

Facebook-posts

A *Facebook-post* offers the opportunity to directly send your message to our community. The *Facebook-post* is posted by our editorial. Using this product, your message will be delivered to the right **target group** at the right **moment** and within the right **context**. This is done using both a message and an image. The post offers the possibility for a click-out.

Placements*

The *Facebook-post* is available for the following brands:

- Columbus Travel
- Delicious.
- EW
- Fiets
- FietsActief
- Formule 1
- KIJK
- Knipmode
- KNIPkids
- Proccycling
- Roots
- Seasons
- Truckstar
- Vorsten
- Zin Magazine

**Facebook-posts must always be approved by the brands editorial in question and can be rejected without explanation.*

Template specifications

The *Facebook-post* offers space for:

Body: Max. 125 signs (followed by 'read more')

Image: 1200 x 628px in jpg or png (no more than 20% writings in the image and no logo)

Video: Max. 2 minutes/4GB in 1200 x 628px in MP4 or MOV*

*Keuze uit een afbeelding of een video

URL + Facebookpagina

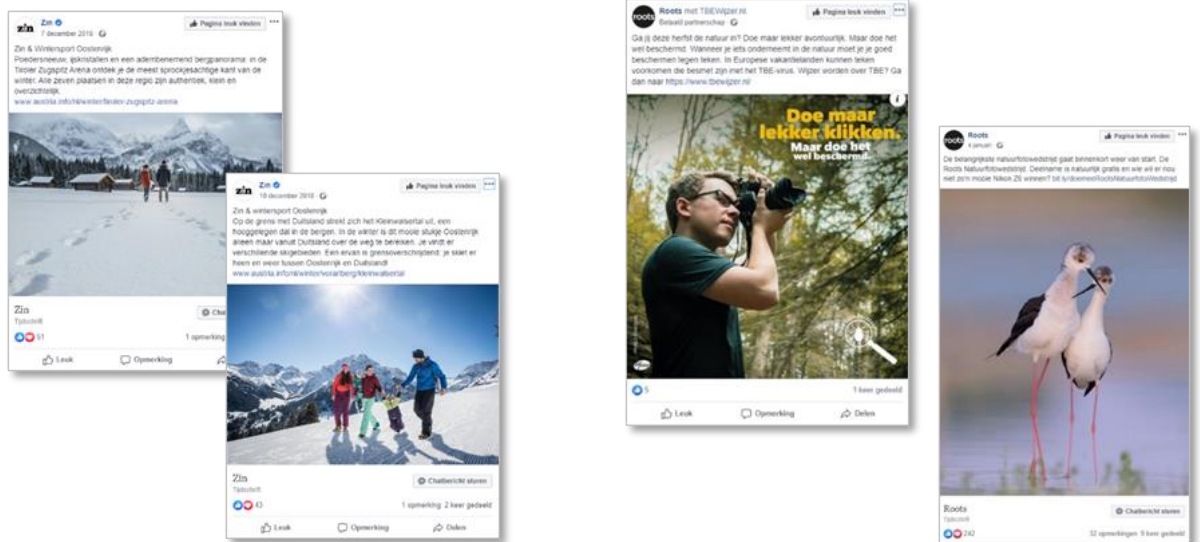
The URL (including UTM-code) to the landing page containing the offer/article. On top of that we need a URL to your Facebook page, in order for us to tag you as sponsor.

Production

We offer the option to write the Facebook-post for you.

The costs for this are € 225,- per post.

Examples



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

Instagram Story

An *Instagram Story* offers the possibility to directly reach our community with your message. The *Instagram Story* is posted by our editorial and will be visible for 24 hours. Using this product, your message will be delivered to the right **target group** at the right **moment** and within the right **context**. This is done using both a message and an image. The *Instagram Story* offers the possibility for a swipe-up.

Placements*

The *Instagram-Story* is available for the following brands:

- Columbus Travel
- Delicious.
- Fiets
- Roots
- Formule 1
- Knipmode
- Proccycling
- Seasons
- Vorsten
- Zin Magazine (*no swipe-up possible*)

**Instagram-Stories posts must always be approved by the brands editorial in question and can be rejected without explanation.*

Template specifications

The *Instagram-Story* offers space for:

- Body:** Max. 200 signs
- Image:** 1080 x 1920px in jpg or png (no logo)
- Video:** Max. 15 seconds in 1080 x 1920px in MP4 or MOV*

*Option of either an image or video

URL + Instagrampage

The URL (including UTM-code) to the landing page containing the offer/article. On top of that we need the full name of your Instagram page, in order for us to tag you as sponsor.

Production

We offer the option to create the Instagram-Story for you.

The costs for this are **€ 225,- per story**.

Examples



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