

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

Fitting image:

Horizontal; **No standalone logo.**

Format:

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 Truckstar appears once every two weeks on Friday, in the uneven numbered weeks.

Example (in Dutch)

Advertorial



PETRONAS Urania: De kracht om te presteren, ongeacht het weertype

De dagen worden steeds korter en de weersomstandigheden kunnen in een rap tempo omslaan. De betrouwbare partner vinden chauffeurs in PETRONAS Urania motorolie voor vrachtwagens en heavy duty met StrongTech™-technologie.

[Lees hier meer over PETRONAS Urania](#)

Advertorial



Maak je droom werkelijkheid en word eigen rijder

2022 is het jaar! Kleyn trucks lanceerde deze maand **ikbeneigenrijder.nl**. Hier kan jij alles vinden om de stap naar eigen rijder nu echt te maken. Van diploma tot vergunning, alle informatie staat op één plek. Wel zo makkelijk!

[Check ikbeneigenrijder.nl](#)

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