



## Advertisement specifications branded content article Landleven

Branded content articles are advertising pages that resemble editorial pages in form and content. They are informative in nature, with the advertiser clearly identified as the source.

### The following guidelines apply to the implementation:

- The advertiser provides 2 to 3 good photos in print size, a company logo, website URL and approximately 20 lines of text.
- The Landleven headline and/or display font may not be used; the typography must be visibly different. The Tabac fonts (type 1, 2, 3 or 4) may not be used.
- The layout may not be a direct copy of the basic template or fixed section of the magazine.
- De title (Landleven) may not be used in the text.
- The sender of the article must be clear.
- The word "advertorial" must be placed above the article in 8-point capital letters.
- The bleed format is 230 mm wide x 285 mm high + 5 mm bleed all around + 5 mm crop marks all around

Prior to publication, the publisher and editor-in-chief will review the branded content article based on these guidelines.

### Submission

You can submit your advertising material to our Traffic department before deadline. Please include in the subject line the name of the client, the campaign and the title.  
E: [traffic@roularta.nl](mailto:traffic@roularta.nl)