

1 / URL position left

2 / Or: URL position right

depending on the campaign picture you can choose the least busy and optimally readable position for the URL.

3 / Venue or event

Right-aligned. In this case the URL must be placed on the left.

Only with culture-related visuals and only in 1/1 ads.

4 / Call-to-Action on a special subsite

5 / URL + info line including telephone number

Only on 1/1 ads

6 / URL + info line including telephone number and email

Only on 1/1 ads

URL + venue

- Font: Helvetica Neue 55 Roman
- Size: 14 pt
- Line spacing: 14 pt
- Character spacing: 150

Info line

- Font: Helvetica Neue 55 Roman
- Size: 8 pt
- Line spacing 1st line: 14 pt
- Further lines: 8 pt
- Character spacing: 150

Generally, the position on the bottom left is to be favoured for the URL, the call to action or the info line. If the background is too busy on the left side, you can always switch to the right position.

If you use the space on the left and right, the background on both sides must be sufficiently uncluttered. If this is not the case, you can improve the readability of the captions by means of drop shadows and outer glow effects.

