rich Media Options	No	3rd Party Tracking	Yes

* border required only with white and transparent backgrounds

Landing Preview

Salutation: Hello, Dear, etc.

Name of recipient: Specify full name or first name only; ex.: John Smith, or John

Headline: 60 characters max

Copy: 100-275 words above the Call to Action button, 0-1000 words below the Call to Action button

Ad Unit: 300x250 or 300x600; flash must be third party served

CTA Button: 40 characters max (Apply Now, Learn More, Click Here); landing page URL needed

Closing Salutation: Sincerely, Thank You, etc.

Optional: Company Follow Widget: Full company name and/or LinkedIn Company ID (from the LinkedIn Company page)

Optional: Recommendation Widget: Full product name and/or LinkedIn Product ID (from the LinkedIn Product or Company page)

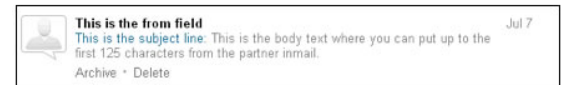
Optional: Social Sharing: LinkedIn, Facebook, Twitter available

Message Preview

From: Client Name or Client and Product Name

Subject Line: 45 characters max

Description line: 125 characters max



InMail 300x600

Regions	Global	Dimensions	300x600
IAB Name	Half Page Ad	File Types	GIF, JPG, PNG
Size Limit	40kb	Border*	1px*
Rich Media Options	No	3rd Party Tracking	Yes

* border required only with white and transparent backgrounds

Landing Preview

Salutation: Hello, Dear, etc.

Name of recipient: Specify full name or first name only; ex.: John Smith, or John

Headline: 60 characters max

Copy: 100-275 words above the Call to Action button, 0-1000 words below the Call to Action button

Ad Unit: 300x250 or 300x600; flash must be third party served

CTA Button: 40 characters max (Apply Now, Learn More, Click Here); landing page URL needed

Closing Salutation: Sincerely, Thank You, etc.

Optional: Company Follow Widget: Full company name and/or LinkedIn Company ID (from the LinkedIn Company page)

Optional: Recommendation Widget: Full product name and/or LinkedIn Product ID (from the LinkedIn Product or Company page)

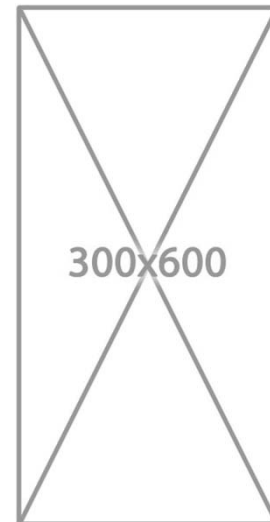
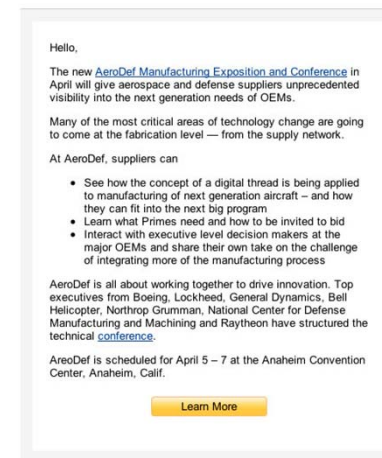
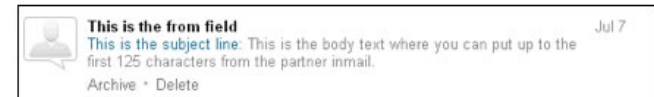
Optional: Social Sharing: LinkedIn, Facebook, Twitter available

Message Preview

From: Client Name or Client and Product Name

Subject Line: 45 characters max

Description line: 125 characters max



LinkedIn Polls

Polls 300x250

Regions	Global	Dimensions	300x250
IAB Name	Medium Rectangle	File Types	GIF, JPG, PNG, SWF
Size Limit	20kb	Border*	1px*

* border required only with white and transparent backgrounds

300x250 LinkedIn Polls Ads are LinkedIn designed and hosted

Assets to be delivered

100x40 customer supplied logo, less than 20kb in size

Question: 75 characters max (including spaces)

Answers: 30 characters max (including spaces)

Answers: Up to five choices, minimum of 3 (avoid yes/no questions)

Option to randomize order of answer choices

Third party impression tracking - 1x1 pixel

Tips for writing poll questions

LinkedIn is a professional site focused on making professionals more productive. We expect the tone and quality of polls purchased and distributed through LinkedIn to be professional in nature. We reserve the right to refuse any poll that does not meet the guidelines and best practices outlined below.

Please follow these best practices:

Construct questions so that the poll results will be relevant and interesting to the professionals answering your questions

Try to be as brief as possible in your question and answers. Shorter questions usually get higher response rates

Avoid yes/no questions (e.g. do you use this product?). These polls perform below average and results are less interesting

Include responses that cover the full spectrum of answers by including an option such as "none of these" or "other" –

Results listed under "other" or "none of these," no write in possible

Do not ask leading questions (e.g. how much do you like this?) or reference specific brands, such as LinkedIn

Example:

LinkedIn Polls

Sind Sie für eine Autobahnmaut in Deutschland auch für PKWs?

- Ja, das ist schon lange nötig
- Ja, solange sie bezahlbar ist
- Nein, Steuern zahlen reicht
- Nein, auf keinen Fall

[Vote](#)
or [see results](#)

Sponsored By Erde 3.0

Polls 728x90 Results

Regions	Global	Dimensions	728x90
IAB Name	Leaderboard	File Types	GIF, JPG, PNG, SWF
Size Limit	40kb	Border*	1px*
Rich Media Options**	Yes**	Animation Limit***	30 seconds ***
Video/Audio	On user click	3rd Party Tracking	Yes
Polite Download SWF Max	80kb	Polite Download Video Max	1.2mb

* border required only with white and transparent backgrounds

** Flash SWF accepted, no expandable rich media accepted

*** 30 seconds is the total maximum length of all animation, including all loops

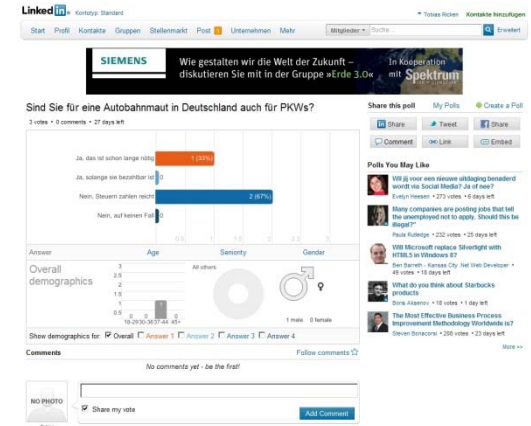
Flash

Flash swf file export version 9 (or below) / Action Script 2.0 format (or earlier)

- 24 FPS maximum (18 FPS in the US)
- Third party served Flash ads must be have a wmode set to "transparent" in their object/embed code.
- Third party served Flash ads using CSS style should not include "z-index:" parameter.
- All creatives must be designed with a solid background color, or 1 pixel border, to avoid unwanted color conflicts with the displaying page.
- All .swf files must be accompanied by .gif creative
- All .swf files must contain the following ActionScript code for a clickable button:

```
on (release) { if (clickTag.substr(0,4) == "http") { getURL(_level0.clickTag, "_blank"); } }
```

Example:



Sound/Audio

- Sound must be user click-initiated with clear icon or appropriate text
- All sound must be muted/paused at start of animation.

LinkedIn Social Ads

General Information for all Social Ads

Regions	Global	Dimensions	300x250
IAB Name	Medium Rectangle	3rd Party Tracking	Yes (impressions only)

Follow Company Ad

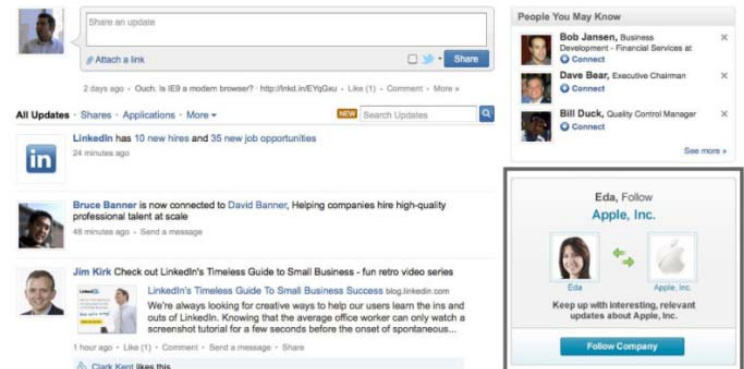
Overview

LinkedIn Social Ads are a unique set of display ads that leverage member's profile data to deliver a customized, personalized message to drive engagement with your Company Page. Follow Company ads gives companies the ability to target professionals, generate awareness for their Company Page, and convert them to engaged Followers

Assets

No assets are required to build out the Follow Company Ads as they pull information from the Company and Member Profile Pages

1. 3rd party tracking available – Impressions only
2. Can track follower growth on the Analytics page on their Company Page



Groups 300x250

Overview

LinkedIn Group Ads are targeted, personalized and relevant group-specific ads created to help promote and drive membership to custom group communities.

Feature viewer-specific social graph information within the ad unit to build a personalized message

Deliver Group recommendations

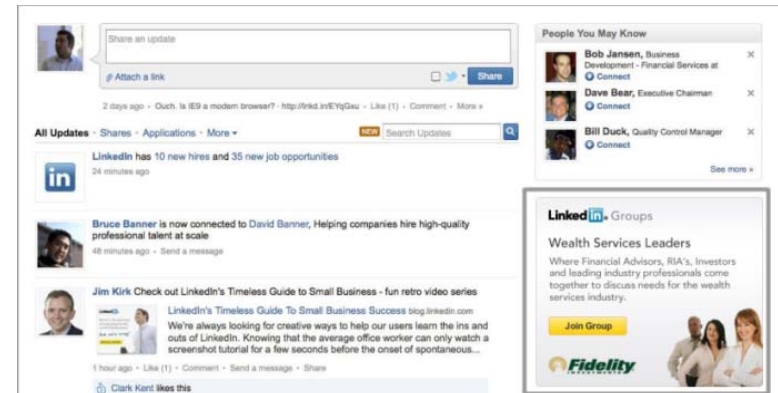
Build trust through co-branded template and gain implied

LinkedIn endorsement

Assets

Copy: 180 characters max (including spaces)

No other assets are required for the build out of Group Ads. With recent tool enhancements made to the Sales App tool, the "Group" logo is dynamically added and "Join now" messaging is automatically incorporated.



Groups 300x250 Dynamic

Overview

LinkedIn Group Ads are targeted, personalized and relevant group-specific ads created to help promote and drive membership to custom group communities.

Feature viewer-specific social graph information within the ad unit to build a personalized message

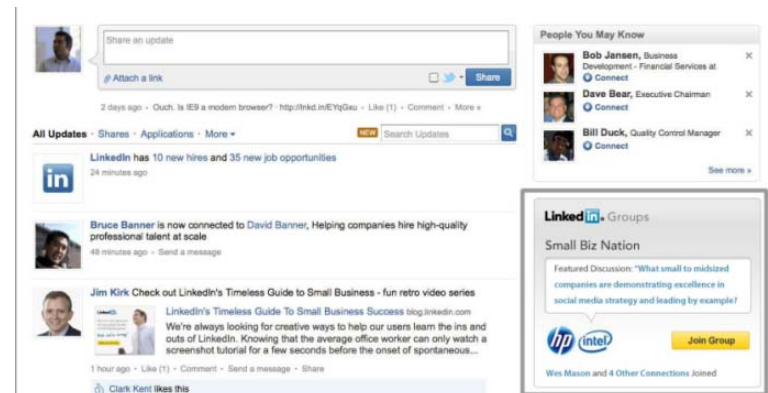
Deliver Group recommendations

Build trust through co-branded template and gain implied

LinkedIn endorsement

Assets

No assets are required for the build out of Group Ads. With recent tool enhancements made to the Sales App tool, the "Group" logo is dynamically added and "Join now" messaging is automatically incorporated.



Recommendation Ads 160 x 600 , 300 x 250 , 728 x 90

Overview

LinkedIn Recommendation ads help to drive endorsements for your products and services through a dynamically generated, viewer-aware ad. The information is pulled directly from the Products & Services page on your Company Page. These ads can feature viewer-specific social graph information to build a personalized message. Members will be able to "Recommend" or "Share" directly from the ad. Each action will produce a viral update.

Assets

No assets are required to build out the Recommendation Ads as they pull from the Products & Services page.



iq digital media marketing GmbH

Contact

Contact

Team

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