

DELIVERY SPECIFICATIONS – ONLINE DISPLAY

Delivery specifications Native billboard

Text

Headline: Max. 30 characters incl. spaces
Pay-off: Max. 20 characters incl. spaces
Total text: Max. 400 characters incl. spaces (No bullet points)

Image

450x200 pixels, max. 150kb in .jpg/ .png

Call-to-Action (button)

Text that triggers action. Max. 20 characters (incl. spaces)

URL + UTM code

The URL to the landing page. We recommend an UTM code.

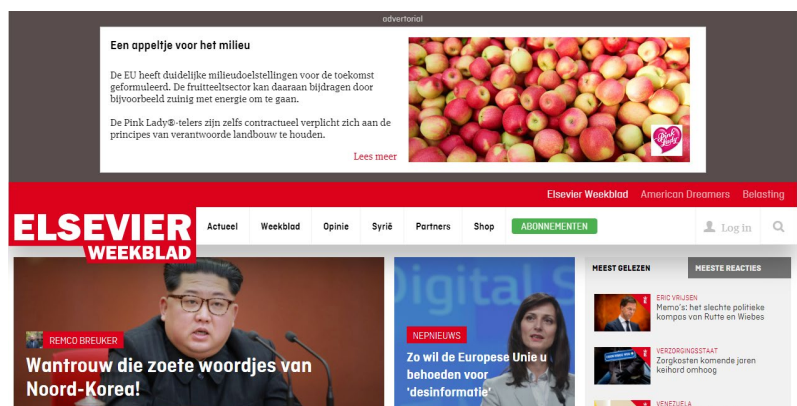
Other

Click tracker: Yes, is possible
Impression pixel: Yes, is possible

Position



Example



The screenshot shows a desktop view of the Elsevier Weekblad website. At the top, there is a native billboard advertisement with the headline "Een appeltje voor het milieu" and a photo of red apples. Below the ad, the website's navigation bar includes the Elsevier logo, menu items like "Actueel", "Weekblad", and "Opinie", and a search bar. The main content area features several news articles, including one about North Korea and another about the European Union.

Submit

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

DELIVERY SPECIFICATIONS – ONLINE DISPLAY

Delivery specifications Native halfpage

Text

Headline: Max. 30 characters incl. spaces
Pay-off: Max. 20 characters incl. spaces
Total text: Max. 400 characters incl. spaces (No bullet points)

Image

330x180 pixels, max 150kb in .jpg/ .png

Call-to-Action (button)

Text that triggers action. Max. 20 characters (incl. spaces)

URL + UTM

The URL to the landing page. We recommend an UTM code.

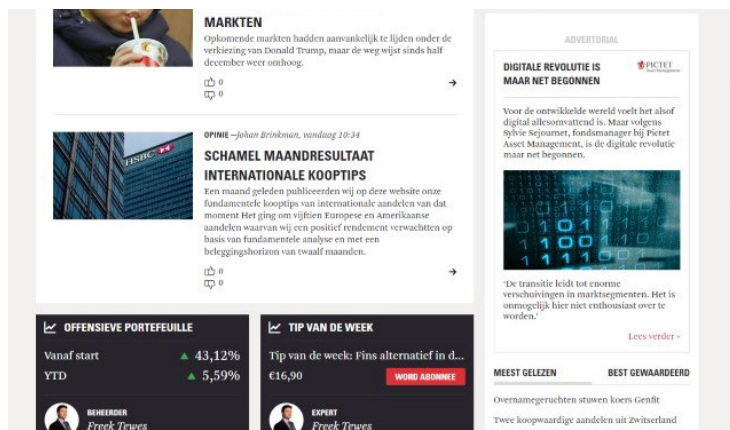
Other

Click tracker: Yes, is possible
Impression pixel: Yes, is possible

Position



Example



The screenshot shows a news website layout. On the left, there are several article snippets. The top one is titled 'MARKTEN' with a sub-headline 'Opkomende markten hadden aanvankelijk te lijden onder de verkiezing van Donald Trump, maar de weg wijst sinds half december weer omhoog.' Below it is an 'OPINIE' article by Johan Brinkman, titled 'SCHAMEL MAANDRESULTAAT INTERNATIONALE KOOPTIPS'. At the bottom left, there are two dark boxes: 'OFFENSIEVE PORTEFEUILLE' showing 'Vanaf start' at 43,12% and 'YTD' at 5,59%, and 'TIP VAN DE WEEK' for 'Fins alternatief in d...' priced at €16,90 with a 'WOORD ABONNEE' button. On the right, there is an advertisement titled 'DIGITALE REVOLUTIE IS MAAR NET BEGONNEN' with a sub-headline 'Voor de ontwikkelde wereld voelt het alsof digital al overvloedig is. Maar volgens Sylvie Sejoornet, fondismanager bij Pietret Asset Management, is de digitale revolutie maar net begonnen.' The ad includes a 'Lees verder >' link and a list of 'MEEST GELEZEN' and 'BEST GEWAARDEERD' articles.

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DELIVERY SPECIFICATIONS – ONLINE DISPLAY

Delivery specifications Billboard

Image

970x250 pixels, max 200kb in .jpg/ .png/ .gif

URL + UTM code

The URL to the landing page. We recommend an UTM code.

Other

Click tracker: Yes, is possible

Impression pixel: Yes, is possible

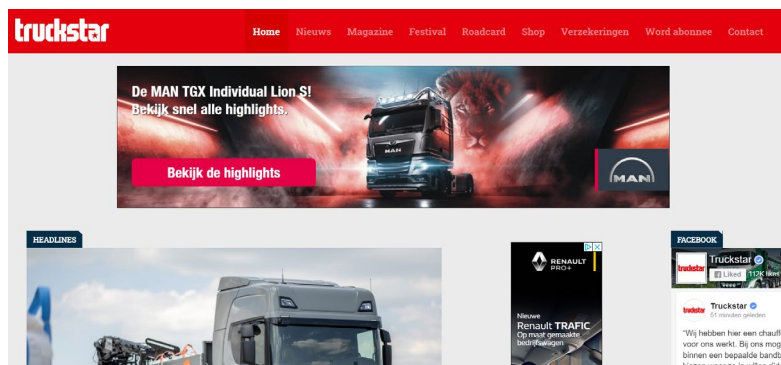
Flash: No, is not possible

HTML5: Yes, is possible (if provided with ClickTag or Exit. The ClickTag or Exit must be suitable for Google Ad Manager. Third-party templates not publisher-paid)

Position



Example



Submit

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DELIVERY SPECIFICATIONS – ONLINE DISPLAY

Delivery specifications Halfpage

Image

300x600 pixels, max 200kb in .jpg/ .png/ .gif

URL + UTM

The URL to the landing page. We recommend an UTM code.

Other

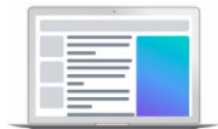
Click tracker: Yes, is possible

Impression pixel: Yes, is possible

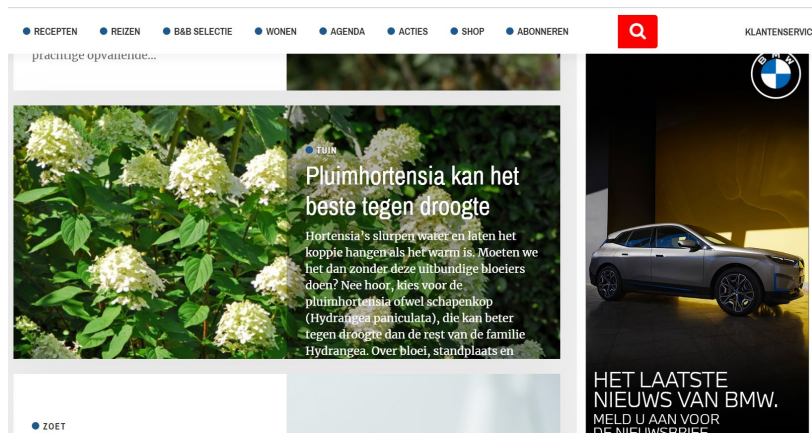
Flash: No, is not possible

HTML5: Yes, is possible (if provided with ClickTag or Exit. The ClickTag or Exit must be suitable for Google Ad Manager. Third-party templates not publisher-paid)

Position



Example



RECEPTEN REIZEN B&B SELECTIE WONEN AGENDA ACTIES SHOP ABONNEREN

KLANTENSERVICE

prachtige opvattinge...

tuin

Pluimhortensia kan het beste tegen droogte

Hortensia's slurpen water en laten het koppie hangen als het warm is. Moeten we het dan zonder deze tillbundige bloeiers doen? Nee hoor, kies voor de pluimhortensia ofwel schapenkop (*Hydrangea paniculata*), die kan beter tegen droogte dan de rest van de familie Hydrangea. Over bloei, standplaats en

ZOET

HET LAATSTE NIEUWS VAN BMW. MELD U AAN VOOR DE NIEUWSRIJF.

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DELIVERY SPECIFICATIONS – ONLINE DISPLAY

Delivery specifications other online formats - Desktop

Size

Rectangle	300x250px
Leaderboard	728x90px
Large Leaderboard	970x90px
Large Leaderboard	970x70px
Wide Skyscraper	160x600px

File

Max. 150 kb in jpg/ .png/ .gif

URL + UTM

The URL to the landing page. We recommend an UTM code.

Other

Click tracker:	Yes, is possible
Impression pixel:	Yes, is possible
Flash:	No, is not possible
HTML5:	Yes, is possible (if provided with ClickTag or Exit. The ClickTag or Exit must be suitable for Google Ad Manager. Third-party templates not publisher-paid)

Delivery specifications other online formats – Mobile

Size

Rectangle	320x250px
Rectangle	300x250px
Banner	320x100px
Banner	300x100px
Banner	320x50px
Banner	300x50px
Interscroller	320x480px

File

Max. 150 kb in jpg/ .png/ .gif

URL + UTM

The URL to the landing page. We recommend an UTM code.

Other

Click tracker:	Yes, is possible
Impression pixel:	Yes, is possible
Flash:	No, is not possible
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DELIVERY SPECIFICATIONS – ONLINE DISPLAY

Delivery specifications In-Article-Video

Video

Aspect ratio: 16:9
File: .mp4
Length: Max. 120 sec

URL + UTM

The URL to the landing page. We recommend an UTM code.

Other

Click tracker: Yes, is possible
Impression pixel: No, is not possible

Tips

- Preferably subtitle the video. This can be provided by New Skool Studio, price on request
- Display the advertiser's logo continuously in the video

Example

tegenvallers.



Tegelijk met het groot onderhoud is onder de bassecour, het voorplein van het paleis, een nieuwe ondergrondse museumzaal van 5550 vierkante meter



Meest gelezen

- 01 Elizabeth naar Balmoral voor eerste vakantie zonder Philip
- 02 Vader Meghan wil naar de rechter om kleinkinderen te mogen zien

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DELIVERY SPECIFICATIONS – ONLINE DISPLAY

Delivery specifications Logolink

Text

Heading: Max. 25 characters incl. space

Bodytextt: Max. 55 characters incl. space

Image

70x70 pixels, max 150kb (visual/logo) in .jpg/ .png

URL + UTM

The URL to the landing page. We recommend an UTM code.

Other

Click tracker: Yes, is possible

Impression pixel: No, is not possible

Examples



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