

zanolx.

STYLE

GUIDE

2011

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ZANOX BRAND

1

The zanox brand poster shows the core of the zanox brand — it describes zanox's vision, positioning statement, customer benefits, core beliefs, DNA and tone of voice.

ZANOX BRAND.

Brand poster



THE LOGO

2

The zanox logotype is based on Futura Bold, but should never be rebuilt by just typing “zanox.” in that typeface.

Each Character has been adjusted manually for optimum visually-pleasing results.

The size of the ‘dot’ is based on the size of the counter in the ‘o’ character, and is spaced ¼ of the width to the right of the ‘x’.

The minimum clear space is the height of the ‘z’ character in all directions.

The logo must always use the corporate colours, black and zanox orange. For special use, please check dos & don’ts on page 5 in this style-guide.

THE LOGO – CONSTRUCTION & CLEAR SPACE.

The logo

zanolx.

zanolx.

Construction



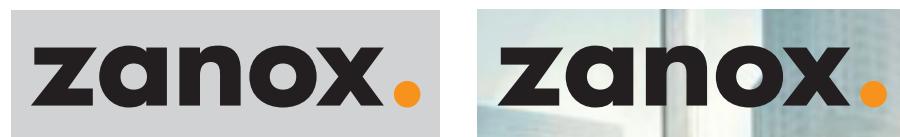
Minimum clear space



THE LOGO – DOS & DON'TS.

Dos

zanolx. **zanolx.**



Don'ts

~~**zanolx.**~~



~~**zanolx.**~~



~~**zanolx.**~~



~~**zanolx.**~~



COLOURS

3

The primary colours for zanox are the zanox orange and black. Secondary (but equally important) colours are the dark oxford gray and the light platinum gray.

Since printers may vary, it can be necessary to adjust the light platinum gray colour a little bit darker, but that has to be done from a test-print.

To ensure the consistency necessary to build a recognizable identity, it is critical that all produced material appears only in the colours approved in these guidelines.

COLOURS.

Primary

C0 / M50 / Y100 / K0

R248 / G152 / B0

PANTONE® 138 C

HKS 6 K-100-10



C0 / M0 / Y0 / K100

R0 / G0 / B0

PANTONE® 426 C

HKS 88 K-100-00



Secondary

C0 / M0 / Y0 / K80

R50 / G50 / B50

PANTONE® 418 C

HKS 88 K-80-00



C0 / M0 / Y0 / K50

R127 / G127 / B127

PANTONE® COOL GRAY 9 C

HKS 88 K-50-00



C0 / M0 / Y0 / K20

R204 / G204 / B204

PANTONE® 420 C

HKS 88 K-20-00

TYPOGRAPHY

4

Consistent typography enables all printed material to be presented in a clear, distinctive manner. The typeface DIN has been modified specially for zanox, and should be used in all material.

Type is also an integral part of the corporate identity, and used together with the corporate colours becomes a powerful visual communication tool. The corporate typefaces are required to support a consistent image in all the written communications generated by zanox. Don't replace corporate fonts with fonts that appear similar.

The primary corporate typefaces are zanox DIN Regular and zanox DIN Black. The secondary typefaces, zanox DIN Light and zanox DIN Bold are only used on special occasions when Regular and Black do not fit.

Arial, is the fallback typeface, when zanox DIN is not available.

Body-text should be easily readable without appearing too large. For most material, 9 pt font size with 12 pt leading (line-spacing) should be used.

Headlines should always be big and eye catching, written in ALL CAPS with -25 tracking between characters. Leading should be kept tight.

Subheadings can be written in normal case but should always use zanox DIN Black.

TYPOGRAPHY – PRIMARY TYPEFACES.

zinox DIN Black

HEADLINES, SUBLINES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ü

1 2 3 4 5 6 7 8 9 0 @ \$? & %

MOST TRADITIONAL COMMUNICATIONS MEDIA INCLUDING TELEPHONE, MUSIC, FILM, AND TELEVISION ARE RESHAPED OR REDEFINED BY THE INTERNET, GIVING BIRTH TO NEW SERVICES SUCH AS VOICE OVER INTERNET PROTOCOL (VOIP) AND IPTV. NEWS-PAPER, BOOK AND OTHER PRINT PUBLISHING ARE ADAPTING TO

zinox DIN Bold

Text headline, Bullet points & Highlights

A B C D E F G H I J K L M N O p q r s t u v w x y z ä ö ü ß

1 2 3 4 5 6 7 8 9 0 @ \$? & %

the 1990s an international network resulted in its popularization and incorporation into virtually every aspect of modern human life. As of 2009, an estimated quarter of Earth's population used the services of the Internet. The Internet has no centralized governance in either technological implementation or policies for

zinox DIN Regular

Bodytext

A B C D E F G H I J K L M N O p q r s t u v w x y z ä ö ü ß

1 2 3 4 5 6 7 8 9 0 @ \$? & %

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a

TYPOGRAPHY – FALBACK TYPEFACES.

Arial Black

HEADLINES, SUBLINES

Arial Bold

Text headline, Bullet points & Highlights

Arial Regular

Bodytext

GRAPHICS

5

The biggest part that make up the zanox graphic language are the design elements.

The circle shape, 4 different text boxes and 3 types of lines, together with the colours make up the base, and should be used to make new graphics.

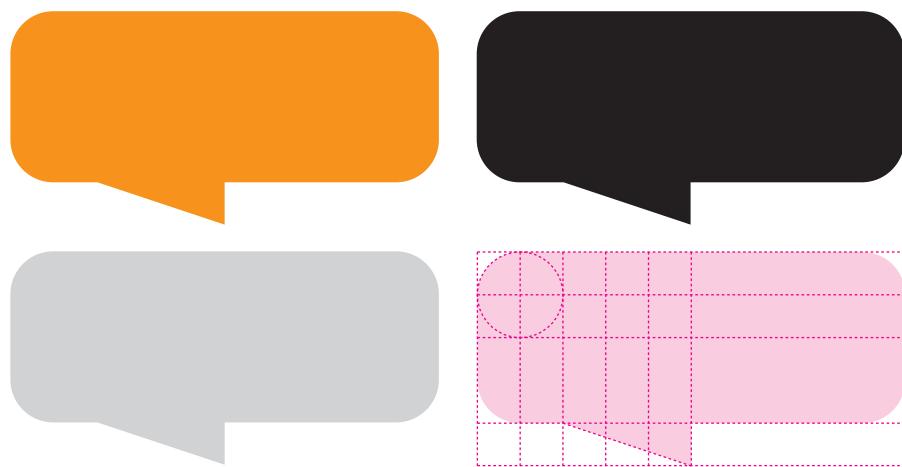
A good mix of hard and soft shapes are important to create a visually pleasing contrast, and to help differentiate between different types of information.

DESIGN ELEMENTS – TEXT BOXES.

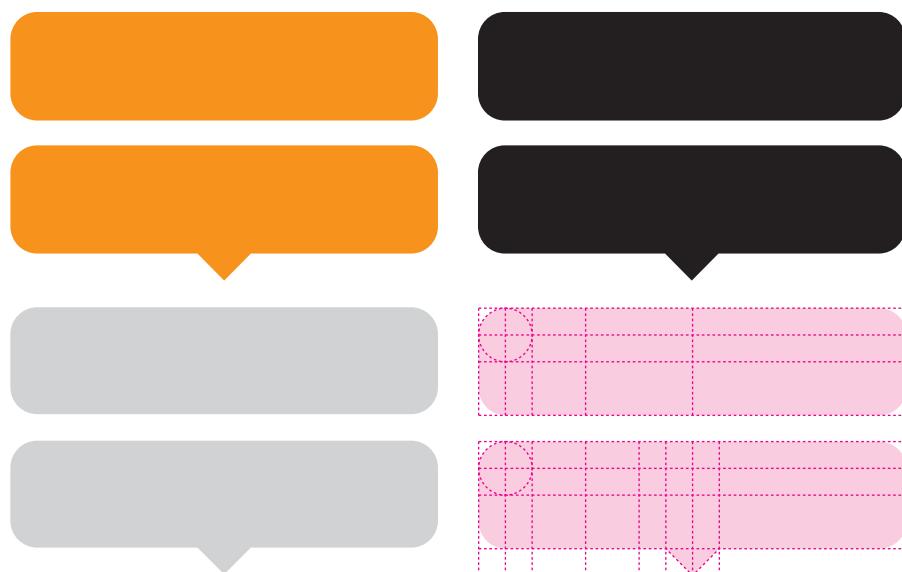
Sticky notes



Speech bubbles

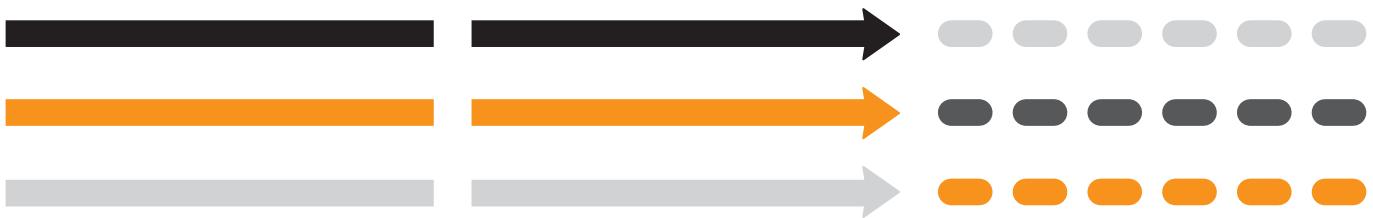


Text boxes

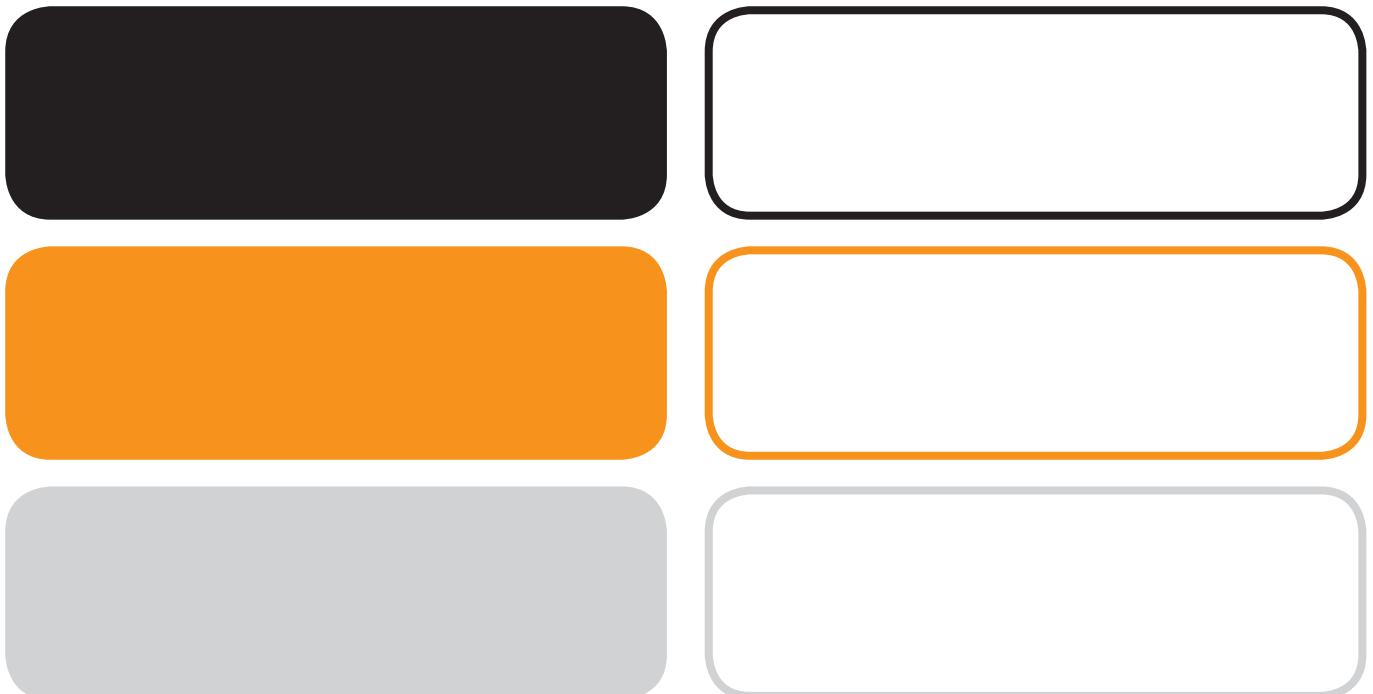


DESIGN ELEMENTS.

Lines

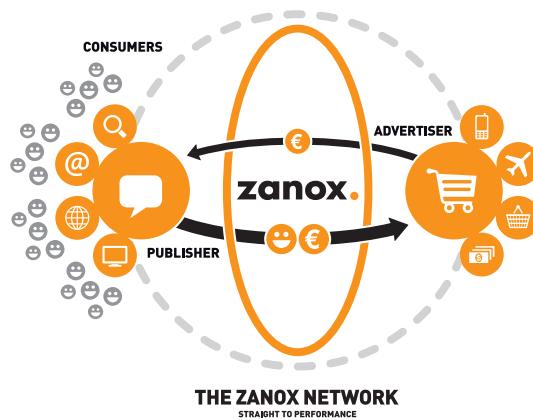


Borders & Backgrounds



DESIGN ELEMENTS – ZANOX GRAPHICS.

The network



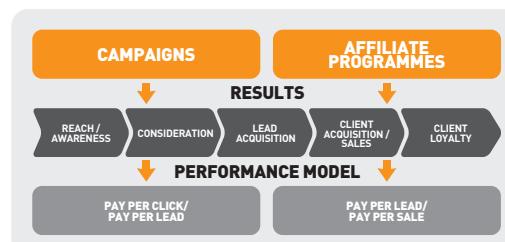
The network (simplified)



Milestones



Products



DESIGN ELEMENTS – ZANOX GRAPHICS.

World map



ICONS

6

The icons are an important part of the zanox identity and graphic language.

They help guide the consumers navigate quicker through the information they're looking for, they can also provide easier recognition for more complicated concepts.

ICONS – OVERVIEW.

Advertiser



Publisher



Main Icons



Main Icons hover



Facts



Consumer



Getting started



zanolx



POWERPOINT

7

All PowerPoint presentations should use the zanolx PowerPoint theme.

The Theme contains all the graphics, graphic elements and colours used in the zanolx corporate identity.

Due to limitation with fonts on different computer systems, the fallback fonts Arial & Arial Black are chosen because of their universal availability, and to get a more unified look across all presentations.

POWER POINT – SLIDE EXAMPLES.

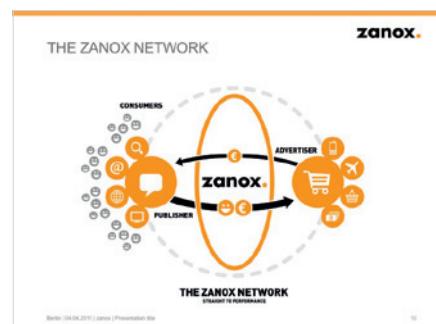
ZANOX COMPANY PRESENTATION

Berlin | 7.4.2011

TABLE OF CONTENTS

Berlin | 04.04.2011 | Janice | Presentation file

1. ABOUT ZANOX
2. DESIGN ELEMENTS
3. ICONS
4. CHARTS



TITLE SLIDE

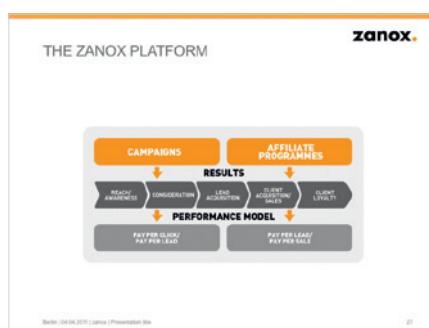
TABLE OF CONTENT / INDEX SLIDE

ZANOX NETWORK

FACTS & FIGURES

Berlin | 04.04.2011 | Janice | Presentation file

• Foundation	06 March 2000
• Legal form	AG (Public Limited Company)
• Headquarter	Berlin / Germany
• Employees	> 600
• No. of subsidiaries	11
• Annual Turnover	> 300 Million EUR per year (in 2006)
• Generated Sales Volume	> 5 Billion EUR
• Publishers / Affiliates	> 1 Million
• Advertisers / Operators	> 3300



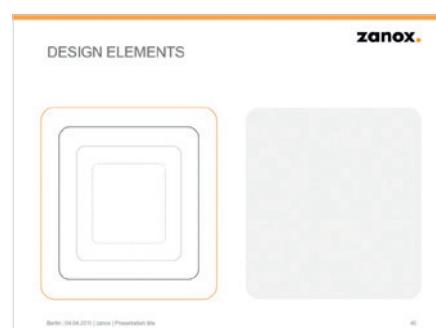
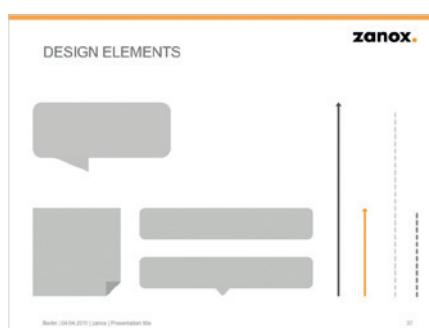
SLIDE WITH FRAME

GRAPHIC

MILESTONES

ICONS

Berlin | 04.04.2011 | Janice | Presentation file



ICONS

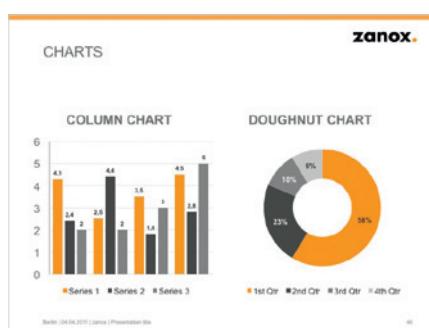
TEXT BOXES & ARROWS

BORDER & BACKGROUNDS

ZANOX TABLE

Berlin | 7.4.2011 | Janice | Presentation file

CURABITUR	INTEGER	PROIN SED
Etiam commodo molestie Cras eget orci leo	• Integer • Dolor • Etiam • Commodo • Suspensisse	• Morbi etat matus • Condimentum quis accums • Quis scelerisque
Suspendisse plasent Aliquam facilisis viverra	• Veritatis et purus lectus • Prosternit nascetur	• Prosternit luma dul
Curabitur Duis venenatis	• Integer • Dolor • Auguit	• Curabitur quis • Aliquam venenatis ligula • Et tristique
Morbi erat metus Suspendisse poscere aqua egit una libendum	• Suspensisse • Plasent • Uigura	• Justo magna • Faucibus metus



SLIDE WITH A TABLE

COLUMN & DOUGHNUT CHARTS

LINE & AREA CHARTS

BUSINESS CARD

8

The business card is 85 x 55 mm with
5 mm radius rounded corners.

The logo is 36 mm wide, and the lines
above and below the contact info are
1 pt thick, with rounded endings.

Name: 11 pt zanox DIN Black
Title: 9 pt zanox DIN Black
Information: 7 pt zanox DIN Medium

BUSINESS CARD.

Front



Back



Construction



Icons



BROCHURE

9

The zanox brand brochure explains in simple way how the zanox network is working.

You get an impression how zanox connects publishers and advertisers together.

BROCHURE.

Cover



Inside

WÄHLEN SIE AUS ÜBER 3.300 INTERNATIONALEN TOP-ADVERTISERN

WARUM ZANOX?

- Wir sind europäischer Marktführer im Performance Advertising.
- Volle Transparenz und Optimierung durch ausführliches Reporting.
- Individuelle Monetarisierungsmöglichkeiten für Ihr Geschäftsmodell.

FÜR ALLE GESELLSCHAFTSMODELLE

STRAIGHT TO MONETIZATION
www.zanolx.com  JETZT REGISTRIEREN

ERREICHEN SIE MILLIONEN KUNDEN MIT EUROPAS NR. 1*
*PERFORMANCE IN ADVERTISING

WARUM ZANOX?

- Wir sind Europas führendes Performance Advertising Netzwerk.
- Sie steigern nachweislich Ihre Leads und Sales.
- Win-Win-Situation für alle Beteiligten: Sie zahlen nur im Erfolgstat!

UNSERE STÄRKE FÜR IHRE BRANCHE

STRAIGHT TO MORE SALES
www.zanolx.com  JETZT REGISTRIEREN

Backside

www.zanolx.com

3.300 ADVERTISER

100 MIO PRODUKTDATEN

70 MIO TRANSAKTIONEN PRO JAHR
ZANOX GRUPPE

ZANOX AG | Stralauer Allee 3 | 10245 Berlin | Deutschland
+49 30 507691-0 | +49 30 507691-99 | info@zanolx.com
www.zanolx.com | blog.zanolx.com | wiki.zanolx.com

PICTURES

10

There are two different kind of picture languages in the zanox world, product pictures and employee portraits.

The product pictures are grayscale with a part coloured in zanox orange.

The employee portraits should be friendly, bright and natural, in front of a branded background.

PICTURES.

Product pictures



TELCO SERVICES



TRAVEL



FINANCIAL SERVICES



RETAIL & SHOPPING

Employee portraits



EXAMPLE



EXAMPLE

MOVIE

11

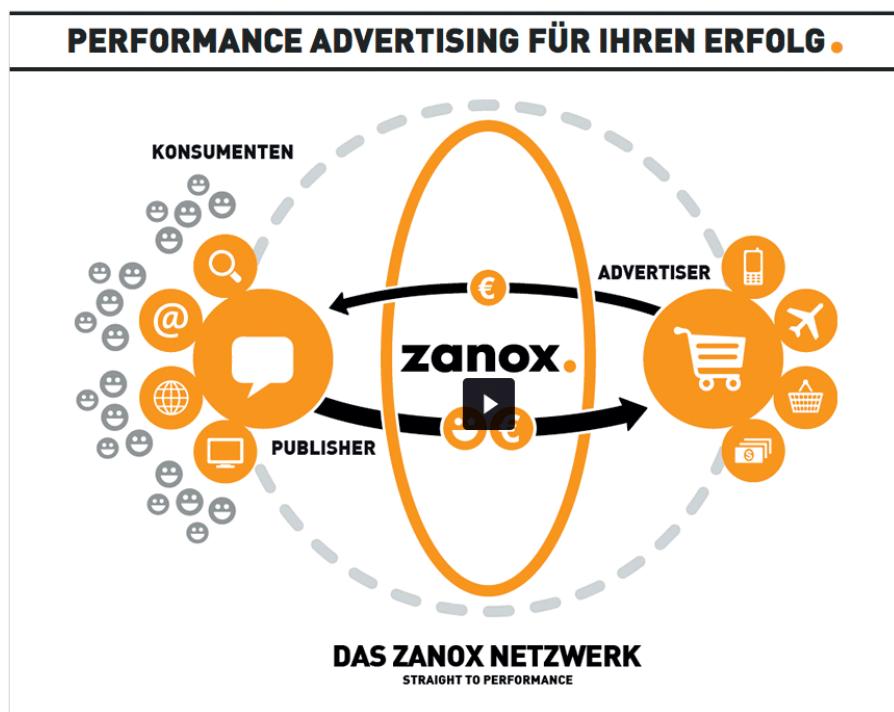
The animated zanox brand movie can
be seen online at www.zanox.com.

The movie explains in a playful way
how the zanox network is working.

You get an impression how zanox
connects publishers and advertisers
together.

MOVIE.

Start screen



WEBSITE

12

The new website www.zanox.com plays with prominent typography, layout grid without margin columns, extensive images and a clear colour scheme. With this approach the different clients from zanox can get an intuitive and easy access to zanox' solutions and services.

WEBSITE – LAYOUT GRID •

The zanox website works with two different layout grids. On the homepage and the site maps, the content is depicted at a width of (4 x 200px + 20px splitting strip) 860px. On the details pages, the content area measures (4 x 180px + 20px splitting strip) 780px in width.

The following illustrations depict the four-column layout grid using the example of a site map and a details page. The narrower content area on the details page ensures optimised legibility of longer texts.

LAYOUT GRID I



HOMEPAGE & CATEGORY PAGES: 4 COLUMNS OF 200PX
WITH SPLITTING STRIPS OF 20PX EACH = 860PX TOTAL WIDTH

LAYOUT GRID II



DETAIL PAGES: 4 COLUMNS OF 180PX
WITH SPLITTING STRIPS OF 20PX EACH = 780PX CONTENT WIDTH

WEBSITE - COLOURS •

The primary colours on the zanox website are orange and a dark grey. The colours are always applied as full tone colours, gradients and shades of orange are not in use. Lighter levels of grey are applied for certain interaction elements as well as for the meta navigation.

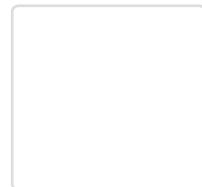
Dark grey elements should be used sparingly and only be employed for particular distinctions and highlighting.



Orange
#F39300



Dark Grey
#282828



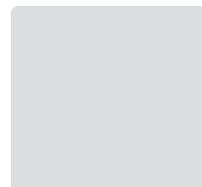
White
#FFFFFF



Grey
#666666



Grey
#999999



Light Grey
#E9E9E9

WEBSITE – THE ZANOX FONT IN THE WEB.

As in the print area, the primary font used on the zanox website is sans serif “DIN” applied in various styles (BLACK, BOLD, MEDIUM). Integration takes place via the employment of optimised web fonts. If a system is not equipped to show web fonts, the systems font “Arial” is indicated as fallback

variant. In order to achieve good legibility of the web font, the font size in the CSS should ideally not fall below 14px.

zanox DIN Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
Đ ð Ł š Ÿ ÿ þ ž ä Å ç É Ñ Ö Ü á à â ä å ç é è ê ë í î ï ñ ó ò
ò ô ö õ ú ù ü à ā õ oe Â É Á Ë È Í î ï ò õ ò Ú û ù fi fl æ ø
½ ¼ ¾ ¾ ¾ ¾ ½ - × ! „ # \$ % & , () * + , - . / : ; < = > ? @ [\] ^ _ ` { |
} ~ + ° ¢ £ § • ¶ ß ® © ™ ‘ ’ ≠ Æ Ø ∞ ± ≤ ≥ ¥ µ ð Σ Π π ∫ ª º Ω ζ i
¬ √ f ≈ Δ « » … — “ ” ‘ ’ ÷ ◊ ÿ ÿ / π < > ‡ · „ „ % „ I ^ ~ - ~ · ° , ”

zanox DIN Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
Đ ð Ł š Ÿ ÿ þ ž ä Å ç É Ñ Ö Ü á à â ä å ç é è ê ë í î ï ñ ó
ò ô ö õ ú ù ü à ā õ oe Â É Á Ë È Í î ï ò õ ò Ú û ù fi fl æ ø
½ ¼ ¾ ¾ ¾ ¾ ½ - × ! „ # \$ % & , () * + , - . / : ; < = > ? @ [\] ^ _ ` { |
} ~ + ° ¢ £ § • ¶ ß ® © ™ ‘ ’ ≠ Æ Ø ∞ ± ≤ ≥ ¥ µ ð Σ Π π ∫ ª º Ω ζ i
¬ √ f ≈ Δ « » … — “ ” ‘ ’ ÷ ◊ ÿ ÿ / π < > ‡ · „ „ % „ I ^ ~ - ~ · ° , ”

zanox DIN Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
Đ ð Ł š Ÿ ÿ þ ž ä Å ç É Ñ Ö Ü á à â ä å ç é è ê ë í î ï ñ ó
ò ô ö õ ú ù ü à ā õ oe Â É Á Ë È Í î ï ò õ ò Ú û ù fi fl æ ø
½ ¼ ¾ ¾ ¾ ¾ ½ - × ! „ # \$ % & , () * + , - . / : ; < = > ? @ [\] ^ _ ` { |
} ~ + ° ¢ £ § • ¶ ß ® © ™ ‘ ’ ≠ Æ Ø ∞ ± ≤ ≥ ¥ µ ð Σ Π π ∫ ª º Ω ζ i
¬ √ f ≈ Δ « » … — “ ” ‘ ’ ÷ ◊ ÿ ÿ / π < > ‡ · „ „ % „ I ^ ~ - ~ · ° , ”

WEBSITE – TYPOGRAPHICAL ELEMENTS.

In the following paragraph, the website's typographical elements used in the layout are documented. These comprise: headlines on category pages and detail pages, continuous texts, bullet point lists, tables and links. The individual elements are furnished with basic particulars

on font style, font size and colour. Moreover, this overview provides information on the utilisation of full caps (CSS: uppercase). For more detailed information, please refer to the fireworks/photoshop work files of the respective templates.

Headlines

Headline H1 - Pagetitle

DIN BLACK - 38PX - #282828

Headline H2 - Subheadlines

DIN BLACK - 26PX - #282828

PROMOTIONAL HEADLINE

DIN BLACK - 34PX (CATEGORY PAGE) / 32PX (DETAIL PAGE - #282828 - UPPERCASE

PROMOTIONAL HEADLINE.

DIN BLACK - 34PX (CATEGORY PAGE) / 32PX (DETAIL PAGE - #282828 - UPPERCASE

**REACH MILLIONS OF CUSTOMERS
WITH EUROPE'S NO. 1**



CONTACT US NOW!

DIN BLACK - 56PX - #FFFFFF - UPPERCASE

WEBSITE – TYPOGRAPHY •

Continuous Text

This is Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu.

DIN MEDIUM - 17PX - #282828 - LINEHEIGHT: 25PX

Bulletpoints

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
 - Lorem ipsum dolor sit amet

DIN MEDIUM - 17PX - #282828 - LINEHEIGHT: 26PX

Tables

	423.000	423.000
Nunc consectetur	127.800	127.800
Morbi accumsum	12.600	12.600

DIN MEDIUM - 17PX - #282828

	423.000	423.000
Nunc consectetur	127.800	127.800
Morbi accumsum	12.600	12.600

DIN MEDIUM - 17PX - #282828

WEBSITE - TYPOGRAPHY.

Link in Continuous Text

This is Copytext Lorem ipsum dolor sit amet, consectetuer adipis-
cing elit. Aenean commodo ligula ➤This is a link. Aenean massa.
Cum sociis natoque penatibus et magnis dis parturient montes,
nascetur ridiculus mus.

DIN BOLD - 17PX - #282828 - LINEHEIGHT: 25PX - BORDER-BOTTOM: 1PX DOTTED #282828

Link List

- This is a jump label

- This is an internal link

- » This is an external link

- ⤵ This is a download link

DIN MEDIUM - 17PX - #282828

WEBSITE – TEASERS •

In this overview, the basic types and formats of teasers used on the website are presented. For an optimum representation of the website's "Straight-to-the-Point" approach the contents of teasers should be quick to grasp and contain no more than three lines of continuous text.

Image or picture teasers should always be equipped with a picture (consisting of not too many small component parts), icons or logos placed in a picture teaser always make a rather awkward impression. The text in teaser headlines should ideally be brief and inviting.

Image Teaser

The minds behind zanox.

Teaser

IT COULDN'T BE EASIER:

1. Fill in the contact form
2. Receive personal offer
3. Set up affiliate programme
4. Launch and boost your leads and sales

[Learn more](#)

News Teaser

New features for publishers: product [...]

01 APR

New version of zanox MasterTag for [...]

01 APR

zanox redefines performance advertising

10 MAR

MORE NEWS FROM ZANOX

Image Teaser

Max Mustermann
www.google.de

Max Mustermann
www.google.de

Max Mustermann
www.google.de

SUCCESS STORIES

WEBSITE – TEASER •

Quote Teaser

“

Zanox has supported Expedia affiliate channel fits so well. Our revenue has increased lorem ipsum dolor sit amet lorem ipsum consectetuer.

S. Fiorini, Expedia Online Manager

Page Intro Teaser

REACH MILLIONS OF CUSTOMERS WITH EUROPE'S NO. 1



[CONTACT US NOW!](#)

Contact Teaser

Angelina Tancheva
Recruiting
Specialist

➤ jobs@zanolx.com



Do you have questions regarding our vacant positions or your application to zanolx? Then please get in touch with us. We are glad to be of assistance.

Contact Teaser in Text Paragraph



Daniela Kandler,
E-Finance
Marketing,
CreditPlus Bank

WEBSITE – NAVIGATION ELEMENTS.

The main navigation on zanox.com contains a maximum of three levels and is arranged horizontally. On the first level, a maximum of 4 menu items can be applied whereas the second level can feature a maximum of five. The four main areas are depicted by means of one icon respectively. From the second level upwards, text is used only. The selected

menu item on the first level links up with the second level. The localisation mark on the second and third levels is text in black combined with an arrow. The colours used to distinguish secondary navigation elements (sliders, teaser switches, etc.) can be a combination of grey and orange.

Two-level main navigation



Three-level main navigation



Paging navigation



Scroll navigation in the Logo Slider



Scroll navigation in the Quote Teaser



WEBSITE – NAVIGATION ELEMENTS •

Accordion 1

Process steps:

- 01. ACCOUNT SET-UP AND MANAGEMENT
- 02. PROGRAMME SET-UP
- 03. AD MEDIA AND PRODUCT DATA UPLOAD
- 04. COMMISSION SET-UP
- 05. PARTNERSHIP MANAGEMENT & COMMUNICATION
- 06. TRACKING
- 07. REPORTING AND STATISTICS
- 08. TRANSACTION PROCESSING
- 09. BILLING AND CONTRACT ACCOUNTING

Process steps:

- 01. ACCOUNT SET-UP AND MANAGEMENT
- 02. PROGRAMME SET-UP
 - You can set up your partner programme to suit your business strategy and individual requirements using multiple set-up options.
 - implement programme-specific settings such as detailed description, terms and conditions, restrictions, and permitted activities
 - manage multiple programmes and international activities by sharing tracking configurations, product categories and publishers [clasping of programmes]
- 03. AD MEDIA AND PRODUCT DATA UPLOAD
- 04. COMMISSION SET-UP
- 05. PARTNERSHIP MANAGEMENT & COMMUNICATION
- 06. TRACKING
- 07. REPORTING AND STATISTICS
- 08. TRANSACTION PROCESSING
- 09. BILLING AND CONTRACT ACCOUNTING

Accordion 2

How to promote yourself properly

- COVERING LETTER
- CURRICULUM VITAE
- REFERENCES

How to promote yourself properly

- COVERING LETTER
- CURRICULUM VITAE
 - The curriculum vitae is the central document in your application. This should contain all essential information on your educational background, as well as details on job-related assignments and tasks. So that the most recent qualifications are visible at a glance, it is recommended that your curriculum vitae is set out in reverse chronological order.
- REFERENCES

Buttons



Buttons Hover



WEBSITE - ICONS.

One of the most important features applied on the new zanox CI's are icons. These are also given prominent representation on the website. In general, icons used on the web should not contain too many elements and should not be composed of too many small component parts.

Icons are always depicted in inversion (white on orange or dark grey in the main navigation). For the purpose of marking certain areas more clearly a line of text might be added below the icon.

Advertiser



Publisher



Main Icons



Facts



Getting started



Consumer

WEBSITE – IMAGES.

Picture Formats I

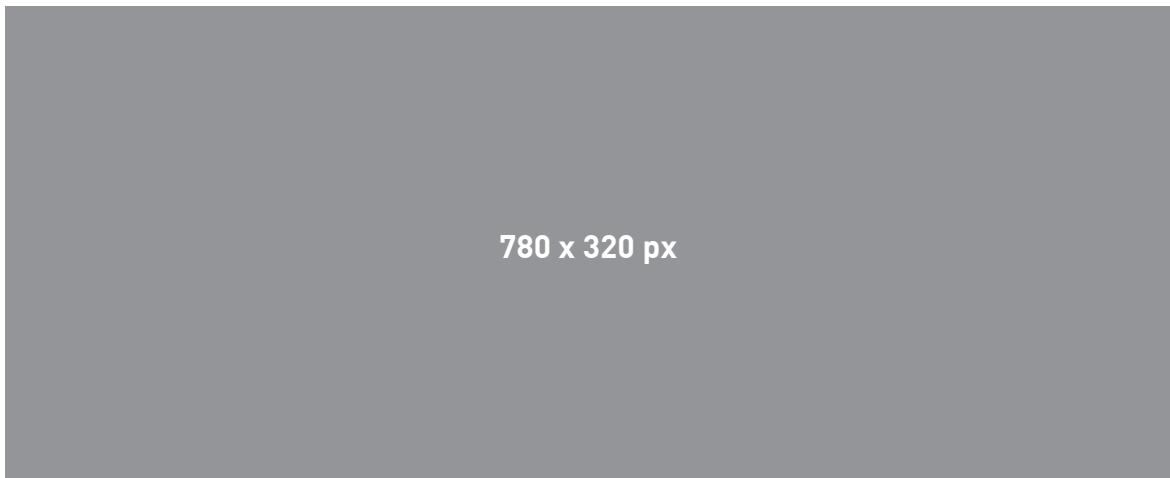
The following picture formats are used in the layout.

Pictures can be inserted either in two-column form (standard picture) or in four-column form (full width) and, if possible, text should flow around them. If required, smaller pictures can be enlarged by means of a lightbox function.

Logos or Icons can also be added via the smaller banner format (180px). Vertical (portrait mode) formats should only be used as an exception and should be adjusted to the width of the existing picture formats.



FULL WIDTH (HOMEPAGE & CATEGORY PAGE)



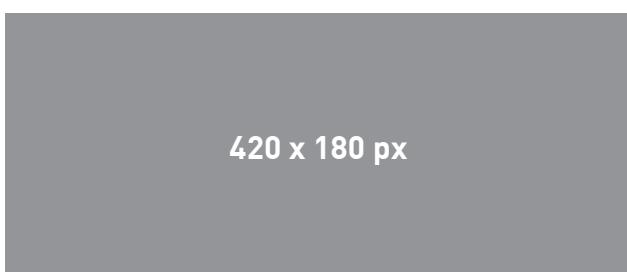
FULL WIDTH (DETAIL PAGES)

WEBSITE – IMAGES.

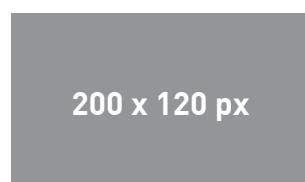
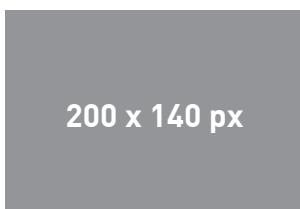
Picture Formats II



STANDARD PICTURE ON DETAIL PAGES



TEASER PICTURE ON CATEGORY PAGES



PICTURES IN CONTACT TEASER (VERTICAL (PORTRAIT MODE) FORMAT / HORIZONTAL FORMAT TEASER)



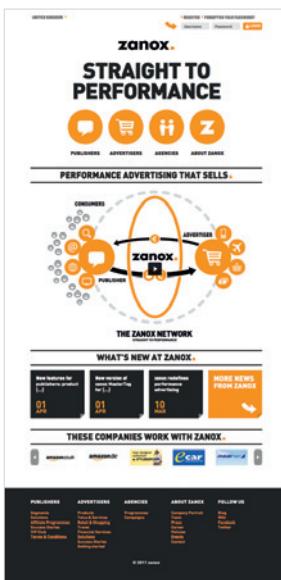
PICTURE FORMAT (BANNER) – THE HEIGHT IS FLEXIBLE.



LOGO IN CAROUSSEL

WEBSITE – SCREENS.

Homepage



Category Page



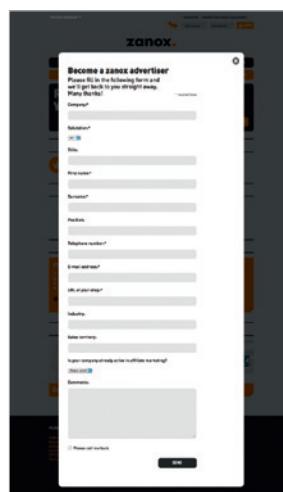
Detail Page



Success Story



Form



WEBSITE - SCREENS •

Newsletter

Please click here if this e-mail is not displayed correctly

zanolx.

Aktuelle Osterangebote



Liebe Publisher,
auch dieses Jahr werden Sie zu Ostern bereits vor allen anderen beschenkt, zanolx hält wieder tolle Osteraktionen für Sie bereit - bescheren Sie sich und Ihre Kunden mit fröhlichen Angeboten.
Eine erfolgreiche Osterzeit,
Ihr zanolx Team

Retail & Shopping •

zooplus.de Für jeden zusätzlichen Neukunden, den Affiliates im April 11 gegenüber dem März 11 bei zooplus generieren, erhalten Sie eine zusätzliche Leadvergütung in Höhe von 2 EUR je Top.

Verdienst: bis zu 8 % pay per sale

[Jetzt anmelden!](#)

Teufel Wir verlosen ein "Theater 200" im Wert von 899 EUR unter allen Affiliates die sich vom 05. bis 31.04.2011 anmelden und in der Zeit einen 1. Sale machen. Für den 1. Sale gibt es 10 EUR Prämie je Erförfnung!

Verdienst: bis zu 6 % pay per sale

[Jetzt anmelden!](#)

s.Oliver Unter allen Publishern die bis zum Ostermontag 40 Sales generieren, verlost s.Oliver 3x einen 100 EUR Gutschein für den s.Oliver Online-Shop.

Verdienst: 1 EUR pay per lead und bis zu 7 % pay per sale

[Jetzt anmelden!](#)

HSE24 profitieren Sie von attraktiven Neukunden Gutscheinen in Höhe von 5 EUR und 10 EUR zur Osterzeit und zum HSE24 Online Jubiläum.

Verdienst: 3 EUR pay per lead und bis zu 7 % pay per sale

[Jetzt anmelden!](#)

Financial Services •

Postbank Happy Hour: Bis zu 100 EUR Startguthaben für Endkunden je GiroPlus-Kontobeschluss. Aktion bis 13.04.2011. 35 - 40 EUR PPS je Erförfnung!

Verdienst: bis zu 40 EUR pay per sale

[Jetzt anmelden!](#)

TARGOBANK Ab sofort bis 26.04.2011 Best-Choice Gutschein über 35 EUR sichern – bei Abschluss eines Online-Kredits der TARGOBANK!

Verdienst: 12 EUR pay per lead und bis zu 120 EUR pay per sale

[Jetzt anmelden!](#)

ebetbank Jetzt anmelden und Top-Prämien sichern! 50 EUR pro Giro-Sale & 50 EUR-Wilkommenbonus für Ihre Endkunden (Gehalts-GiroKonto)!

Verdienst: bis zu 55 EUR pay per sale

[Jetzt anmelden!](#)

Kontakt

Send an E-Mail
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ZANOX.de AG, Sitz Berlin
AG Chemnitzberg, HRB 75459, Ust-ID: DE 209861705
Vorstandsvorsitzender: Justus Christian Koenigsege, Daniel Keller
Vorstandssprecher: Philipp Justus Aufsichtsratsvorsitzender: Ralph Siegel

Abbestellen
Bitte antworten Sie nicht auf diese Mail. Die Adresse dient nur dem Versand. Wenn Sie künftig die zanolx Special News nicht mehr erhalten möchten, können Sie diese abbestellen.

1. Loggen Sie sich dafür bitte unter www.zanolx.com/de ein.
2. Unter dem Punkt: Profil > Kontaktinformationen können Sie die Special News abbestellen.

Blog

[ZANOX CORPORATE WEBSITE](#) [RSS-FEED](#) [SEARCH](#)

zanolx.

OFFICIAL BLOG

New features for publishers: product search, incentives & coupon search, new Web Services API

Posted by [Irene Ackermann](#) in [Publisher News, Solutions & Tools](#) , April 1st, 2011

Following on from the recent re-launch of our company website, we now offer new functions on our platform that will support you in effective monetization of your traffic:

- New product search with custom-tailored product offers from 100 million advertiser product data
- Swift access to end customer incentives and coupons
- Automatic updating of product offers and coupons through integration as data feeds
- Expanded access to programme and performance data via the new publisher web services API

Product search

With the new zanolx product search, you can conduct keyword and specific product searches in over 100 million product data from zanolx advertisers. As a result, they can immediately promote specific product offers and take advantage of current trends and the high demand for certain products.

Searches can be narrowed down by different criteria. In addition to this, it is possible to conduct targeted searches within individual programmes, or even to search across all programmes in which the publisher participates. This enables time saving provision of the desired data and tracking links for several programmes, all at the same time.

The search results may be downloaded as CSV or XML, or set up as an automated data feed that can be directly integrated into the publisher projects. This ensures that only the most current search results are displayed and that updates are included on an ongoing basis.

End customer incentives and coupons

Advertisers' end customer incentives, such as, e.g. coupons and discount deals, can significantly boost conversion. Using various search criteria and filters, you can now directly select suitable incentives and coupons for your users via the zanolx User Interface.

The corresponding tracking link is already included for each end customer campaign. It is also possible to download the search results as CSV or XML, and to directly integrate them as an automated data feed, so that you have access to the most current campaigns at all times.

Homepage tracking links

Many publishers use the advertisers' homepage links as ad media. Now they can download the relevant tracking links collectively for all programmes in which they are promoted, thus saving time.

All three new features can be found in the zanolx User Interface under the menu item, "Products & Incentives".

Expanded web services API for publishers

The web services API for publishers has also been expanded and now enables access to further data and functions of the zanolx network. Among others, these include:

- End customer incentives, such as, e.g. coupons, discount deals, competitions
- Programme applications, with a history of all previous programme applications
- Additional programme information, such as, e.g. programme status, policies or return times for sales and leads
- Tracking links for post-view advertising for the zanolx-certified ad spaces and the advertiser-approved post-view activities
- Supplementary reporting information for separate illustration of outstanding, cleared, confirmed and rejected transactions, as well as visualisation of post-view activities in reports

Addition: New client libraries for the new API version – as well as examples of the most frequent API calls – can be found at http://wiki.zanolx.com/en/Web_Services.

A detailed description of the new features can be found in our fact sheet ([PDF](#)).

We look forward to your comments and feedback!

2 Comments [Tweet](#) [Get this post](#)

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zanolx Blog Nordic EN
zanolx Blog Poland PL
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Career
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Blog
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WEBSITE - SCREENS .

TWITTER

A screenshot of a Twitter profile for 'zanox company tweets' (@zanox_bein). The profile features a large orange 'Z' logo icon. The bio reads: 'Inside the mind of the global alliance. Our zanox tweets will keep you up to date on what's going on within the online marketing industry and our company.' Below the bio, there's a section titled 'Connections' showing connections to @vertrieblogger and @liva. The timeline shows several tweets from various accounts, including @zanzox, @affiliatesuk, @ClickBank, and @DeveloperHeroes, discussing topics like the new website, WebLabs, and developer heroes.

Facebook

A screenshot of a Facebook page for 'zanox - Welcome'. The cover photo features a central orange 'Z' logo with the text 'WELCOME AT zanox' above it, and 'THE ZANOX NETWORK' below it. The page has 2,790 likes. The left sidebar includes links for 'Menu', 'About', 'Timeline', 'Photos', 'Videos', 'Wall', and 'Friends'. The right sidebar shows a 'Recent activity' feed with posts from friends like 'liva', 'ClickBank', and 'Affiliates UK'. The bottom of the screen shows standard Facebook navigation links.