# **TECHNICAL SHEET: INSERTION**

DEADLINE: 12 working days before publication

DELIVER TO: marva.de.vries@roularta.be

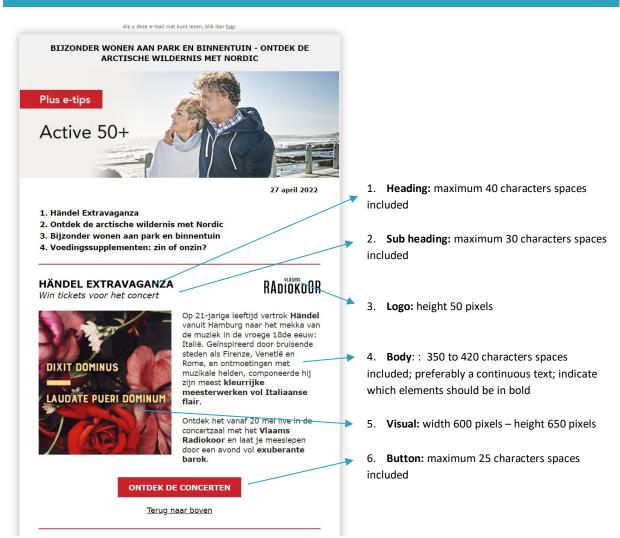
#### FORMAT:

- 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 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

### **PART 1: ADVERTORIAL**



## PART 2: LANDING PAGE (OPTION)

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

1731	0477770508
Wil je kans maker	n op een duo-ticket voor het concert Hän <del>del.</del> Dixit Doi×
STA	P 2: Ontdek de concerten »

7. Possibility to add 1 to 3 short multiple choice questions + 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.