Delivery specifications advertorial

For the creation of your advertorial, we would like to receive the following items.

Subtitle
A powerful subtitle containing approximately 5 words.

Title
Catchy title containing approximately 6 words.

Introduction
State your preference regarding the offer/editorial promo you wish to draw attention to. The text should be approximately 22 words.

Beeld
Fitting image: Horizontal; No logo.
Width: minimum of 1200 pixels, 72dpi.

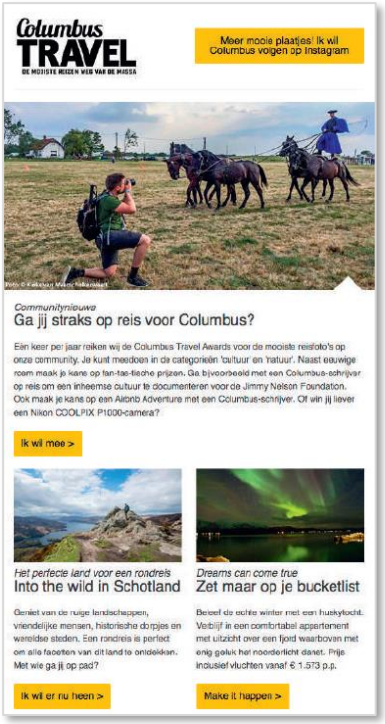
URL + UTM-code
The URL to the landing page the advertorial/redactional promo leads to, we recommend using a UTM-code.

Other
Clicktracker: Possible
Tracking pixel: Not Possible

**The Columbus editorial remains the rights to edit texts & images to obtain optimal attractivity and response of the newsletter.*

Frequency
The Columbus newsletter is sent every week on Thursday.

Examples (in Dutch)



Submission
You can submit your advertising material to our Traffic department 5 working days before going live.
Please include in the subject line the name of the client, the campaign and the title.
E: traffic@newskoolmedia.nl