

DELIVERY SPECIFICATIONS - ONLINE DISPLAY

Delivery specifications Native billboard

For your Native billboard layout, we would like to receive the following items:

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

Format: 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.

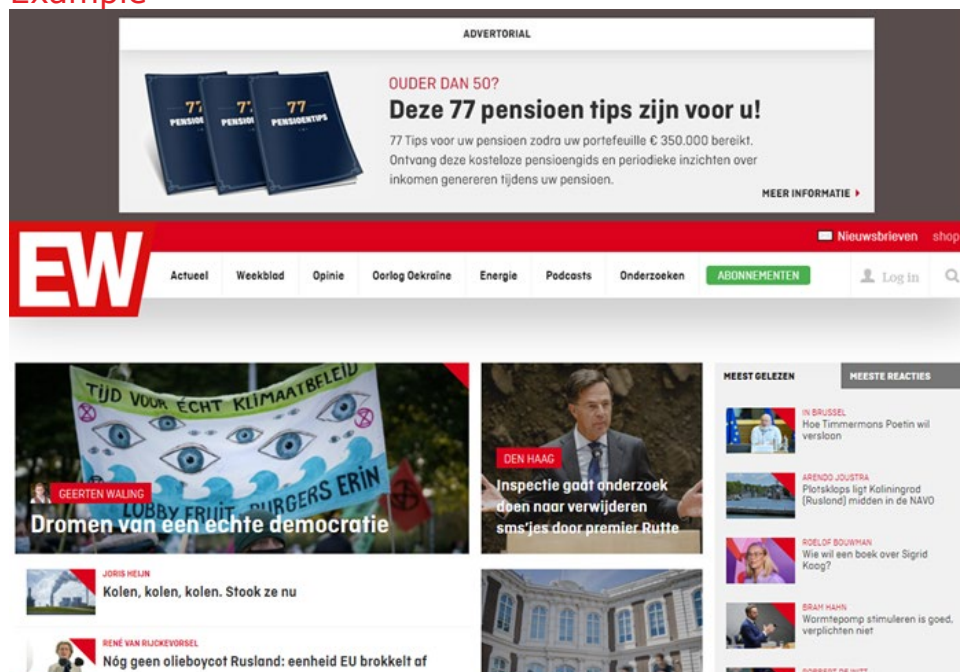
Other

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

Position



Example



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@roularta.nl

DELIVERY SPECIFICATIONS - ONLINE DISPLAY

Delivery specifications Native halfpage

For your Native halfpage layout, we would like to receive the following items:

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

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

Call-to-Action (button)

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

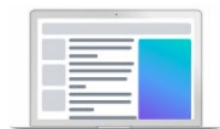
URL + UTM

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 the EW (EenVandaag) website homepage. The top navigation bar includes links for Actueel, Weekblad, Opinie, Oorlog Oekraïne, Energie, Podcasts, and Onderzoeken. A red banner at the top right says 'Nieuwsbrieven shop'. Below the navigation bar, there are several news articles. On the left, under 'OORLOG OEKRAÏNE', there are articles about 'DEFENSIE' and 'ROBERT DE WIT'. In the middle, there's an article about 'Vertrek Departures 2' by Zihni Özil. On the right, there's an advertisement for '77 Pensioentips' with the headline 'OUDER DAN 50? Deze 77 pensioen tips zijn voor u!'. The advertisement includes a list of 77 tips and a call to action 'MEER INFORMATIE'.

Submit

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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.

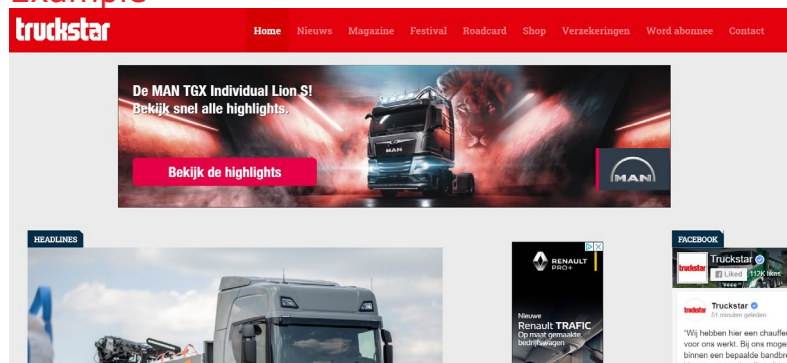
Other

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

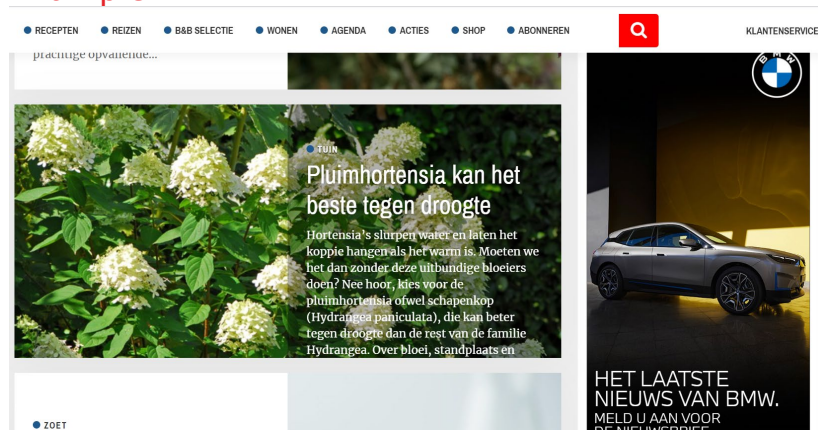
Flash: No, is not possible

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



Submit

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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	320x240px
Rectangle	300x250px
Banner	320x100px
Banner	320x50px
Mobile Portrait ad	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
HTML5:	Yes, is possible (if provided with ClickTag or Exit. The ClickTag or Exit must be suitable for Google Ad Manager.
Third-party tags	Yes, is possible (not publisher-paid)

Submit

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DELIVERY SPECIFICATIONS - ONLINE DISPLAY

Delivery specifications In-Article-Video

Video

Aspect ratio: 16:9
File: .mp4
Length: Max. 120 sec (advice for max 20 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.



powered by SHOWHEROES

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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