

# DELIVERY SPECIFICATIONS — NEWSLETTER ADVERTORIAL EW

## Delivery specifications newsletter advertorial



For the creation of your advertorial, we would like to receive the following items.

### Title

Catchy title containing at most 60 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 300 signs (including spaces). **No bullet points.**

### Beeld

Fitting image: Horizontal; No logo.  
Format: 270x270 pixels, 72dpi. (max 270x300pixels)

### 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

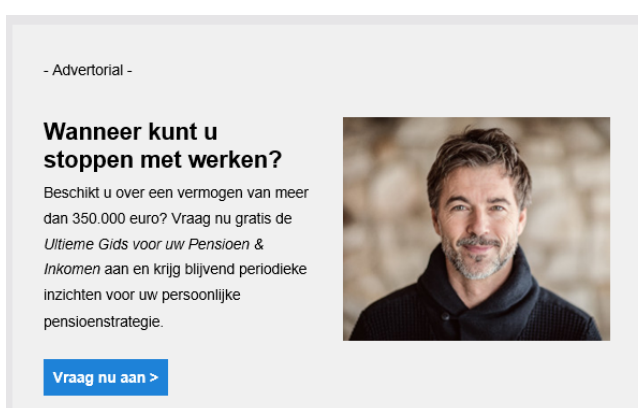
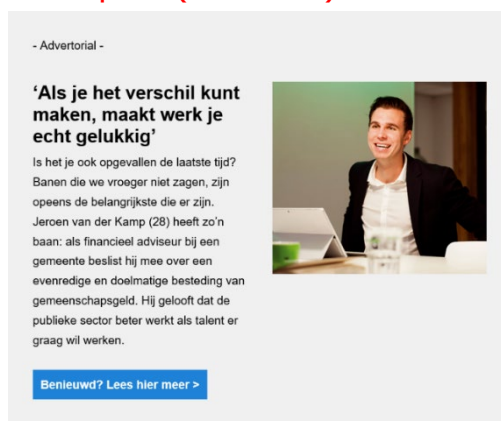
Clicktracker: Possible  
Tracking pixel: Not Possible

*\*The editorial remains the rights to edit texts & images to obtain optimal attractivity and response of the newsletter.*

## Frequency

The EW newsletter appears daily.

## Examples (in Dutch)



## 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@roularta.nl](mailto:traffic@roularta.nl)