

GUIDELINES | ADVERTORIALS

ADS AND DATA IS SYNONYMOUS WITH QUALITY REPORTING VIA ITS NEW BRANDS. OUR READERS CAN COUNT ON A STRONG TEAM OF EXPERIENCED JOURNALISTS, WHO DELIVER ACCURATE AND EXTENSIVE COVERAGE AND COMMENTARY, DAY AFTER DAY. ADS AND DATA STRIVES TO ACHIEVE THAT SAME HIGH STANDARD FOR ITS BRANDED CONTENT PUBLICATIONS. IT IS IMPORTANT THAT IT REMAINS CLEAR TO THE READER WHICH ITEMS ARE EDITORIAL IN NATURE, AND WHICH ARE AN EXTENSION OF AN ADVERTISER'S PIECE.

In order to avoid confusion on the part of the reader and to uphold high standards for both editorial reporting and advertorials, we have put in place a number of guidelines on how a print advertorial should be laid out.

FOR ADVERTORIALS

Placement after page 11 of the newspapers and magazines.

'ADVERTENTIE'

full-width bar in main color of the ad

logo or advertiser's name

1. Full-width bar in main color of the ad: 255mm (width) x 7mm (height)

2. The word 'ADVERTENTIE' shall appear clearly:

- In the top outer left corner
- In capital letters
- Font: BrownPro Regular
- Size: 8 pt
- Margin on left side: 3 mm
- Vertically centered

3. The advertiser's logo shall appear clearly:

- In the top outer right corner
- advertiser's name should be written out in case the logo is difficult to read
- Font: BrownPro Regular
- Size: 8 pt
- Margin on left side: 3 mm
- Vertically centered

4. The advertorial shall differ substantially from the editorial content in terms of general design, font and overall formatting. Specifically, this means that:

- The font shall differ fundamentally from that used by the newspaper/magazine.
- Typical stylistic elements used by the paper - such as (identical) spot colour heading, captions - shall not be used.
- The page layout shall consist of a different number of columns than the newspaper, i.e. the layout shall not consist of five columns.
- Colours used in the advertorial shall be different to the newspaper's colour palette.
- The advertisers' logo shall be integrated in the layout of the advertorial.

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FOR COMMERCIAL SUPPLEMENTS

The following applies in addition to the above information:

- The front page of the supplement shall clearly state 'Commercial Annex - is not the responsibility of the editor'.
- The supplement shall have separate pagination from the newspaper.
- The supplement shall include a clear colophon stating the name of the publisher responsible for the supplement.



"Commercial Annex - is not the responsibility of the editor."

FOR INSERTS PRINTED IN THE NEWSPAPERS

The following applies in addition to the above information:

- Op de frontpagina van een meedruk of voordruk moet er duidelijk te zien zijn dat dit het begin is van een nieuw onderdeel in de krant.

Een brede titelband kan hier bijvoorbeeld voor zorgen.



"Colofon: De verantwoordelijke uitgever van deze meedruk in Gazet van Antwerpen is vzw Linkerwooper, Hanegraefstraat 5, 2050 Antwerpen. www.linkerwooper.be"