

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; No stand-alone logo.	Horizontal; No stand-alone 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/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

Zin newsletter appears once every two weeks (even numbered weeks) on Tuesday.

Examples (in Dutch)

Zin en SRC Reizen
Zie méér op je vakantie
Geniet van het Griekse Licht met SRC Reizen. Ontdek de mythes van Griekenland. Naast mooie opgravingen geniet je van kleine stadjes, prachtige kerkes en verstilde dorpen. Reis mee met onze reislederst

Boek jouw Griekenland-reis

Najaar in Vlaanderen
De mooiste tentoonstellingen
In het Brusselse Dynastiepaleis komen de drie Vlaamse grootmeesters Jan Van Eyck, Pieter Bruegel en Peter Paul Rubens tot leven. Of bezoek de pas gerestaureerde Sint-Pieterskerk in Leuven, erkend als UNESCO Werelderfgoed. Ook leuk: maak een bijzondere fietstocht of wandeling vol kunst rond Borgloon.

Ontdek cultureel Vlaanderen

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