



**TECHNICAL SPECIFICATIONS**

**ADVERTORIALS**

**Ads & Data**

# 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.

## ADVERTENTIE



## © LENNART VERHEIJMEI



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**ADVERTENTIE**

**DONDERDAG**  
**11/7**

**DONDERDAG**  
**18/7**

## A circular graphic containing two separate portraits. On the left, a man with a beard and short brown hair is shown from the chest up, wearing a black t-shirt with a small white logo. On the right, a woman with blonde hair tied back is shown from the chest up, wearing a light blue sleeveless top and looking upwards. The entire graphic is set against a red circular background.

**DONDERDAG**  
**25/7**

# GUIDELINES | ADVERTORIALS, COMMERCIAL SUPPLEMENTS & INSERTS IN NEWSPAPERS

## 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:"



"Colofon: De verantwoordelijke uitgever van deze meedruk in Gazet van Antwerpen is vzw Linkerwoofer, Hanegraefstraat 5, 2050 Antwerpen. [www.linkerwoofer.be](http://www.linkerwoofer.be)"