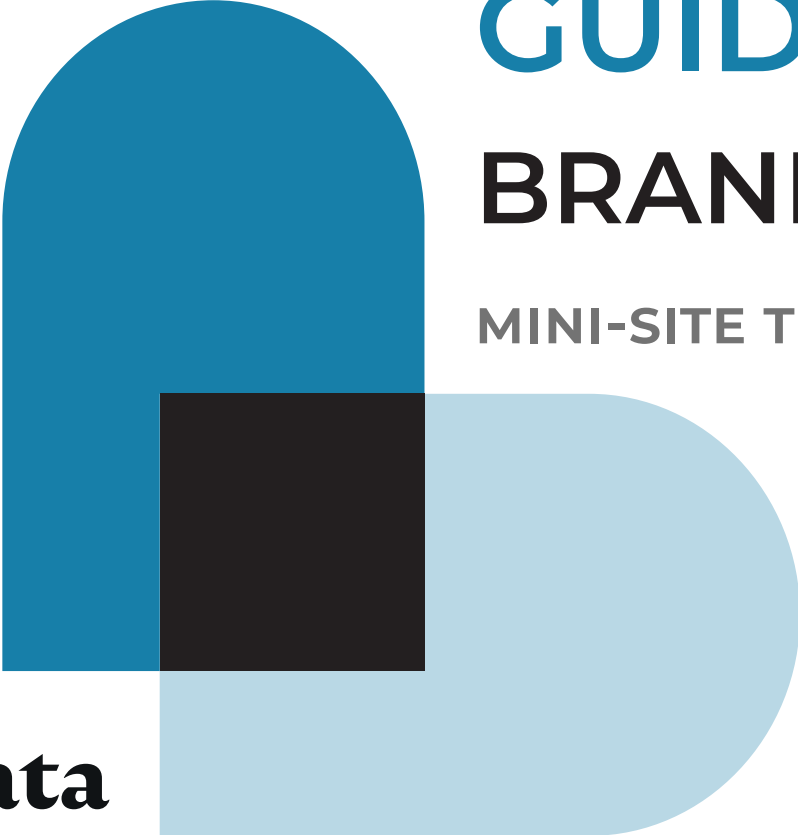




# GUIDELINES

## BRANDED CONTENT

MINI-SITE TEMPLATE

**Ads & Data**

# BRANDED CONTENT | GUIDELINES (MINI-SITE TEMPLATE)

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 € 150.

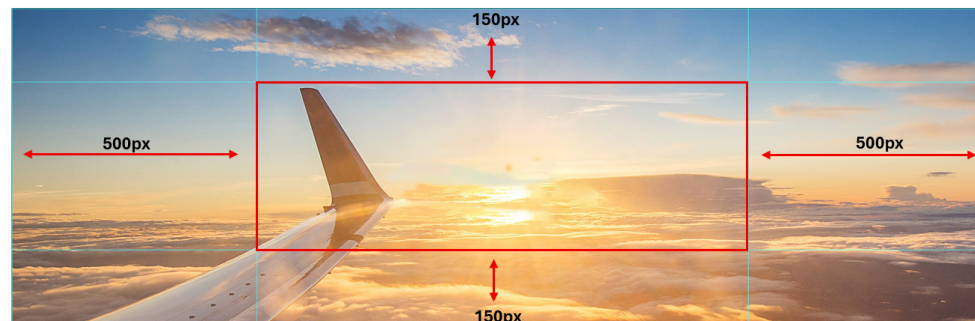
## WHAT TO DO

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

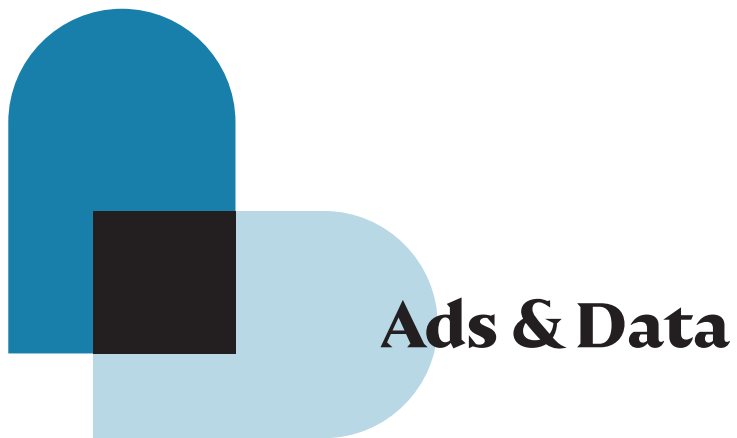
## WHAT NOT TO DO

- Do not use logos**, this does not fit the concept of branded content, where you want to stay as close as possible to editorial articles. 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:



# CONTACT



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