

Delivery specifications newsletter advertorial



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

Title

Catchy title containing at most 100 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 250 signs (including spaces) **No bullet points**

Image

Option A:

Fitting image: Vertical; **No standalone logo.**
Format: 270x300 pixels, 72dpi.

Option B:

Horizontal; **No standalone logo.**
560x200 pixels, 72dpi.

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 newsletter of Formule 1 appears once every week on Thursday.


Example (in Dutch)

- Advertorial -

Alles binnen bereik

Wil je emissievrij rijden, dan is er geen logischer overstap dan de nieuwe ŠKODA ENYAQ iV. Dit is ŠKODA's eerste volledig elektrische SUV: een sportieve familieauto die ook zakelijke rijders duurzaam rijplezier biedt. Met zijn superieure techniek, onvermoede trekkracht en forse bagageruimte kom je niets tekort. Kortom: een echte ŠKODA. Dat is instappen en wegrijden!

[Lees hier verder >](#)



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