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I. Standalone Mailing "bMail" at DocCheck

For the programming of your DocCheck bMail template we ask you to observe the following instructions and specifications:

1. Delivery

- Please send a zip folder including the complete and final materials with clear designation of the campaign and the planned send date **7 working days in advance** at the latest to media@doccheck.com.
- With it, please provide the subject line in the HTML itself or in your mail to DocCheck.
- Please also let us know a contact person for technical queries and state the name and email address of the person who is supposed to receive the test mail and finally approve it.

2. General Advice

- For the bMail we need a newsletter template programmed in HTML.
- Please include all images and used files which should be hosted by DocCheck.
- Please do not use dynamic web content such as Google Fonts from US web services. You are welcome to share files for fonts etc. with us, so that we can host them on our server.

- Please provide the subject line of the mail as <title> in the HTML or in the email to DocCheck. We recommend a maximum length of 50 characters.
- Please do not include information, such as an unsubscribe link that relates to your own mailing list or dispatch. DocCheck is the sender of the bMail and sets a corresponding footer with the relevant information on data protection.
- You will receive a test mail after DocCheck has finished the bMail. We need your final approval the evening before the send date.

3. Content Design

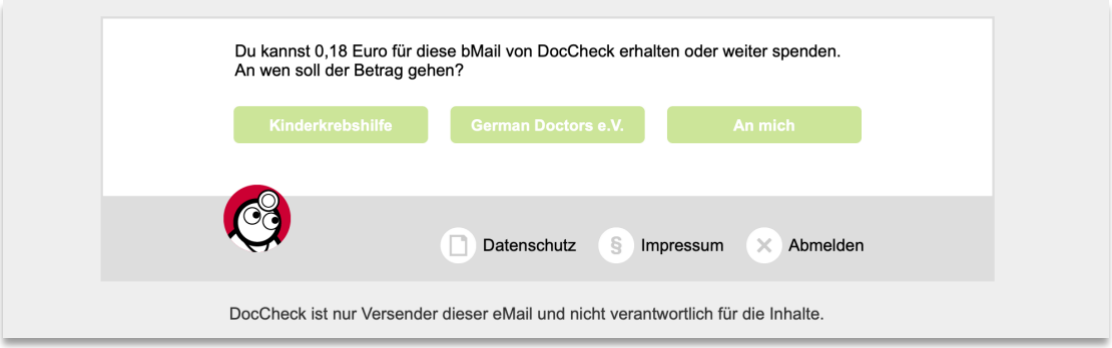
- DocCheck is only the sender of the mailing. You are responsible for the content of the bMail.
- You are free in the design of your newsletter template. Please take into account that e-mails are often read on mobile devices. Select the length of the copy, images and graphics accordingly.
- We recommend setting several links and including at least one of them in the immediate visible range. Please place your desired links into the corresponding passages of the HTML.
- If you use tracking links, it is necessary to close a indemnity obligation with DocCheck.
- For a personalized salutation please set a placeholder in HTML. DocCheck will replace it accordingly. Information regarding the gender with the registration on doccheck.com is no longer mandatory. The salutation therefore has two forms. If the gender is known, the form of address is Dear Dr. Dooly. If the gender is unknown, the user is addressed with Hello Beate Dooly.
- DocCheck also sets a text version of the bMail with a teaser text as well as a link to the web version.
- If you would like to have a link to the web version in the HTML as well, please mark the corresponding passage and we will set the equivalent parameter for the link.
- To reduce the phishing rate we recommend to remove any www or https from the mail and to set links without this specification.
- At the end of the mail DocCheck will place the footer with the bMail donation box and all relevant legal advice.

4. Technical Advice

- The newsletter is to be programmed as HTML. Please also use the appropriate HTML code for all special characters to avoid display errors in the various email clients.
- The bMail should be created with a minimum width of 620 pixels.
- The alignment of the mailing must be centered.

- You are welcome to program the mail in a responsive layout. The majority of our users reads the bMails on mobile devices.
- Please always refer to the relevant <table> and do not use CSS specifications that are valid for the entire mail. CSS commands for general elements are not allowed as these would influence content from our side that is being integrated at a later point.
- Please send us the HTML in a zip folder to avoid losing formatting via email transfer.
- If you wish to set a pre-header for the bMail you can either program it directly in HTML or you can simply deliver the desired text fragment when sending the material to us via email. We will then integrate the pre-header for you. Please note that in this case the pre-header should be no longer than 65 characters.

Example of the DocCheck Footer and donation box



II. Advertorial in DocCheck News

1. Delivery

- Please send the complete and final materials with clear designation of the campaign and the planned send date **5 working days in advance at the latest** to media@doccheck.com.
- Please let us know the person who is supposed to receive the preview of the ad and will finally approve it.

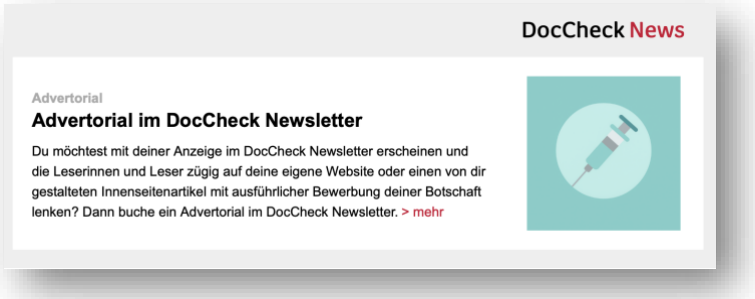
You can book a teaser in DocCheck News which includes

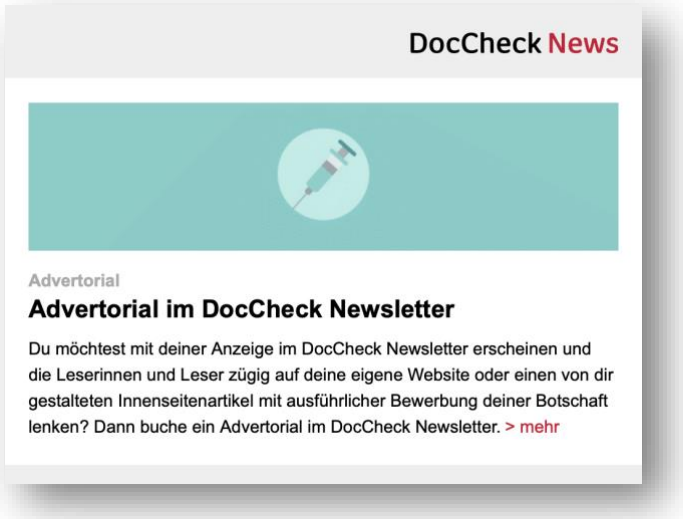
- a **headline of max. 45 characters** (spaces included)
- a **short text of max. 280 characters** (spaces included),
- as well as a **picture of 160 x 160 px** for the desktop version
- and a second one in the size of **720 x 180 px for the mobile** optimized version (please deliver in JPG or PNG format only).
- please also share with us the target URL.
- If desired we can link single words in the text. Please mark these accordingly in the material you are sharing with us.

Please take into consideration that a link named "> mehr" (English: more) will be inserted automatically at the end of each advertorial. "> mehr" links to your desired target page.

Example views Advertorial Teaser

(Example Teaser desktop)





(Example Teaser mobile)

You have the option to link the teaser either directly to a page of your choice or to our DocCheck Landing Page, in order to describe in detail your product, event or any other relevant information.

DocCheck Landing Page

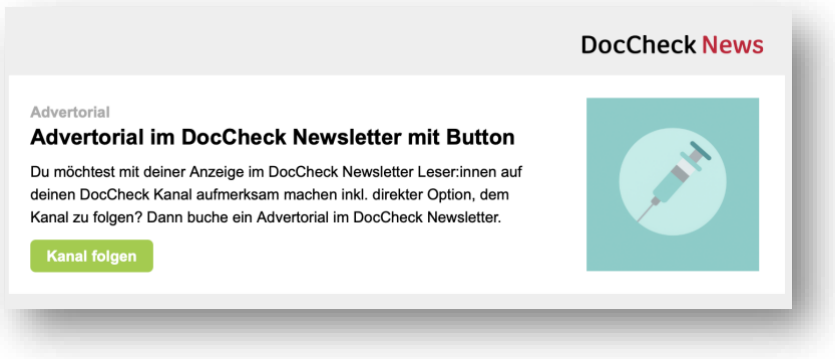
For the article on our Landing Page we recommend creating a text with a maximum of **500 - 600 words**; further images can be integrated by us. Of course, we can include as many links as you wish in the text. Simply mark the desired keywords (e.g. recurring product names) in the text.
Enter the link to the page that you wish to redirect to directly after the text. We can evaluate the clicks on these links individually later on.

You have space available for more pictures on the inner side, either alongside the text blocks or between the text sections, with a maximum width of 620 px. Height is flexible.

For a preview example of a DocCheck Landing Page, please click here.

DocCheck Advertorial with Follow Button

In order to advertise your DocCheck channel we also offer advertorials with a follow button. For this matter, the teaser text must be reduced to **210 characters** as well as the headline should fit into one line. Please also provide the according URL of the channel.



(Example DocCheck Advertorial with Follow Button)

III. Onsite Placements on DocCheck

The following onsite formats can be used on DocCheck. Please check which format has been booked and note the corresponding specifications.

Format	Größe	Datei
Medium rectangle	300 x 250 px	JPEG, PNG, GIF, HTML5
Mobile rectangle	300 x 150 px	JPEG, PNG, GIF, HTML5
Responsive banner	800 x 250 px (desktop view) 620 x 200 px (tablet view)* to 300 x 150 px (mobile view)	HTML5

* Recommended intermediate size for programming via break points

1. Delivery

You have different options to compile the banners and to send them to us

1) Delivery as static format as JPEG or PNG plus target URL
2) Delivery as animated GIF plus target URL
3) Delivery as **asynchronous** banner code
4) Delivery as programmed HTML5 including all images and style specifications in a zip folder

2. General Advice

Please note the following information when creating and delivering the banners:

- Please send the complete material, including the target URL, with a clear description of the campaign, the planned start date and the planned campaign period no later than **7 working days before the start of the campaign** to media@doccheck.com.
- All links, image paths and banner codes must be **https-capable**!
- Please do not use dynamic web content such as Google Fonts from US web services. You are welcome to share files for fonts etc. with us, so that we can host them on our server.
- If **asynchronous** banner codes are delivered, the injected method of your ad server for the click tag must also be specified.
- You are welcome to program the animation of the advertising media with an endless loop.
- DocCheck controls the banners via the AdServer Revive. The collected data is binding for the campaign.
- All banners are displayed within an iframe.

- Banner and file names must not contain any spaces and must be unambiguously named. e.g.: client_MR_MotifnameV01_300x250_190924.
- Please name a contact person for technical queries.

3. Instructions for the Creation of HTML banners

When creating and delivering banners in HTML, please note the following:

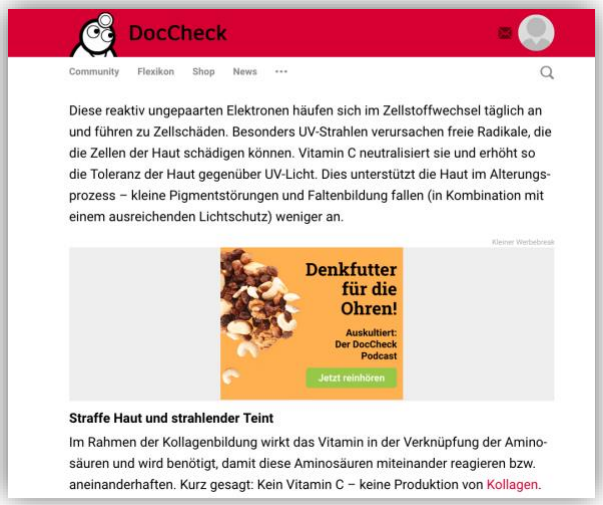
- Please send your HTML5 ad media folder with an index file, all images to be used, as well as CSS and JavaScript information in separate files as a zip folder to media@doccheck.com.
- We host the delivered files on our server and exchange the source paths during creation. Therefore, all files have to be absolutely loaded within the script via src”SOURCE PATH” (NOT as srcdoc=”SOURCE PATH”)
- All links and paths in HTML must be **https**-capable!
- Alle Verlinkungen und Pfade im HTML müssen zwingend **https-**fähig sein!
- **Please set interactions statically as href="URL" in HTML (NOT via JavaScript)**
- Please include JavaScript in a separate .js file and reference it in the HTML
- In JavaScript, please do not set any commands that overwrite the static links; e.g. no commands like *document.getElementById("clicktag").setAttribute("href", getUriParams.clicktag)*

4. Formats

a) Medium Rectangle

- displayed when accessing the website via desktop devices
- Size: 300 x 250 px
- max. 100 kB
- File format: JPEG, PNG, GIF, HTML5
- Delivery as physical file plus target URL
- OR delivery as **asynchronous** banner code including the injected method of your ad server for the click tag

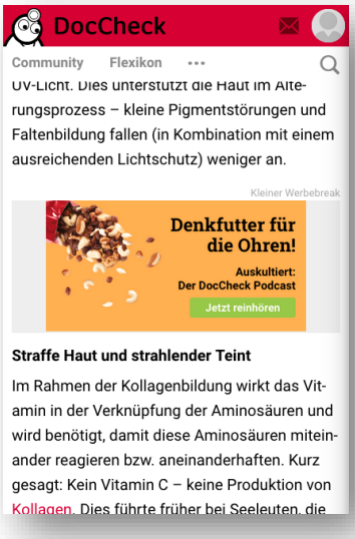
Example view Medium Rectangle: Placement in article on doccheck.com



b) Mobile Rectangle

- displayed when calling the website via mobile devices
- Size: 300 x 150 px
- Please take into account the size of the end devices and select the contents so that your advertising message can be read on small screens as well
- max. 100 kB
- File format: JPEG, PNG, GIF, HTML5
- Delivery as physical file plus target URL
- OR delivery as asynchronous banner code including the injected method of your ad server for the click tag

Example view Mobile Rectangle: Placement in article on doccheck.com



c) Responsive Banner

- displayed when calling up the website with any terminal device, always in the appropriate, optimal size
- Size: 800 x 250 px (desktop view) to 300 x 150 px (mobile view)
- The banner can be programmed **seamlessly** or with **break points**. For the option with break points, we recommend integrating an intermediate size of 620 x 200 px for display on tablets
- The banner must be programmed with fixed heights
- Please make sure that the contents of your advertising message are easily readable on all terminal devices. Texts and graphics should be selected accordingly so that the presentation is also suitable on a small screen
- The banner must be programmed fully responsively and centered. Please use a "mobile first“ strategy
- max. 100 kB
- File format: programmed HTML5
- delivery as physical file folder with HTML index file, images and style specification (CSS and JavaScript in separate files)
- OR delivery as **asynchronous** banner code including the injected method of your ad server for the click tag

Example view Responsive banner: Placement in article on doccheck.com

5. Video format PreRoll

The PreRoll is displayed before editorial videos of our platform.

1. Anlieferung

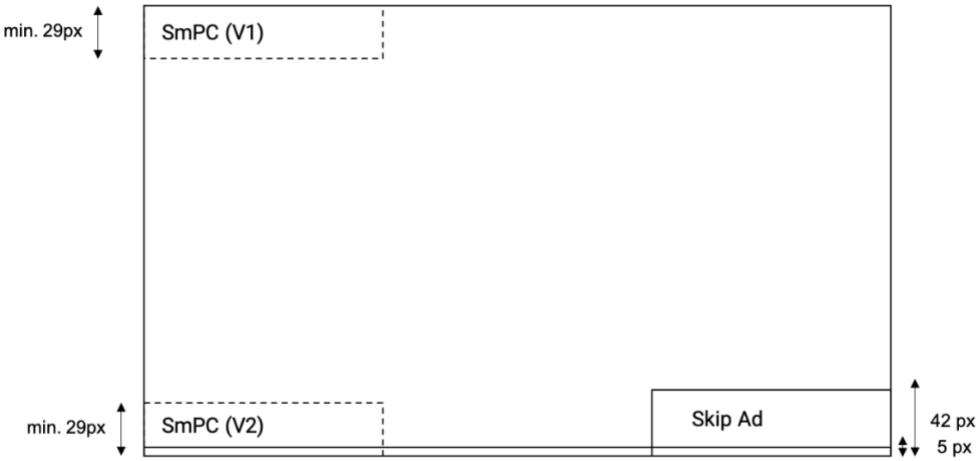
- Please deliver the video in MP4 format to media@doccheck.com or send a download link as well as the target URL together with a clear designation of the campaign, the planned start date and the duration **7 working days at the latest before the campaign start**
- You can also provide a second URL to link the Summary of Product Characteristics
- as well as tracking links for the campaign.

2. Technical Advice

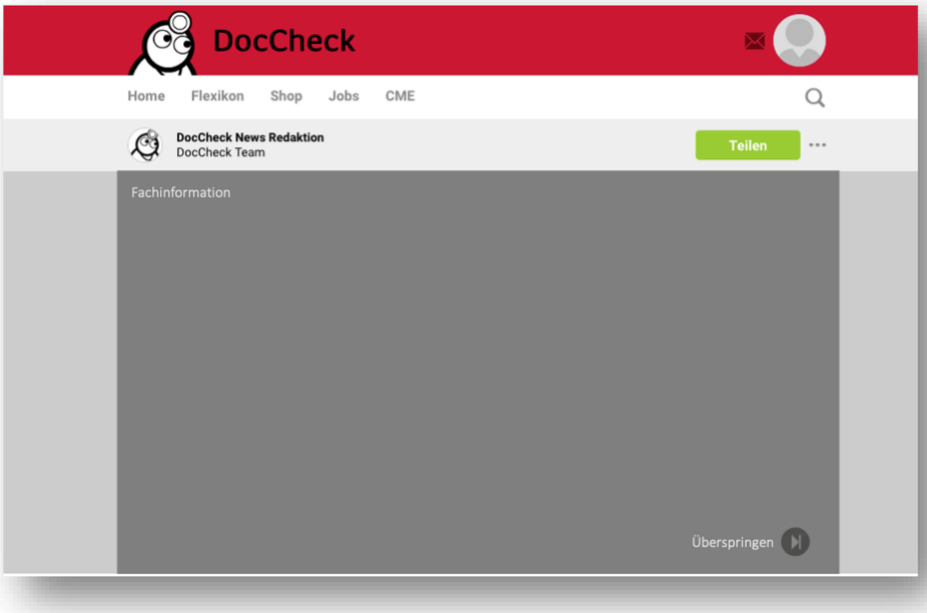
Please take into account the following notes when creating the Pre-Roll:

- The **maximum length allowed are 30 seconds**.
- The video should have a frame rate of 25 FPS
- must take into account the loudness standardised sound control for commercial productions (EBU-R128 from 31/08/2012).
- The format must be 16:9. If available, you can also send us the video in portrait format (9:16).
- It should not exceed a size of 1920 x 1080 px and should ideally be 620 x 348 px.

- The video should not contain any important information in the image areas that are used for standard notes (skip ad element, progress bar and, if applicable, click area for SmPC). We place the standard notes as an overlay over the video:



Example view:



IV. Sponsored Posts at DocCheck

Sponsored Posts at DocCheck are particularly suited for advertising your DocCheck channel. They are displayed within the stream of the users' start page. Direct the users' interest with your content to your channel and encourage the users to follow.

1. General Advice

Please take into consideration the following information when creating Sponsored Posts

- Please send the complete and final materials with clear designation of the campaign and the planned campaign period **7 working days prior to the start ofthe campaign at the latest to** media@doccheck.com.
- DocCheck uses the AdServer 'Revive'. The collected data on the AdServer are binding for the campaign.
- File names must not contain spaces and are to be designated clearly. Suggestion: client_SponsporedPost_nameofmotivV01_200124
- Please provide a contact person for technical queries

2. Delivery

There are two options when delivering the Sponsored Posts

1) In case you are planning on advertising an article that is already accessible in your channel, please send us the according URL of the article. We are then able to use the image, headline, teaser text as well as linkages. Please be aware of the length of the texts and shorten the teaser text when applicable. It is also possible to link to product characteristics.
2) Alternatively, you can also deliver the relevant data separately. Please provide the following material:

- A headline of max. 75 characters (incl. spaces)
- A teaser text of max. 250 characters (incl. spaces)
- Decorative picture of 800 x 200 px (please avoid small scale elements)
- URL to the article and to the channel
- URL to product characteristics (where applicable)

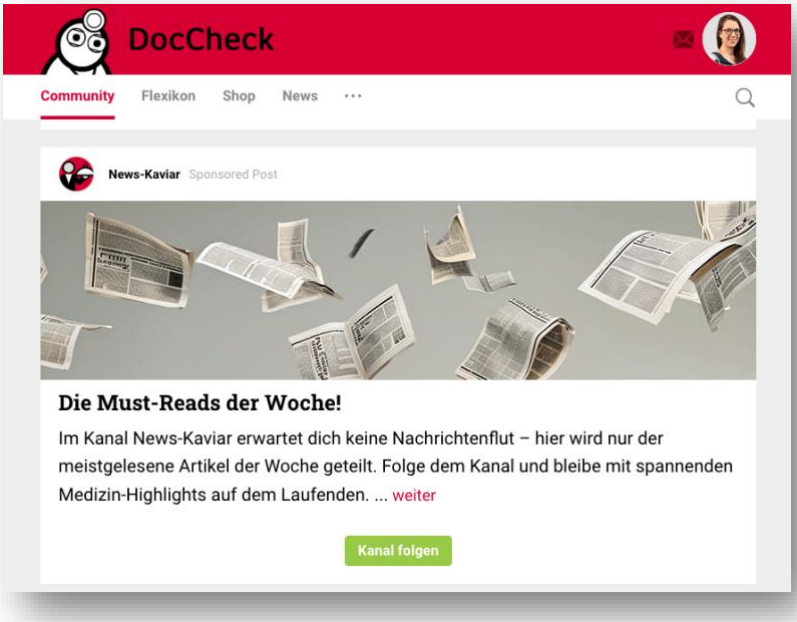
After the creation of the Sponsored Posts, you will receive a preview for approval. Smaller text editing is possible.

3. Realization and Example

Bitte beachten Sie folgende Anmerkungen zur Umsetzung und Ausspielung des Sponsored Posts:

- Sponsored Posts are displayed within the stream of the users' start page. Since it is responsive, all images are scaled for the according devices. This should be taken into consideration when choosing the appropriate picture for the Sponsored Post. **We recommend using a motif that has a focus on the middle of the picture, as the edges will be cut off on smaller devices.**
- Please keep the headline as short as possible in order to ensure an optimal display. Headlines that contain special characters such as ® or © are subject to change and might have to be amended after a first test
- DocCheck integrates the green follow-button as well as an according parameter so that when clicking on the button, the user is following your channel directly
- At the end of the teaser text, "… weiter" (English: continue) is inserted automatically in order to encourage the user to read on

Example view:



V. Sponsored Article at DocCheck

Sponsored Articles at DocCheck are specifically dedicated to the advertising of your DocCheck article or external website content. They are displayed within editorial articles of our platform.

1. Gerneral Advice

Please take into consideration the following information when delivering the material:

- Please send the complete and final materials with clear designation of the campaign and the planned campaign period **7 working days before the start of the campaign at the latest** to media@doccheck.com.
- DocCheck uses the AdServer 'Revive'. The collected data on the AdServer are binding for the campaign.
- File names must not contain spaces and are to be designated clearly. Suggestion: client_SponsporedArticle_nameofmotivV01_200124
- Please provide a contact person for technical queries.

2. Delivery

There are two possibilities when delivering a Sponsored Article:

1) In case you are planning on advertising an article that is already accessible in your channel, please send us the according URL of the article. We are then able to use the headline, teaser text as well as linkages. Please be aware of the length of the texts (see point 2) and shorten the teaser text when applicable. If desired, it is also possible to integrate a link to an SmPC.

2) Alternatively, you can also deliver the relevant data separately. Please provide the following material:

- A headline of max. 40 characters (incl. spaces)
- A teaser text of max. 200 characters (incl. spaces)
- Picture of 800 x 170 px
- URL to the article or alternatively to a external website
- URL to product characteristics (when applicable)

After the creation of the Sponsored Article, you will receive a preview for approval. Smaller text editing is possible on request.

3. Realization and Example

Please note the following information regarding the realization and display of Sponsored Articles:

- The image of the Sponsored Article should be chosen as a decorative picture and should not contain any small scale elements that might not be readable on mobile devices. Important comments, e.g. the approval number, should therefore not be set too small.
- At the end of the teaser text, "... weiter" (English: continue) is inserted automatically in order to encourage the user to read on.

Example view:

VI. DC Story Ads at DocCheck

DC Story Ads are inspired by social media stories and consist of multiple slides that users can navigate through interactively.

1. General Advice

Please consider the following points when submitting advertising materials:

- Send the complete and final assets no later than **7 business days before campaign start** to media@doccheck.com. Include a clear campaign name, the planned start date, and the intended runtime.
- DocCheck delivers the ads via the Revive Adserver. All performance data collected there is binding for campaign evaluation.

2. Delivery

You have two options for delivering the content for DC Story Ads:

1) Provide multiple images, and we will compile them into the ad. Alternatively, you can send us video files with a maximum length of 10 seconds per video. We recommend 3 to 5 slides per creative. Each slide can be linked individually and tracked separately.
   - Image format: **300 × 340 px**
   - File type: JPEG, PNG, GIF or MP4
   - Linking: One URL per slide

2) Alternatively, we can create the slides using a background image and short texts.
   - Image format**: 300 × 340 px** (should be subtle enough to allow text overlay readability)
   - Headline: max. **25 characters** (including spaces)
   - Subheadline: max. **70 characters** (including spaces)
   - CTA text: max**. 20 characters** (including spaces)
   - Linking**:** One URL per slide
   - Optional: a secondary link for product information, legal text, etc.

3. Realization and Example

Please keep the following in mind regarding the setup and display of DC Story Ads:

- DC Story Ads are displayed primarily on mobile devices within the DocCheck Portal and the Flexikon platform, shown between article sections in portrait orientation.

- DC Story Ads can also be displayed on desktop devices. Therefore, we do not need further materials.
- We recommend using 3 to 5 slides, though technically there is no upper limit.
- We can configure the duration of the individual slides. However, only the same number of seconds can be set everywhere.
- A custom background color can be selected on request.

Example view:

VII. Channel ticker at DocCheck

The Channel Ticker is designed to promote a DocCheck Channel. This responsive ad format automatically pulls the latest three articles from the selected DocCheck Channel (on mobile devices, only the most recent article is shown). This ensures the ad content is always up to date and it keeps the latest news at the center of the campaign.

1. General Advice

Please note the following when submitting your campaign materials:

- Send the channel URL, along with the intended campaign start date and duration, **no later than 7 business days before the campaign begins** to media@doccheck.com.
- DocCheck delivers the ad materials via the **Revive AdServer**. All performance data collected there is binding for campaign evaluation.

2. Delivery

To create the Channel Ticker, we only require the URL of your DocCheck Channel.

3. Realization and Example

Please consider the following aspects of how the Channel Ticker is implemented and displayed:

- This ad format is exclusively for promoting a DocCheck Channel.
- The setup fee includes detailed performance reporting, which is available no earlier than one month after the campaign launch.

Example view:

VIII. MedWords at DocCheck

DocCheck MedWords are just the right ad format for your long-term image campaign. They are displayed within DocCheck Search.

1. General Advice

Please note the following information regarding your MedWords campaign:

- DocCheck MedWords are especially suited for a long-term image campaign. It is therefore recommended to book this ad format over a longer period of time.
- DocCheck uses the AdServer ‘Revive’. The collected data on the AdServer are binding for the campaign.
- Please provide a contact person for technical queries.

2. Delivery

For the implementation of this ad format we require the following data:

- Your desired topic
- First search terms and a list of keywords - please note the following for this:
  - Determining the target group („Who should be able to access the landing page?" -> all DocCheck users, health professionals or medical professionals).
  - Keywords should be as precise as possible (Ask yourself: "What would my target group type into the search box?")
  - Keywords should only consist of 1-2 words
  - Keywords should not contain special characters such as hyphens, brackets, etc.
  - use as many keywords as possible, for an appropriate volume
  - There is no minimum or maximum number of keywords.
- A thumbnail in the size of 100 x 100 px
- A headline with max. 60 characters (spaces included)*
- A teaser text of max. 250 characters (spaces included)
- The target URL
- If applicable, you can also provide a URL to an SmPC

The costs for a DocCheck MedWords campaign consist of a set up fee and a CPM. After having invoiced the set up fee, we will analyze the search volume and refine your list of keywords in collaboration with the DocCheck Medical Writing team.

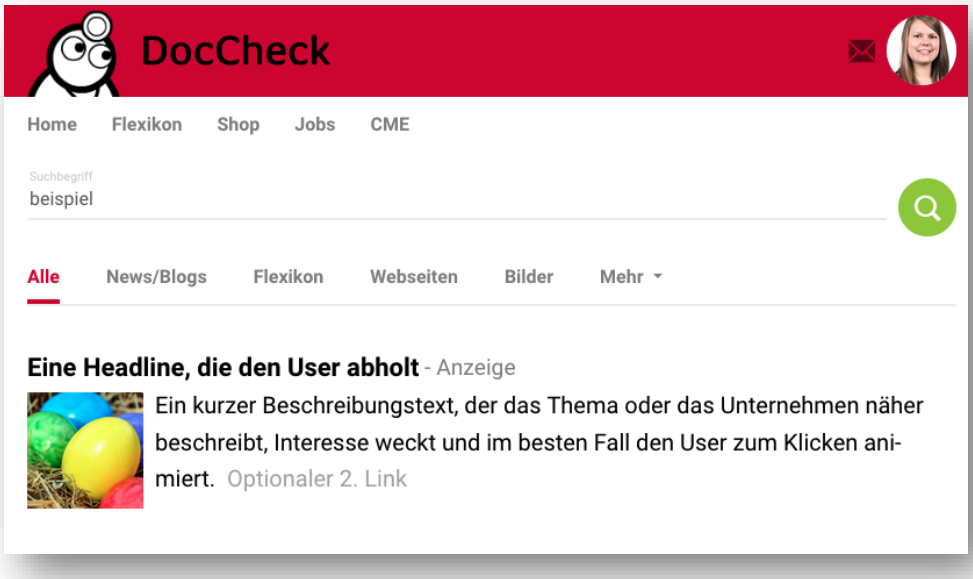
** Please note that longer headlines of articles are shortened in the DocCheck search with „...". We therefore recommend placing the most important information at the beginning of the headline.*

3. Realization and Example

Please note the following information regarding the realization and display of the MedWords:

- MedWords are connected with specific search terms, appearing above the results of the organic search. Three ad placements are available per search term and are displayed in rotation.
- The ads can either be shown to all users, health professionals or medical professionals, all within the closed area

Example view:



IX. Spotlight Newsletter

The Spotlight Newsletter is a special format that can be booked in connection with specific awareness days or congresses. In coordination with the client, the newsletter can be sent on the Saturday before, during, or after the relevant congress and/or awareness day.

1. General Advice

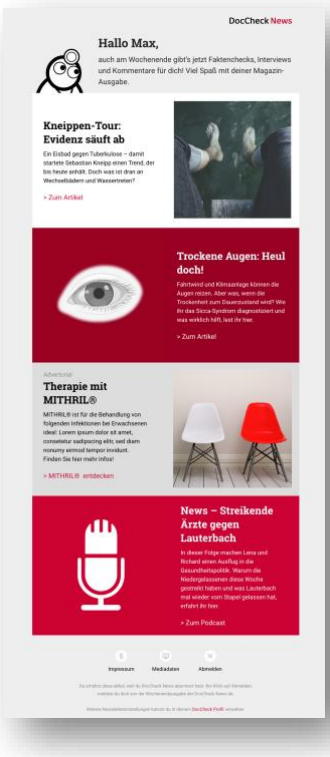
- The Spotlight Newsletter includes two advertorial placements. Both placements can be booked by a single client to ensure exclusive presence in the newsletter.
- Please send the final and complete materials, clearly labeled with the campaign name and intended send date, **no later than 7 working days before dispatch** to media@doccheck.com.

2. Delivery

For the advertorial in the Spotlight Newsletter, we require the following content:

- Headline (max. 35 characters including spaces)
- Short text (max. 250 characters including spaces)
- Call-to-action (max. 30 characters including spaces)
- One image in 720 x 720 px format
- Link to the target page (secondary link optional)

Example view:



Last update: 04/2026
Your contact for any questions:
media@doccheck.com