DELIVERY SPECIFICATIONS — NEWSLETTER ADVERTORIAL EW

Delivery specifications newsletter advertorial





Title

Catchy title containing at most 60 signs (including spaces)

Text

The text used in the advertorial/editorial promo to catch the reader's attention. The length of the text can be at most 300 signs (including spaces) **No bullet points**

Beeld

Fitting image: Horizontal; No logo.

Format: 270x270 pixels, 72dpi. (max 270x300pixels)

Call-to-Action (button)

The text leading to the advertorial's website, for instance "Click here". There is a maximum of 35 signs (including spaces).

URL + UTM-code

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

Other

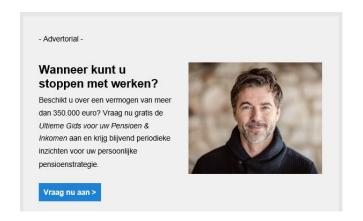
Clicktracker: Possible Tracking pixel: Not Possible

Frequency

The EW newsletter appears daily.

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



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