

# PROCESS AND PACKAGE OVERVIEW

## Branded Content Artikel

Lead Time from Material Receipt to Start: 3 weeks



1 co-branded article + 1 organic FB post + framing ads

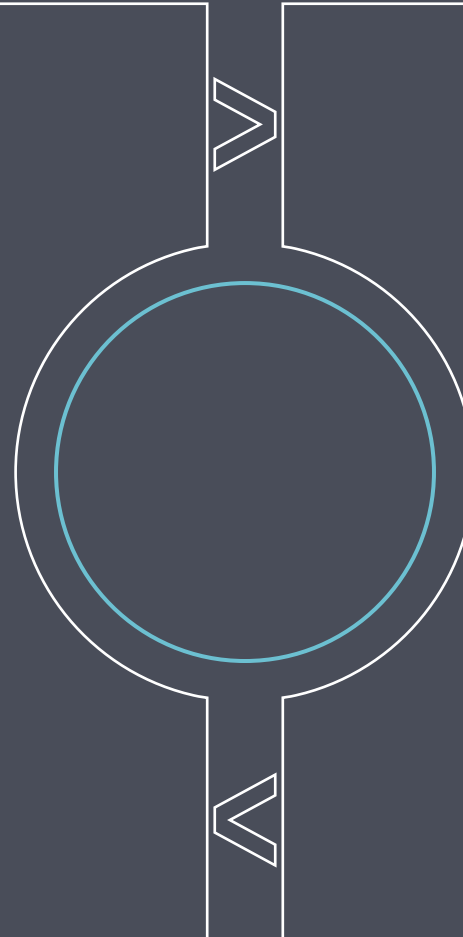
# DELIVERABLES

## Branded Content Article

### DELIVERABLES CLIENT

- Content<sup>1</sup> for article/video to [BCNBrandedContent@bcn.group](mailto:BCNBrandedContent@bcn.group)
  - **PR - and photo material** (300dpi, max. 4MB/image, JPEG, PNG, **NO** TIFF/PSD)
  - Logo: PNG file (max 600px). No white space around the logo, otherwise it will be displayed too small.
  - Product-/homepage links
  - If booked: Shopping Widget product images (150dpi, JPEG, PNG, max. 500KB/Bild – **NO** TIFF/PSD)
- **Framing ads** to [bcn.campaigning@bcn.group](mailto:bcn.campaigning@bcn.group)
  - Desktop: Billboard (800x250 or 970x250; max. 200 KB) and Halfpage Ad (300x600; max. 200 KB)
  - Mobile: MCA 2:1 (320x150; max. 200 KB)

Most of the traffic is generated mobile, if no corresponding banner is delivered, **no traffic** will be generated via mobile
- The client must enable the media brand in Meta Business Manager (Instagram **AND** Facebook) for **partnership tagging**. Please enable in advance, Instructions available upon request.
- **Target URL/ Trackinglink\* for framing ads and linking in the text:** Delivery 5 days before publication and disclosure which user behaviour and -data will be tracked



### DELIVERABLES PUBLISHER

- Creation of the article/video in coordination with the customer, subject to editorial sovereignty.

\* In the event that personal data is processed during the execution of this agreement, the parties shall ensure compliance with data protection provisions.

Subject to adherence to the conditions outlined below, the Advertiser is granted permission to gauge the scope of a executed media service, particularly using technical tools such as "tracking links" (collectively referred to as "Tracking" henceforth):

- Tracking may only be conducted for the purpose of minimally intrusive reach assessment. Tracking shall not be employed for user-specific evaluations, especially through targeted profiling of the data subjects.
- A tracking link must include clear identification of the customer's website, including UTM parameters (no short links).
- Only shortened IP addresses may be processed within the scope of tracking.

In the event that the Parties assess the effectiveness of individual advertising measures using tracking pixels or similar technologies, the Parties hereby agree that the responsibility for the underlying data processing as defined in Article 4(7) of the GDPR shall exclusively rest with the Advertiser. If the advertising client provides scripts or similar tools for this purpose, BCN shall incorporate these tools in accordance with the instructions of the advertising client. The advertising client warrants that the provided tools comply with the requirements of data protection law. The Parties shall mutually assist each other to the extent necessary for compliance with data protection legal provisions.

Any additional tracking measures desired by the customer, such as user-specific evaluations, especially through targeted profile creation of the data subjects, are only permissible in exceptional circumstances when:

- an explicit consent pursuant to Art. 6 (1) lit. a GDPR has been given or is obtained from the data subjects, **and**
- a data protection agreement (e.g., an agreement on joint controllership in accordance with Art. 26 GDPR) is entered into between the parties.

<sup>1</sup>All customer content is utilised for use in the article as well as for the content ignition.