



TECHNICAL SPECIFICATIONS

BRANDED CONTENT

Ads & Data

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BRANDED CONTENT | STEP-BY-STEP PLAN

You have booked a branded content campaign with Ads & Data/Mediahuis. Thank you. We will follow the [next step-by-step plan](#).

START-UP PHASE

Our Brand Studio Follow-up Team will provide you with::

- **A purchase order** summarizing the campaign, including the correct start and end dates, an overview of costs, the number of reads or impressions to achieve, possible extensions with display or online video, and links to the general terms and conditions.
- An overview of **the technical specifications** for any material you need to provide (if applicable).
- **A backplanning** document with a clear timeline and specific deadlines for the various phases of the production process.

CONTENT CREATION

Step 1 - Initial contact

- Our content team will contact you to discuss the article content. This consultation is conducted by our content coordinators and/or the specific editor who will develop the campaign. A clear and concise briefing is essential. You will also provide the necessary source materials to the content team.
- Based on this initial consultation and the supplied source materials, our content team will create a concrete content proposal. This will be fine-tuned in consultation until it meets your expectations.

Step 2 - Production phase

- The editor creates the text based on interviews, research, and supplied source materials.
- Feedback and revisions are conducted until the article is finalized. Typically, two feedback rounds are provided, depending on the timeline.
- Collection of visual materials and consultation on the Call to Action(s), promotional titles, disclaimers, text links, etc. (more details in the guidelines).

BRANDED CONTENT | STEP-BY-STEP PLAN

CONTENT CREATION

Step 3 - Finalization and approval

- Design phase: The approved article is formatted in a tailored layout and presented to the client for feedback.
- After final approval, promotional banners (consisting of a title and an image) are created. These are placed on the homepages of newspaper titles to generate traffic to the branded content articles.

Step 4 - Final links

- Our Brand Studio Follow-up Team provides the final links and a few examples of the promotional banners.

CAMPAIGN LIVE

Our Ads & Data expert team launches the campaign on the scheduled start date and monitors the results throughout to optimize where possible.

REPORTING

After the campaign ends, **an evaluation report** is provided. The report includes insights into user reading behavior, including audience insights.

EXTRAS

Digital Banners and Online Video

To generate additional reach, you can also use display and/or retargeting banners or online video in various formats. This material is typically provided by you. Always include a strong CTA.

BRANDED CONTENT | GUIDELINES

On behalf of Ads & Data, we commit to making your campaign a success story. Effective and smooth collaboration requires clear agreements to achieve optimal results. These are outlined below, per phase of the production process.

START-UP PHASE

To meet the start date, the backplanning must be followed strictly. Delayed briefings or lack of feedback may result in timing delays and the inability to deliver within the reserved inventory period. If inventory allows, the campaign may be extended.

CONTENT CREATION

- The minimum **production time** is 15 working days upon receiving the briefing. If an assignment must be completed in less than 10 working days, a **rush fee** of 25% of the production cost will be charged.
- The minimum **production** time for a **Visual Story** is 6 weeks from receipt of the briefing.
- One designated SPOC/contact person must compile all internal feedback (and, if applicable, agency feedback) and pass it on in a consolidated form.
- A maximum of **two rounds of revisions** is provided for text creation and the design phase. After that, an hourly rate of €75 (excl. VAT) applies.
- AI tools may be used to support the content creation process. Where applicable, AI-generated or AI-manipulated content will be clearly identified in accordance with Article 50 of the EU AI Act.

BRANDED CONTENT | GUIDELINES

TEXTS

- Texts are always written by the editors of Ads & Data's content team. Advertiser-provided texts can be used, but a final edit will always be performed by an editor, who may propose/execute (minor) changes.
- For optimal readability on all devices, **Engaged Read articles** should be no longer than **3,000 characters** (including spaces). If your story exceeds this character limit, we will add a 'read more' button at around 3,000 characters, which counts as 100% scrolled.
- Each text must include **3 to 5 hyperlinks** to your website.
- Each article has a **headline** of up to 80 characters.
- All texts must contain a clear and recognizable **Call to Action**. The recommended length is 40 characters or fewer (3 to 5 words). Three CTAs are always proposed, allowing you to indicate your preference. The remaining CTAs may be used for further campaign optimization.
- Each article includes a disclaimer at the top of the page, always in the format "**Offered by ...**" (maximum 17 characters). The specific wording is discussed during the initial meeting or first contact with the content team. A maximum of one disclaimer is allowed per campaign.
- A maximum of **one UTM tag** can be included in each article.

IMAGES / PHOTOS

- Each Engaged Read article may include **up to 3 images**. Captions for the images are possible.
- Images must be **provided by you** in the correct formats and resolutions, with sufficiently high quality and varied content. In addition, the images should be relevant, so that they add value for the reader and enhance the reading experience. If you do not have images, the content team can suggest stock images. A professional photographer can be arranged for an additional fee.
- A **video** can also be included in the article if desired.

BOOSTERS

- After final article approval, booster blocks (title and photo) will be created for placement on newspaper homepages. These blocks generate traffic to the branded content articles.
- The booster titles are created by our content team and submitted to you for approval. We work with 5 different titles and at least 3 images are used in rotation to optimize the performance of your campaign.
- **No logos or promotions.** Logos or promotions may not appear on the article images or the boosters (this does not apply to commercial banners surrounding the articles).

BRANDED CONTENT | GUIDELINES

CAMPAIGN LIVE

- Online campaigns can run across the **4 Mediahuis news titles**, on popular titles, or site-specifically on one of the titles, subject to an additional charge of € 1.
- With branded content, we typically use **natural targeting** by default: with a good, clear title, only people who are interested in the subject of your article will click on the ad to read more.. If desired, **a maximum of one targeting** option can be selected: site-specific, geotargeting (county), gender, or a choice from a limited selection of interest segments (see our digital rate card for any surcharges).
- For larger campaigns consisting of several articles, it is better to launch more than one article **per wave** rather than one at a time to maximize reach. Ads & Data reserves the right to redistribute Engaged Reads per article to ensure optimal delivery.
- Campaigns are **rotated** with others, meaning boosters are not permanently visible to everyone.
- Ads & Data ensures optimal campaign delivery through **ongoing monitoring** and optimization. Underperforming boosters will be removed, leaving only the best-performing ones to drive traffic. Adequate variation is guaranteed.
- Ads & Data reserves the right to terminate a campaign early under the following conditions:
 - **Significant underperformance:** if, after a reasonable optimisation period, the Engaged Read-rate (25% scroll depth) remains consistently below the minimum of 50% and the Engaged Read-rate (100% scroll depth) remains below 28%.
 - **Very low CTR:** CTR falls below 0,11% after two weeks, despite revised boosters.
 - **Early target achievement:** if targets are reached early due to high reader interest, the campaign may end earlier than planned.

REPORTING

- For every branded content campaign, we provide a comprehensive report containing insights into reading behaviour and engagement with the article. Campaign reports cover **general figures** across titles but no individual site details.
- Reports are delivered within **10 working days**, with further discussion possible during **an evaluation meeting** with the sales expert.
- You may **share articles** on your own channels and socials, with links provided upon request. Separate reports must be requested in advance.
- Articles can be shared on your own channels and social media platforms. The links for this will be provided by Brand Studio Opvolging on request. If you require a separate report for this, you must request it in advance.

BANNERING | ENGAGED READ & REGIO BRANDED CONTENT

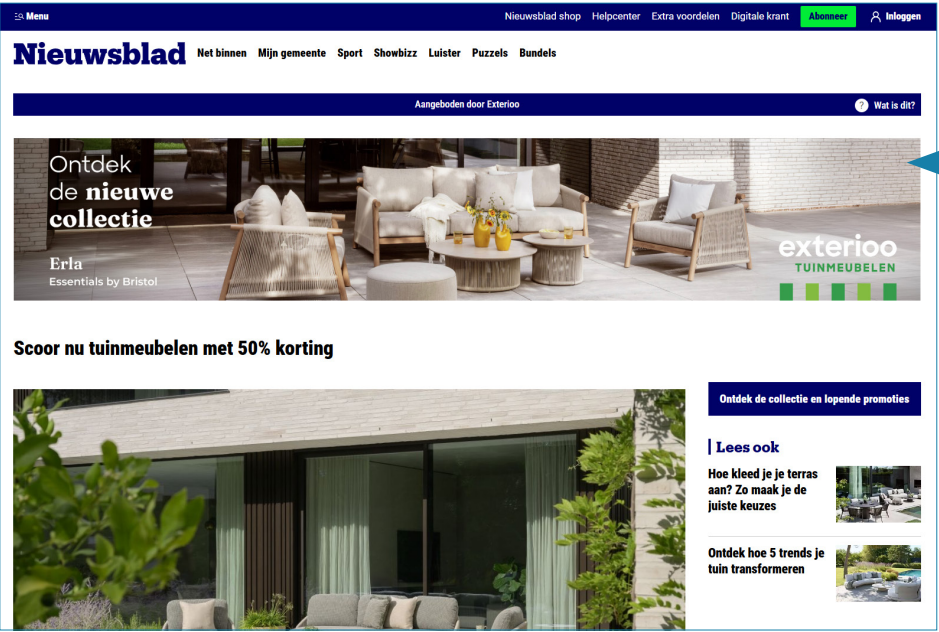
These technical specifications only apply for Display banner positions which are delivered on an **Engaged Read or Regio Branded Content** campaign.

DISPLAY SPECIFICATIONS

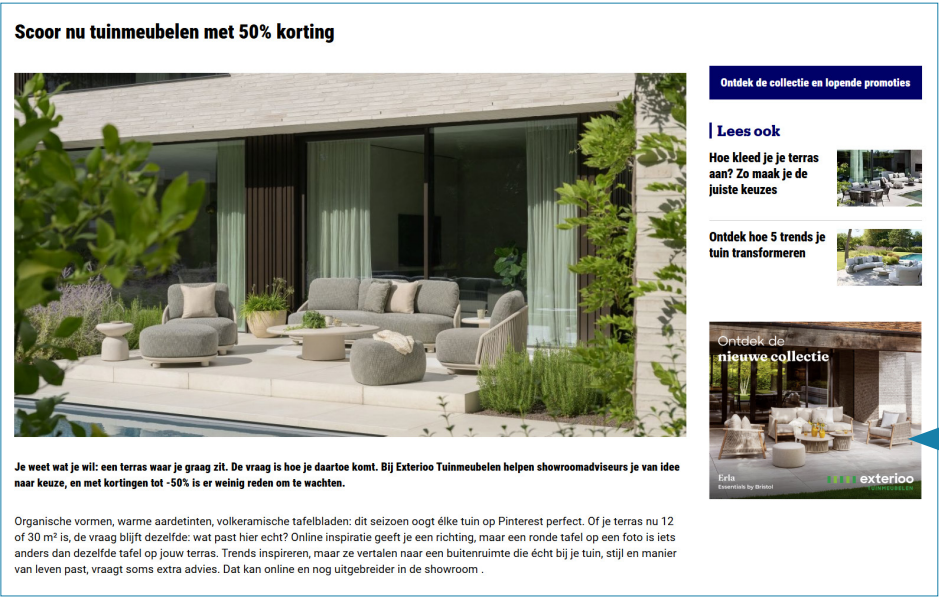
FORMAT	DESKTOP / TABLET	MOBILE	MAX. WEIGHT	EXTENSIONS
Superheader	1280 x 300	320 x 250	950 Kb	HTML5*/GIF/JPG/PNG
Medium Rectangle	300 x 250	320 x 250	950 Kb	HTML5*/GIF/JPG/PNG

* HTML5 only possible when delivered via 3rd party tag.

EXAMPLES



Superheader



Medium Rectangle

RECOMMENDATIONS

3RD PARTY

- All active HTTPS 3rd party tags are accepted.
- All assets loaded by the 3rd party tag must be HTTPS as well.
- For GIF / JPG / PNG no impression tracker allowed.

ANIMATION (HTML 5 AND ANIMATED IMAGES)

- Maximum 3 loops within 15 seconds.
- No loop or animation after 15 seconds.

Native boosters are created by Ads & Data Brand Studio.

DELIVERY

DELIVERY ADDRESS

- All material should be sent to native@adsanddata.be.

DELIVERY DISPLAY

- Standard: 5 business days before the start of the campaign.

MINI-SITE TEMPLATE | GUIDELINES

The mini-site template can be used to extend a specific concept or theme to your online branded content campaign.

The **header image** for this template must be provided by the advertiser. If no suitable image is available, we can purchase an appropriate (stock) image for the campaign at an additional production cost of **€ 115**.

WHAT TO DO

- Image dimensions: 2050 x 600 pixels.
- Choose a high-resolution image that immediately sets the mood fitting your article to enhance the reading experience.

WHAT NOT TO DO

- **Do not use logos.** This header serves to reinforce the story of your article, and should not have a commercial character. Therefore, logos are not allowed on this header image. If you want to add branding to the article, you can do so with a **Medium Rectangle banner** next to the article, which links to your website.
- **Avoid as much text as possible** on the header image. A campaign name or slogan may be included to reinforce the concept, as long as it does not give the image a commercial character.
- **Limit essential text** and **visual elements** to the indicated frame in the center of the image to ensure everything displays well on all devices. Frame dimensions: 1050 x 300 pixels.

Example of a header image with the indication of the frame within which text and essential visual elements should be limited:

