# **TECHNICAL SHEET: DEDICATED**

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

## **DELIVERABLES: 2 TO 3 ADVERTORIALS**

A. Material for 2 to 3 advertorials.

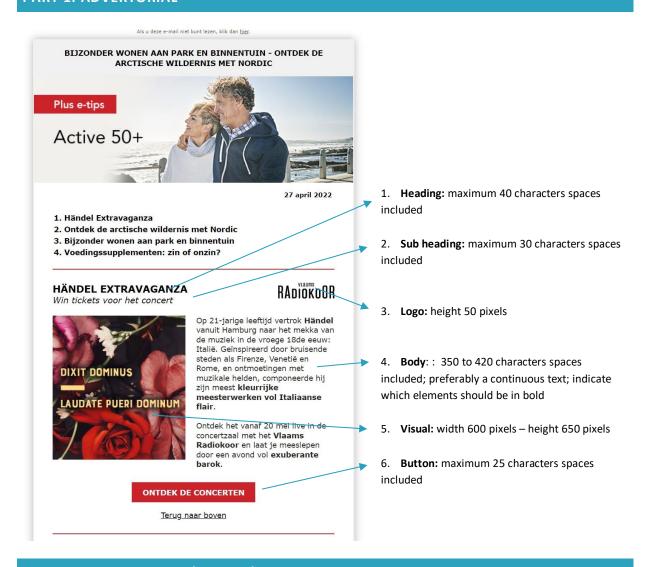
#### For each advertorial:

- 9. Heading: maximum 40 characters spaces included
- 10. Sub-heading: maximum 30 characters spaces included
- 11. Logo: height 50 pixels
- 12. Body: 350 to 420 characters spaces included
- 13. Visual: width 600 pixels height 650 pixels
- 14. Button: maximum 25 characters spaces included
- 15. Questions (optional): maximum 3, + multiple-choice options
- 16. PDF or link: maximum 5 MB
- B. Input for the last topic, an editorial article/whitepaper written by Roularta. Customer can suggest topics, Roularta will approve it and write the article. Leads generated by this article will be delivered to the customer.





## **PART 1: ADVERTORIAL**



# PART 2: LANDING PAGE (OPTION)

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



### **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.