



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**

Image

	<u>Option A:</u>	<u>Option B:</u>
Fitting image:	Vertical; No standalone logo.	Horizontal; No standalone logo.
Format:	270x300 pixels, 72dpi.	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 Knipmode newsletter appears weekly on Fridays.

Example (in Dutch)

The example shows a promotional graphic for a Black Friday app. The top part is a yellow banner with a woman in a yellow jacket holding a smartphone. Text on the banner reads: "Op Black Friday je verlanglijstjes afvinken?" and "éerst Reclamefolder.nl checken!". Below the banner is a white box with text: "Op Black Friday je verlanglijstjes afvinken? Eerst Reclamefolder.nl checken. In deze app vind je de komende weken waanzinnig veel aanbiedingen. Met de fijne zoekfunctie doorzoek je in een keer alle folders. Graag wat inspiratie voor de feestdagen? Blader lekker de folders door en zet je favoriete aanbiedingen op je lijstje." At the bottom is a red button that says "Download gratis de app".

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