# **TECHNICAL SHEET: INSERTION**

**DEADLINE: 12 working days before publication** 

DELIVER TO: marva.de.vries@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:**

- 1. Heading: maximum 40 characters including spaces
- 2. **Sub-heading**: maximum 30 characters including spaces
- 3. Logo: height 50 pixels
- 4. **Body**: 350 to 420 characters including spaces
- 5. Visual (optional): width 600 pixels height 650 pixels
- 6. **Button**: maximum 25 characters including spaces
- 7. Questions (optional): maximum 3, + multiple-choice options
- 8. **PDF or link:** maximum 5 MB

# <u>web versie</u> INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA



### 1. Heading

maximum 40 characters including spaces

#### 2. Sub-heading

maximum 30 characters including spaces

# 3. Logo

height 50 pixels

#### 4. Body

350 to 420 characters including spaces de préférence un texte contenu indiquer les élément à mettre en gras

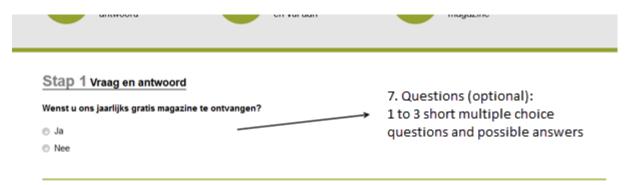
# 5. **Visual** (optional) width 600 pixels - height 650 pixels

### 6. Button:

maximum 25 characters including spaces

# PART 2: LANDING PAGE (OPTIONAL)

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



## **PART 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.