



Submission Specifications 2023 online

V1.0 2023

FD MEDIAGROEP

Submission specifications **online**

Premium Display

For all Premium Display material, our adops team will contact you and send you an upload link. We need to receive the material at the latest three business days before campaign launch. Please do not forget to submit the clickout URL. Use a click tracker or UTM code to make it measurable. Advertisers are not allowed to store cookies without prior permission in writing from FD Mediagroep.

| Premium Display | Specifications |
|-----------------|---|
| File type | JPEG, PNG, animated gif, 3rd party code, or HTML5* Please note: no flash. |
| Size | Maximum 100 KB |
| Animations | Non-animated ads score higher on our network than animated ads, so we recommend non-animated ads. Should you wish to use animated ads, we recommend an infinite loop. |
| Audio | Audio is not allowed in display ads without a user click. |
| GDPR | Please refer to the FD Mediagroep's cookie statement at https://fdmg.nl/content/uploads/2021/06/Privacy_Statement-1.pdf |

*Note when using HTML5

HTML5 must be submitted as a ZIP file. Codes must be SSL-compliant (use https, not http).

Implement the clickout URL in the HTML-file. Carefully implement the Google guidelines for ads,

HTML5 ads will not work without these implementations. You can find them at:

https://support.google.com/dfp_premium/answer/7046799?hl=en and <https://support.google.com/admanager/answer/2376981?hl=nl>

Programmatic advertising

FD Mediagroep offers programmatic buying via Google Ad Manager. Programmatic buying refers to automated buying of digital advertising space. For specific audience, channel targeting or special formats, it is possible to enter into a preferred or guaranteed deal. For more information, please contact your account manager or adoperations@fd.nl

Material submission

Materials must be delivered at least three business days before campaign launch.

Cancellations and other advertising terms and conditions

For all FD Mediagroep Advertising Terms and Conditions, go to www.fdmg.nl

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Rich Media

You must download a template from your Rich Media vendor for all Rich Media formats (except in-article video and pre-roll). After the Rich Media are approved, your vendor must send the tag/script to adoperations@fd.nl. Make sure to use the right template for every format and re-download the template for every new template in case of changes in the template. Advertisers are not allowed to store cookies without prior permission in writing from FD Mediagroep.

| Rich Media | Specifications |
|----------------------------------|---|
| In-article video | Resolution: max. 1920 x 1080 - min. 640 x 360. Video formats: MOV, FLV, MPEG4, AVI. Length: max. 30 seconds Please note: try to keep the file size to the minimum. |
| Pre-roll | Cf. 'In-article video', with maximum length of 15 seconds |
| Mobile interscroller | Submission template: Click here |
| Mobile portrait video | Submission template: Click here |
| Super header plus (cross-device) | Submission template: Click here |

Material submission

Materials must be delivered at least five business days before campaign launch.

Cancellations and other advertising terms and conditions

For all FD Mediagroep Advertising Terms and Conditions, go to www.fdmg.nl

Submission specifications **online**

Homepage, stock exchange page & newsletter advertorials

We offer support for displaying advertorials in several places, but you have to submit the material just once. The advertorial adapts to the environment, since we use smart templates. This is the submission address for content: adoperations@fd.nl. Please do not forget to include the clickout URL. Use a click tracker or UTM code to make it measurable.

The following materials must be submitted for a homepage, stock exchange page or newsletter advertorial:

| Material | Specifications |
|-----------|--|
| Title | An attractive title of max. 42 characters including spaces and punctuation marks. |
| Body text | A summary text that invites viewers to click of max. 148 characters including spaces and punctuation marks. |
| Company | The advertiser's (brand) name |
| Link | A link to the landing page, including click tracker or UTM parameters. |
| Image | 2x identical attractive image without text or logo, ratio 600 x 400 and 400 x 400 pixels, maximum size 100 KB. Format: JPEG or PNG. |

Editorial guidelines for advertorials

The submitted materials are verified and approved by the FD or BNR editors. Content not in line with the FD or BNR website will be rejected. Please mind the following guidelines:

- Do not use or refer to names of existing sections used by the FD or BNR.
- Do not use characteristic visual expressions from the FD, such as a red background or illustrations that are also used for editorial messages, or BNR.
- Do not use terms like 'read more', 'from [author/editors name]' or 'subscribe here'.
- Texts must not be offensive, may not contain untruths, incite offensive behaviour, be misleading, or make statements about people or businesses who might object.

Submission specifications **online**

| Options for on-page content | Specifications |
|--|--|
| Billboard | Cf. specifications on page 5 |
| Rectangle | Cf. specifications on page 5 |
| Logo | Logo file in PNG with transparent background + clickout URL |
| Content: advertorial | Cf. Homepage advertorial specifications on page 5 |
| Content: video | YouTube link for the video, we will embed this |
| Content: extra banners, rectangle or half page | Cf. specifications on page 5 |
| | |
| To be submitted | Specifications |
| Brand or campaign name | E.g. company name, product name, campaign name, or a combination thereof |
| Logo | Logo file in PNG with transparent background + clickout URL |
| Article(s) | Per article: TXT file containing the title, intro, and body text. |
| Image(s) or other content | Per article: image(s), infographics, or YouTube videos that we can use in the article. |
| Optional: advertorial in right column | Cf. Homepage advertorial specifications on page 5 |
| Optional: video in right column | YouTube link for the video, we will embed this |
| Optional: rectangle or half page banner | Cf. specifications on page 5 |

Submission

Submission address: adoperations@fdmediagroep.nl

Product visualisation

| Product | Visualisation | Size |
|-------------------------|---|---|
| Rectangle |  | 300 x 250 pixels |
| Half page |  | 300 x 600 pixels |
| Billboard |  | 970 x 250 pixels |
| Roadblock |  | Billboard & half page |
| Video |  | (in article, BNR pre-roll, BNR social) 16:9, max. 30 seconds |
| Homepage advertorial |  | 600 x 400 & 400 x 400 title max. 42 characters body max. 148 characters |
| Advertorial fd.nl/beurs |  | 600 x 400 & 400 x 400 pixels, copy + image |
| Newsletter advertorial |  | 600 x 400 & 400 x 400 title max. 42 characters body max. 148 characters |

| Product | Visualisation | Size |
|---------------------------------|---|--|
| Mobile half page |  | 320 x 240 pixels |
| Mobile portrait video |  | 320 x 240 pixels |
| Mobile header |  | 300 x 100 pixels / 300 x 50 pixels |
| Mobile interscroller Rich Media |  | Full-screen via Rich Media template |
| Mobile Commercial Post |  | 600 x 400 & 400 x 400 title max. 45 characters body max. 90 characters Logo square png. |
| Super header |  | 100% x 250 pixels 100% x 140 pixels (mobile) |
| Super header plus |  | 100% x 250 pixels 100% x 140 pixels (mobile) 300 x 600 pixels |



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