

Technical Specifications

Print Ads | De Morgen

SUBMISSION DETAILS

Complete Ads can be sent to the Project Manager or to:
redactie.be@mediaplanet.com



File Requirements

FORMATS

- PDF: Use PDF: x1-a setting when exporting from InDesign, all elements must be 300dpi.
- JPG: Minimum resolution of 300dpi.

TRIM SIZE

- Publication is non-bleed: Do not include crop marks and bleed, these areas will be trimmed.

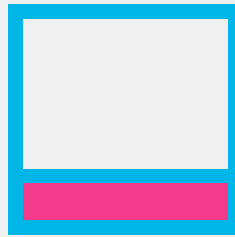
COLOR SPACE CMYK (4-COLOR)

- No RGB, LAB, Pantone, and Spot colors.

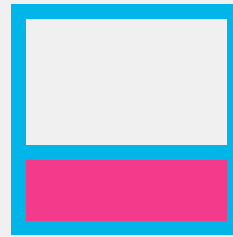
Reverse Text Minimum 8pt

INK MANAGEMENT

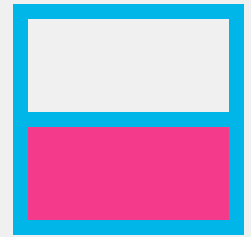
- Maximum Ink Density: 240%.
- Line Screen: 133.
- Use of Blacks in text and logos: 100K Black only, we do not accept rich black.



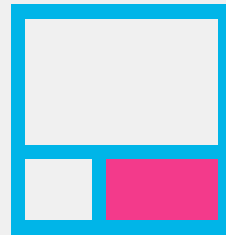
BANNER
290 × 60 mm



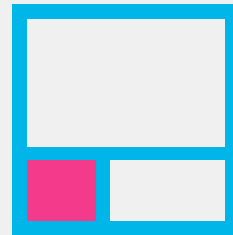
THIRD PAGE
290 × 146 mm



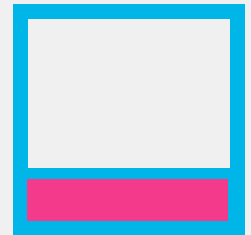
HALF PAGE
290 × 222 mm



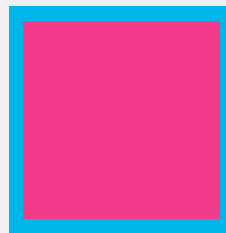
3 COLUMN
171 × 146 mm



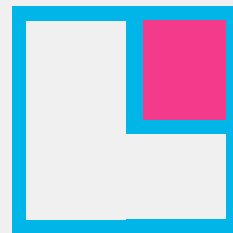
2 COLUMN
99 × 146 mm



1/4 PAGE
290 × 108 mm



FULL PAGE
290 × 450 mm



1/4 PAGE
142 × 222 mm

NOTE: All dimensions listed as width by height in mm.

Proofing Policy

Approval is required at time of submission online at redactie.be@mediaplanet.com (Does not apply to Creative Services).

Hard copy proofs can be requested online at time of submission.

Creative Services

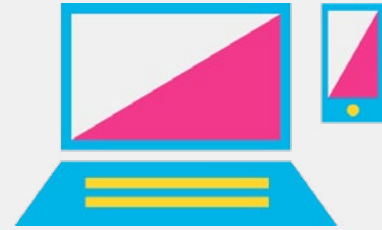
Available at an additional premium and must be purchased no later than 2 weeks prior to creative deadline through your sales representative or campaign publisher.

Technical Specifications

Digital Ads

SUBMISSION DETAILS

Complete Ads can be sent to the Project Manager or to redactie.be@mediaplanet.com



Ad Serving

THIRD PARTY SERVED TAGS (PREFERRED)

- Must be submitted as JavaScript tags
- Must be compatible with Google DoubleClick for Publishers

SITE SERVED CREATIVE

- Completed ads.
- Click-through URL(s): Up to 1 per ad unit.

File Requirements

STATIC

- File Format: jpg/jpeg, png, gif.
- Maximum File Size: 200KB.

ANIMATED

- File Format: gif.
- Maximum File Size: 200KB.

HTML5

- File Format: xlsx or zip file
- Maximum File Size: 200KB.
- xlsx file must contain third party JavaScript tags.
- Zip file must contain developed code with clicktag and appropriate code to launch destination path.
- Mediaplanet does not build HTML5 ads.

TEXT AD

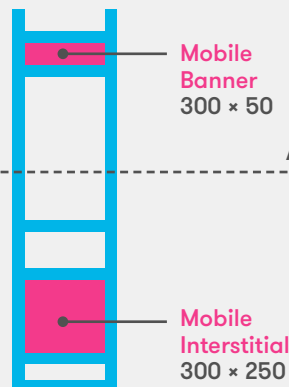
- Must be submitted as plain text with corresponding click-through URL (to be hyperlinked)
- File Format: txt (can be exported from MS Word).

Proofing Policy

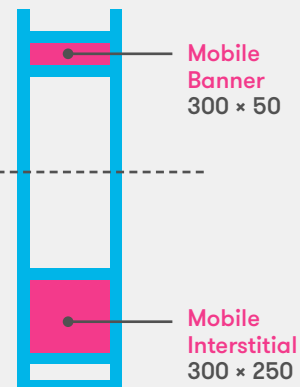
We do not supply proofs for digital ads. If there are any issues regarding digital creative, we will contact you using the information provided upon submission.

Mobile Ad Units

ARTICLE PAGE

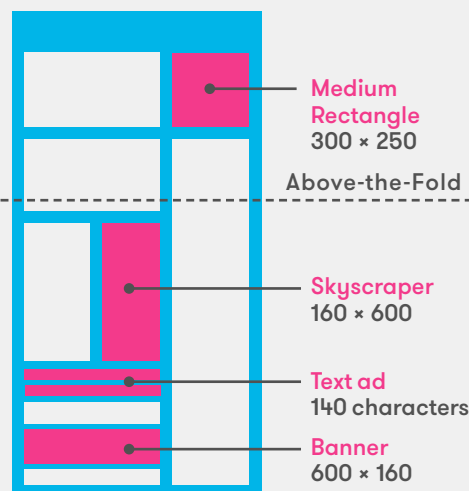


HOME PAGE

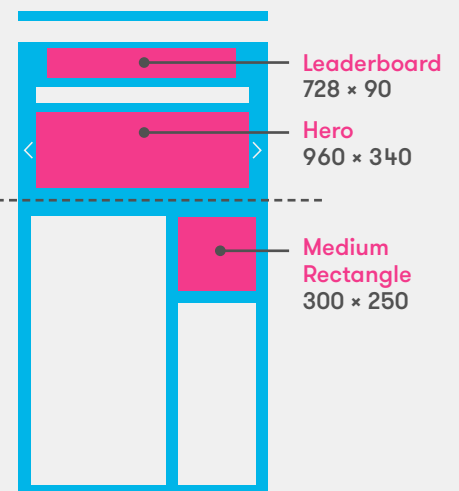


Desktop Ad Units

ARTICLE PAGE



HOME PAGE



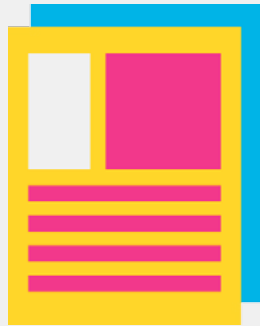
NOTE: All dimensions are listed as width by height in pixels.

Creative Services

Available at an additional premium and must be purchased no later than 2 weeks prior to creative deadline through your sales representative or campaign publisher.

Technical Specifications

Sponsored Article



WHAT DOES THE CLIENT NEED TO PROVIDE MEDIAPLANET WITH?

- Discuss and confirm a thorough brief with the Project Manager and Content team.
- High resolution Logo – minimum 300 DPI.
- High resolution headshot[s] of source or other image[s] to feature in the piece – minimum 300 DPI.
- Full name and job title of source[s].

WHAT WILL MEDIAPLANET DO?

- Using the approved brief and materials, Mediaplanet will produce the Sponsored Article for the client.
- Mediaplanet will send the piece to the client for fact check and approval from the client (Please note: editorial style and tone will be under the control of Mediaplanet).

WHO OWNS THE CONTENT?

- Once the agreement between Mediaplanet and the client has been met, the client will own the content.
- The client can re-use the Article unedited and distribute through other channels. If re-used, it must be credited to Mediaplanet as such: Created by Mediaplanet. Journalist: [name].

Proofing process

The client will have the opportunity to request one round of changes for the Article - any additional changes after this will be charged at an extra cost. Please ask for more information.

SUBMISSION DETAILS

Send information above to:

redactie.be@mediaplanet.com

and

daan.de.becker@mediaplanet.com

Technical Specifications

Sponsored Infographic



WHAT DOES THE CLIENT NEED TO PROVIDE MEDIAPLANET WITH?

- Discuss and confirm a thorough brief with the Project Manager and Content team.
- High resolution Logo – minimum 300 DPI.
- High resolution headshot[s] of source or other image[s] to feature in the piece – minimum 300 DPI.
- Full name and job title of source[s].

WHAT WILL MEDIAPLANET DO?

- Using the approved brief and materials, Mediaplanet will produce the Sponsored Infographic for the client.
- Mediaplanet will send the piece to the client for fact check and approval from the client (Please note: editorial style and tone will be under the control of Mediaplanet).

WHO OWNS THE CONTENT?

- Once the agreement between Mediaplanet and the client has been met, the client will own the content.
- The client can re-use the Infographic unedited and distribute through other channels. If re-used, it must be credited to Mediaplanet as such: Created by Mediaplanet. Journalist: [name]. Designer: [name].

Proofing process

The client will have the opportunity to request one round of changes for the Article - any additional changes after this will be charged at an extra cost. Please ask for more information.

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Technical Specifications

Video



WHAT DOES THE CLIENT NEED TO PROVIDE MEDIAPLANET WITH?

- Discuss and confirm a thorough Storyboard with the Project Manager and Content team.
- High resolution Logo – minimum 300 DPI (for Video Advertorial and Sponsored Video).
- High resolution images – minimum 300 DPI – if needed in the Video.
- Full name and job title of source if included in Video.

WHAT WILL MEDIAPLANET DO?

- Using the approved Storyboard and materials, MP will produce the Video for the client.
- MP will send the piece to the client for fact and approval from the client (Please note: editorial style and tone for the Video will be under the control of MP).

WHO OWNS THE CONTENT?

VIDEO ADVERTORIAL AND SPONSORED VIDEO

- Once the agreement between MP and the client has been met (campaign lifecycle has been finished, time on site has been delivered), the client will own the Video.
- The client can re-use the piece unedited as they wish and must credit MP as such: Produced by Mediaplanet.

SUPPORTED BY VIDEO

- Mediaplanet will own the Video. The client can re-use the Supported by Video over the MP Social Media Channels as Link, but Mediaplanet will own this Video.

Proofing process

The client will have the opportunity to request one round of changes for the Article - any additional changes after this will be charged at an extra cost. Please ask for more information.

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Technical Specifications

Sponsored Widget



WHAT DOES THE CLIENT NEED TO PROVIDE MEDIAPLANET WITH?

SUPPLEMENTARY SPOTLIGHT

- Client will discuss and confirm with MP a brief for the content to be included in the widget.
- One image (optional).
- One hyperlink with call-to-action (optional).
- Full name and job title of source.

DATA COLLECTION

- Client needs to define the fields they want to obtain from the audience and provide the reward to foster users to submit their information (example: discount, download document, free trial).
- One image (optional).
- One hyperlink with call-to-action (optional).

POLL

- Client must agree with MP on up to five questions that they want to ask the audience — questions could be multiple choice, radio buttons, text fields and/or comments boxes.
- One image (optional).
- One hyperlink with call-to-action (optional).

WHAT WILL MEDIAPLANET DO?

- Mediaplanet will create the widget with the information provided by the client and will add creative elements as necessary.
- Mediaplanet will send a mockup of the widget to the client for revision and approval.
- Mediaplanet will provide results once the campaign is completed.
- Once the campaign is completed, the widget will come down from the site.

Adjustments

If the Widget is not performing as hoped, Mediaplanet will take the necessary steps to adapt the Widget accordingly. Any changes will be agreed with the client.

SUBMISSION DETAILS

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Technical Specifications

Social Media Activities



TWITTER CHAT

WHAT DOES THE CLIENT NEED TO PROVIDE US WITH?

- Approval of date and time.
- Approval of script.
- If the client will be asking a question, they will need to provide the question for the script.
- High resolution Logo for promotional materials - minimum 300dpi.

WHAT WILL MEDIAPLANET DO?

- Organise influencer co-host.
- Create minute for minute script.
- Create all design/promotional materials.
- Invite industry that is part of the campaign to join the Twitter Chat.

WHO OWNS THE CONTENT?

- Once the Twitter Chat has ended, Mediaplanet, the influencer and the client will all have rights to the content generated from the Chat and will be able to share and re-use the content as each wishes.

COMPETITION

WHAT DOES THE CLIENT NEED TO PROVIDE US WITH?

- High resolution images of product being given away at the Competition - minimum 300dpi.
- Description of the product.
- Money value of the product.
- Once the winner of the competition is chosen (either by Mediaplanet or by the client), the client will either need to send the product to Mediaplanet or to the winner themselves, depending on legal market requirements and the client's preference.
- Collaborate with Mediaplanet on the concept of Competition.

WHAT WILL MEDIAPLANET DO?

- Mediaplanet will carry out Competition from start to finish.
- Mediaplanet will create imagery for the Competition.
- Mediaplanet will place Competition on the digital campaign and print campaign (if agreed).
- Mediaplanet will promote Competition on owned social media channels.
- Mediaplanet will remove the Competition from the digital campaign once the duration of the Competition is over.

WHO OWNS THE CONTENT?

- Once the Competition is over, Mediaplanet and the client will all have rights to the content generated from the Competition and will be able to share and re-use the content as each wishes.

GIVEAWAY

WHAT DOES THE CLIENT NEED TO PROVIDE US WITH?

- High resolution images of product being given away - minimum 300dpi.
- Description of the product.
- Money value of the product.
- Once the winner of the Giveaway is chosen (either by Mediaplanet or by the client), the client will either need to send the product to Mediaplanet or to the winner themselves, depending on legal market requirements and the client's preference.
- Collaborate with Mediaplanet on the concept of Giveaway.

WHAT WILL MEDIAPLANET DO?

- Mediaplanet will carry out Giveaway from start to finish.
- Mediaplanet will create imagery for the Giveaway.
- Mediaplanet will place Giveaway on the digital campaign and print campaign (if decided).
- Mediaplanet will promote Giveaway on owned social media channels.
- Mediaplanet will remove the Giveaway from the digital campaign once the duration of the Giveaway is over.
- Mediaplanet will provide email addresses of entrees (if applicable) to the client through email/data collection widget.

WHO OWNS THE CONTENT?

- Once the Giveaway is over, Mediaplanet and the client will all have rights to the content generated from the Giveaway and will be able to share and re-use the content as each wishes.

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