

TECHNICAL SHEET: DEDICATED

DEADLINE: 8 working days before publication

DELIVER TO: backoffice.online@roularta.be

FORMAT:

- via WeTransfer or as an e-mail attachment
- Text as Word/Text Document/Excel
- Logo and graphics as .jpg or .png
- PDF also as attachment or via WeTransfer
- To be delivered in the languages ordered (NL + FR or NL or FR)

DELIVERABLES: 2 TO 3 ADVERTORIALS

Material for 2 to 3 advertorials.

For each advertorial:

1. **Heading:** maximum 40 characters spaces included
2. **Sub-heading:** maximum 30 characters spaces included
3. **Logo:** height 50 pixels, max. 100kb
4. **Body:** 350 to 420 characters spaces included
5. **Visual:** width 600 pixels - height 650 pixels, max. 100kb
6. **Button:** maximum 25 characters spaces included
7. **Questions (optional):** maximum 3 questions preferable yes/no questions. If multiple choice questions, max. 3 answers.
8. **PDF or link:** maximum 5 MB



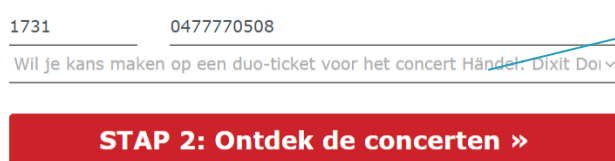
PART 1: ADVERTORIAL



1. **Heading:** maximum 40 characters spaces included
2. **Sub heading:** maximum 30 characters spaces included
3. **Logo:** height 50 pixels
4. **Body:** : 350 to 420 characters spaces included; preferably a continuous text; indicate which elements should be in bold
5. **Visual:** width 600 pixels – height 650 pixels
6. **Button:** maximum 25 characters spaces included

PART 2: LANDING PAGE (OPTION)

Landing page created by Roularta, leads generated by Roularta and delivered to the customer.



7. Possibility to add 1 to 3 questions preferably 3 yes/no questions. If multiple choice questions, max. 3 answers

PART 3 3: PDF OR LINK

At the bottom of the e-mail or the landing page: an information document/brochure/link to the customer's site. The maximum size of one PDF is 5 MB.