

# DELIVERY SPECIFICATIONS – SOCIAL MEDIA

## 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 | - Gezondheidsnet | - Seasons      |
| - Delicious.      | - KIJK           | - Truckstar    |
| - EW              | - Knipmode       | - Vorsten      |
| - Fiets           | - PlusOnline     | - Zin Magazine |
| - FietsActief     | - Proccycling    |                |
| - Formule 1       | - Roots          |                |
| -                 |                  |                |

*\*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:

**Text:** 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\*

*\*Choice of image or video*

## URL + Facebookpage

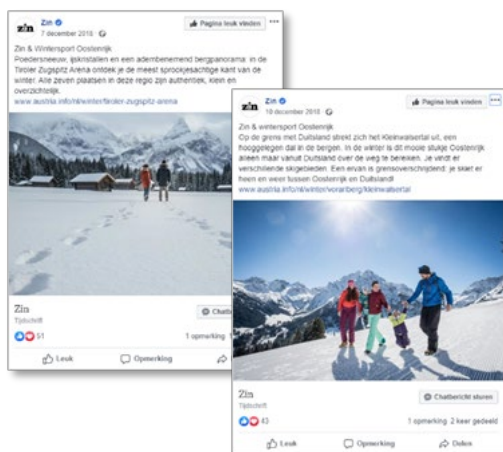
The URL (including UTM-code) to the landing page containing the offer/article. On top of that we need the URL to your Facebook page, in order for us to tag you as sponsor.

## 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 10 working days before going live. Please include in the subject line the name of the client, the campaign and the title.

E.: [onlinecampagnes@roularta.nl](mailto:onlinecampagnes@roularta.nl)

# DELIVERY SPECIFICATIONS – SOCIAL MEDIA

## 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 | - KnipMode    | - Vorsten                             |
| - Delicious       | - Proccycling | - Zin Magazine (no swipe-up possible) |
| - Fiets           | - Roots       |                                       |
| - Formule 1       | - Seasons     |                                       |

*\*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:

**Text:** 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\*

\*Choice of image or video

## URL + Instagram page

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

## Production

We offer the option to write 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 10 working days before going live. Please include in the subject line the name of the client, the campaign and the title.

E.: [onlinecampagnes@roularta.nl](mailto:onlinecampagnes@roularta.nl)