Delivery specifications newsletter advertorial

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

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

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

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