

# DELIVERY SPECIFICATIONS – NEWSLETTER ADVERTORIAL ROOTS



## Delivery specifications newsletter advertorial

Upon creating 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

	<u>Option A:</u>	<u>Option B:</u>
Fitting image:	Vertical; <b>No stand-alone logo.</b>	Horizontal; <b>No stand-alone logo.</b>
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/editorial promo leads to, we recommend using a UTM-code.

### Other

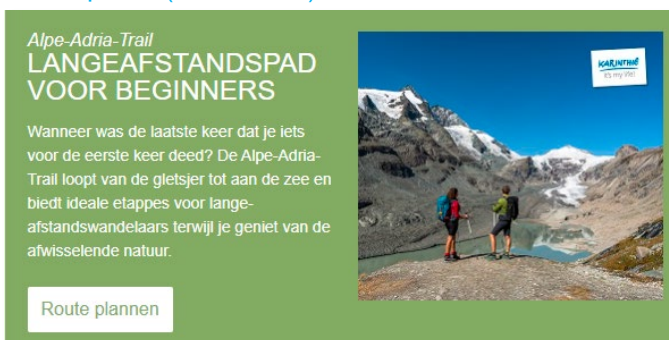
Clicktracker:	Possible
Tracking pixel:	Not Possible

*\*The editorial team has the right to edit texts & images to obtain optimal attractivity and response of the newsletter.*

## Frequency

Roots newsletter is sent weekly on Thursday.

## Examples (in Dutch)



## Submission

You can submit your advertising material to our Traffic department 5 working days before live date. Please include the name of the client, the campaign and the title in the subject line.

E: [traffic@newskoolmedia.nl](mailto:traffic@newskoolmedia.nl)