



FD MEDIAGROEP

# DELIVERY SPECIFICATIONS

2025

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# AUDIO



## DELIVERY SPECIFICATIONS RADIO

### SPOTWAVE.NL *(Electronic delivery of radio commercials)*

Commercials must be supplied linear (WAV 16 bits, 48 KHZ Stereo) via [Audify Hub](#).

### META DATA COMMERCIALS

The commercial(s) must be clearly legible and findable:

- Commercial title.
- Name of the advertiser.
- Commercial in net length in seconds.
- Name of the producer.
- Name of the advertised product.
- E-mail address for feedback.

Commercials, accompanied by a completed BUMA form, must be in our possession no later than two working days before the first broadcast.

### SOUND REGISTRATION QUALITY REQUIREMENTS

- 150 milliseconds of white (silence, no audio) before and after the ad section.
- No silences longer than three seconds in the spot/commercial.
- Square waves may not occur in digital recordings (no clipping).
- Please do not over compress, our final processing is sufficient.
- When stacking the same type of processing in a chain, distortion occurs.
- The commercial must be recorded by a professional voice actor in a professional studio and mixed for radio.
- BNR Nieuwsradio can produce your spot in consultation.

## DIGITAL AUDIO

### Media type and requirements

### Specifications

Containers

MP3

Size

Max. 15MB

Duration

Max. 25 seconds

### Additional requirements

### Specifications

Bit rate

64 Kbps to 320 Kbps, 1 of 2 channels

Audio codecs

MP3, aac\_hev1, aac\_hev2, aac\_lc

Duration

Max. 25 seconds

Audiolevel

-3 dBFS

*\* Submit no later than 2 working days before the start of the campaign, via [adoperations@fdmediagroep.nl](mailto:adoperations@fdmediagroep.nl).*

# ONLINE



## PREMIUM DISPLAY

### SUPPLY MATERIAL

- For all Premium Display material, our adopts team will contact you and send an upload link.
- We would like to receive the material no later than 3 working days before the start of the campaign.
- Don't forget to include the clickout URL. To make this measurable, use a click tracker or UTM code.
- Advertisers are not permitted to place cookies without prior written permission from FD Mediagroep.

Premium display	Specifications
File type	JPEG, PNG, animated gif, 3rd party code of HTML5*, no flash
Size	Maximum 100 KB
Formats	300 x 600, 300x250, 970x250 300 x 100, 320 x 240, 728 x 90
Sound	Audio is not allowed in display ads without a click from the user
GDPR	See cookie statement of FD Mediagroep.
Animations	Non-animated ads score higher on our network than animated ads, so we recommend non-animated ads. If you do use animated ads, we recommend that you let them run indefinitely.

## PROGRAMMATIC ADVERTISING

### GOOGLE AD MANAGER

FD Mediagroep offers programmatic buying via Google Ad Manager. Programmatic buying is the automated purchasing of digital advertising space. It is possible to set up a preferred or guaranteed deal for specific audience, channel targeting or special formats. For more information, please contact your account manager or [adoperations@fd.nl](mailto:adoperations@fd.nl).

### CANCELLATIONS AND OTHER ADVERTISING CONDITIONS

For all FD Mediagroep advertising conditions, visit [www.fdmg.nl](http://www.fdmg.nl)

### \* HTML5

- HTML5 must be supplied as a ZIP file.
- Codes must be SSL compliant (use https, not http).
- Implement the clickout URL accurately in the HTML file.
- Accurately implement the Google advertising guidelines, without these implementations HTML5 ads will not work. These can be found here and here.

# ONLINE



## RICH MEDIA

### SUPPLY MATERIAL

- For all Rich Media formats (except the in-article video and pre-roll) download a template from your Rich Media vendor.
- After approval by Rich Media, your vendor then sends the tag/script to adoperations@fd.nl.
- Make sure you use the correct template for each format and that you re-download the template for each new campaign in case of changes to the template.
- Advertisers are not permitted to place cookies without prior written permission from FD Mediagroep.
- Submit material no later than 5 working days before the start of the campaign.

Rich Media	Specifications
Outstream video	Resolution: max. 1920x1080 – min. 640x360. Video formats: MOV, FLV, MPEG4, AVI. Length: max. 30 seconds. Please note: try to keep the file size as small as possible.
Pre-roll	See 'Outstream video', with max. 15 seconds
Mobile interscroller	Submission template: <a href="#">click here</a> .
Mobile portrait video	Submission template: <a href="#">click here</a> .
Superheader plus (cross device)	Submission template: <a href="#">click here</a> .

**DELIVERY ADDRESS - [ADOPERATIONS@FDMEDIAGROEP.NL](mailto:ADOPERATIONS@FDMEDIAGROEP.NL)**

## HOMEPAGE - BEURS PAGE - NEWSLETTER ADVERTORIALS

Possibilities for content on page	Specifications
Billboard	See specifications on page 5
Rectangle	See specifications on page 5
Logo	Logo file in PNG (transparent background) + clickout URL
Content: advertorial	See conditions on page 8

To be delivered	Specifications
Brand/campaign name	E.g. company name, campaign name or combination
Logo	Logo file in PNG (transparent background) + clickout URL
Articles	Per article: TXT file with title, introduction, body text
Image(s) / content	Per article: image(s), infographics, or YouTube films that we can include in the article
Optional: advertorial in right column	See specifications on page 5
Optional: video in right column	YouTube link of the video, we embed it
Optional: rectangle or half page banner	See specifications on page 5

# ONLINE

## HOMEPAGE / BEURS PAGE / NEWSLETTER NATIVE BANNER

- We support showing advertorials in multiple places, but it is sufficient to submit material once.
- The advertorial adapts to its environment thanks to the use of smart templates.
- The delivery address for content is: [adoperations@fd.nl](mailto:adoperations@fd.nl).
- Don't forget to include the clickout URL. To make this measurable, use a click tracker or UTM code.
- See the material that must be supplied for a homepage, trade fair page or newsletter advertorial:

Material	Specifications
Title	A catchy title in a maximum of 42 characters including spaces and punctuation marks
Body text	A concise text that invites you to click in a maximum of 148 characters including spaces and punctuation marks
Company	The (brand) name of the advertiser
Link	A link to the landing page, including click tracker or UTM parameters.
Image	2x the same appealing image without text and without logo, in the ratio 600x400 and 400x400 pixels of a maximum of 100 kB. Format: JPEG or PNG.



## EDITORIAL GUIDELINES

### ADVERTORIALS

The supplied material is inspected in advance by the FD or BNR editorial staff. Content that is not in line with the FD or BNR website will be rejected. Therefore, please pay attention to the following guidelines:

- No use of or reference to names of existing sections of the FD or BNR;
- No use of characteristic visual expressions of the FD, such as a red background or illustrations that are also used for editorial expressions, or BNR;
- No use of terms such as 'read more', 'by [name of author/editor]' or 'subscribe here';
- Texts may not be offensive, contain untruths, incite undesirable behavior, mislead or make statements about people or companies who could legitimately object to this.

### CANCELLATIONS AND OTHER ADVERTISING CONDITIONS

For all FD Mediagroep advertising conditions, visit [www.fdmg.nl](http://www.fdmg.nl)

# PRODUCT VISUALISATIONS

## ONLINE



### PREMIUM DISPLAY

<b>Rectangle (cross device)</b>	<b>Half page</b>	<b>Billboard</b>	<b>Mobile half page</b>	<b>Mobile header</b>
300 x 250 pixels	300 x 600 pixels	970 x 250 pixels	320 x 240 pixels	300 x 100 pixels

### RICH MEDIA

### NATIVE MEDIA

<b>Video</b>	<b>Mobile interscroller</b>	<b>Mobile portrait video</b>	<b>Superheader plus (cross device)</b>	<b>Mobile commercial post</b>	<b>Homepage advertorial (cross device)</b>	<b>Native banner fd.nl/beurs</b>	<b>Newsletter native banner</b>
Outstream, BNR pre-roll, BNR social, 16:9, max. 30 sec.	Full screen using rich media template	320 x 400 pixels	100% x 250 pixels, 100% x 140 pixels & 300 x 600 pixels	286 x 145 & 306 x 135 pixels Title max. 45 characters, body text max. 80 characters, PNG logo square	600 x 400 & 400 x 400 pixels + Title max. 42 characters, body text max. 148 characters	600 x 400 & 400 x 400 pixels + Title max. 42 characters, body text max. 148 characters	600 x 400 & 400 x 400 pixels + Title max. 42 characters, body text max. 148 characters

# PRINT



## DELIVERY SPECIFICATIONS PRINT

### HET FINANCIËLE DAGBLAD

Format	Width (mm)	Height (mm)
2/1 page	520	368
1/1 page	246	368
1/2 page landscape	246	175
1/4 landscape stock	246	87
1/4 page standing	120	176
1/7 page landscape	146	87
1/10 page landscape	96	87
1/16 page landscape	96	54
Corner ad front page	46	79
Front and back page strip	550	64
Strip front page	275	64

### NEW

A print advertisement in the newspaper or FD Persoonlijk can be enriched with a URL (possibly including UTM for tracking). This makes the advertisement clickable in the digital newspaper (FD app and web [fd.nl/krant](http://fd.nl/krant)).

### FD PERSOONLIJK / TEMPUS / DE WERELD IN 2025

Format	Width (mm)	Height (mm)
2/1 page (incl. special)*	460	275
1/1 page (incl. special)*	230	275

\* Add 4 mm bleed all around and place crop marks at the indicated height and width

### HET FINANCIËLE DAGBLAD

FD Mediagroep accepts advertisements in the form of certified PDF for Dutch newspapers (CMYK, 200 dpi). Advertisements constructed in RGB and spot color are not usable. The advertisement file to be supplied may not exceed 12 Mb. We can create simple advertisements (with 1 or 2 images) for you (€150 excl. VAT). After booking, you will receive a confirmation by email from the order department with upload instructions and delivery times. Advertisements must be submitted no later than 10 a.m. on the working day before publication.

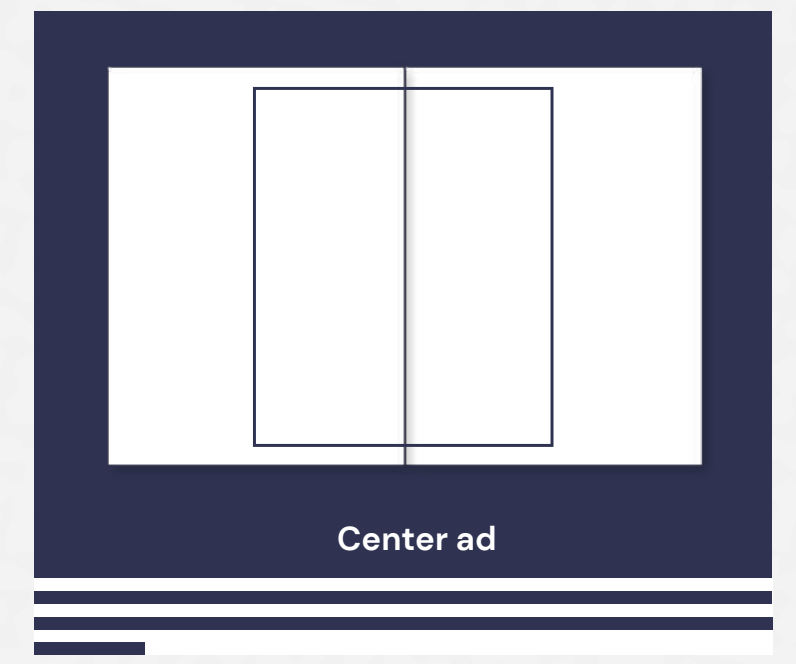
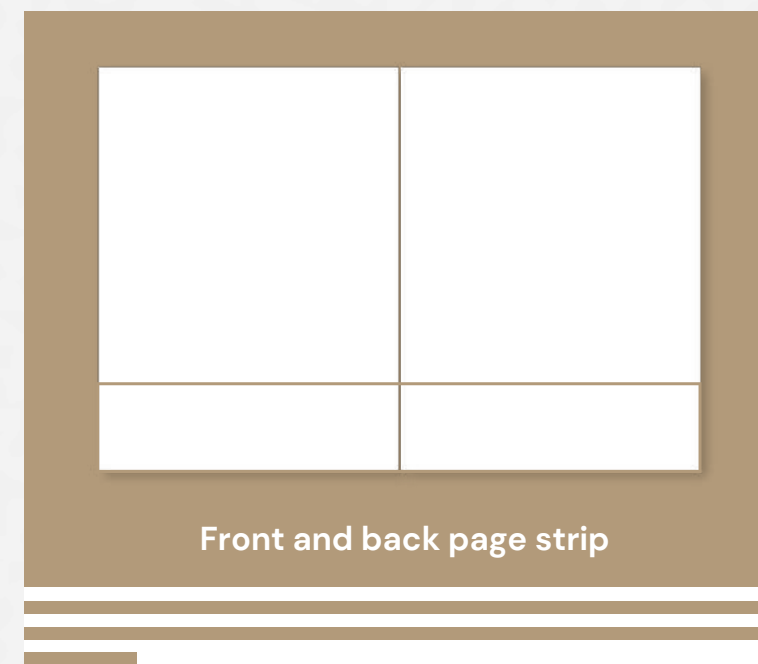
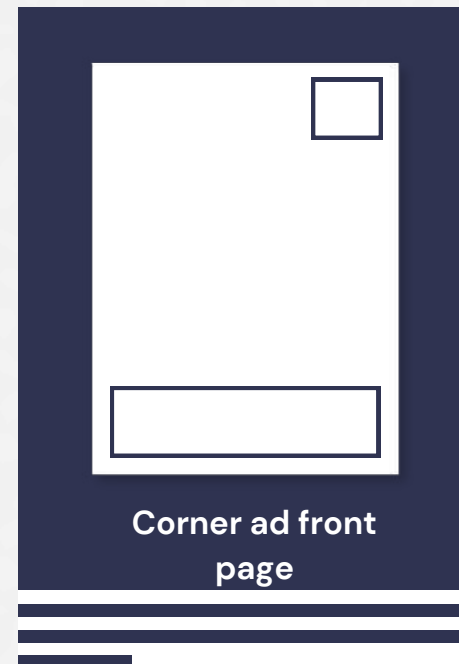
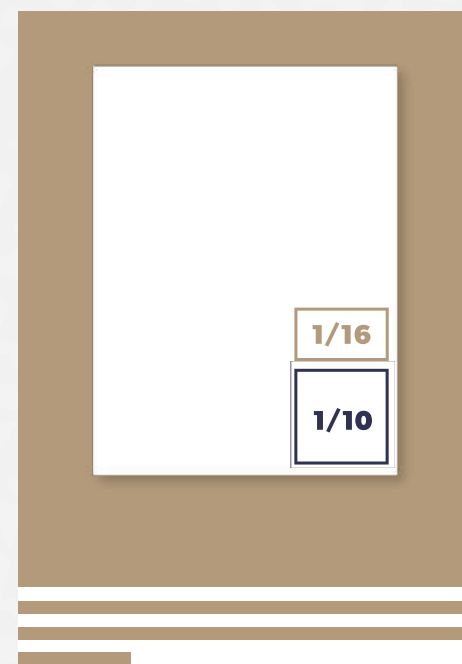
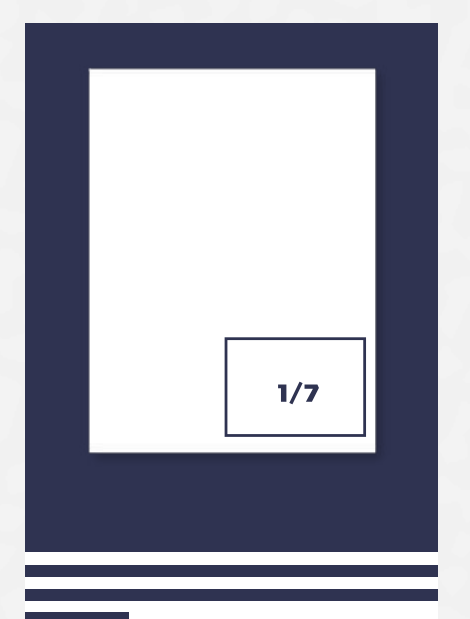
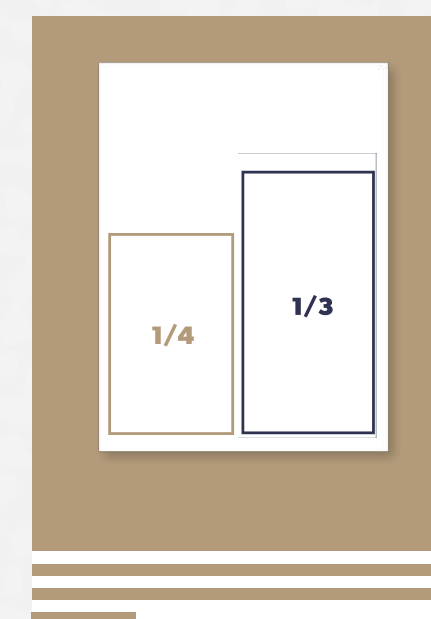
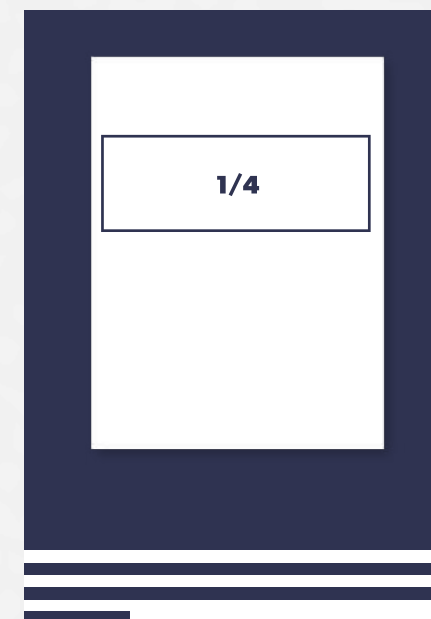
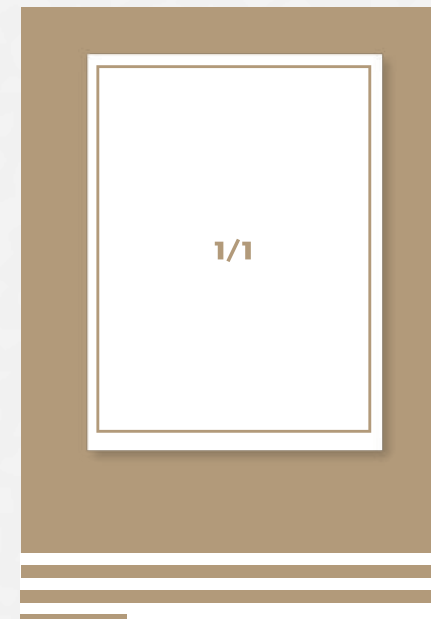
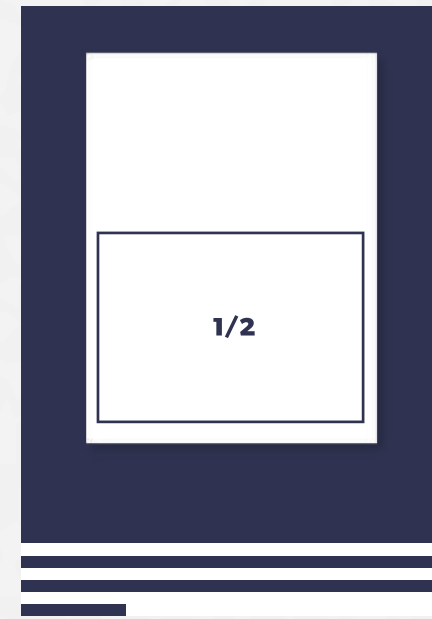
### FD PERSOONLIJK - TEMPUS - DE WERELD IN 2025

For print publications, the material must conform to the form of certified PDF for Dutch magazines (CMYK, 300 dpi). The advertisement file to be supplied may not be larger than 12 Mb. After booking, you will receive a confirmation by email from the order department with upload instructions and delivery times

# PRODUCT VISUALISATIONS

# PRINT

## HET FINANCIËLE DAGBLAD





# ADVERTORIALS

## KEY CONDITIONS **ADVERTORIALS (1/2)**

The following guidelines have been developed to ensure that our readers can clearly distinguish between editorial content and commercial messages. This way it is clear who the sender of a particular message is. If an advertorial meets these conditions, it can be placed on our platforms. But keep in mind that our editorial staff always has the final say on the placement of an advertorial.

### CONDITIONS

1. In addition to the advertorial, the FD editorial staff itself places the word 'ADVERTENTIE' in a block. The advertiser is not permitted to use terms such as 'advertisement' or 'advertorial'.
2. To avoid confusion, the text should not be formatted in an FD newspaper letter (Arnhem, Gotham, Consort) or something similar. A sans-serif type is therefore the most suitable type for an advertorial in the daily newspaper. In an appendix or magazine, where editorial texts are sometimes partly laid out in sans-serif letters, the font must be clearly (at a glance) different.
3. The layout of the advertorial clearly differs from the layout of an FD article.

### BE INADMISSIBLE

1. An identical column structure as that of the FD.
2. The use of an author line ('from our editor'/'from our correspondent').
3. The use of a location (AMSTERDAM -- ; THE HAGUE --).
4. Specific style features designed in the layout of the FD such as labels, insets, quotes, delineation, round photos with portraits, grid/line structure as the FD uses in color areas.

# ADVERTORIALS

## KEY CONDITIONS **ADVERTORIALS** (2/2)

Advertorials are commercial expressions that are intended to be seen as editorial text, or to 'get' as close as possible to the formula of the medium in question. The editors reserve the right at all times to reject an advertorial and not to publish it.

The rules below have been drawn up to ensure that the distinction between editorial articles and commercial expressions is explicitly clear to the reader and that there is no confusion about the sender of the expression. If the advertorial meets the conditions below, it can be placed on our platforms.

### BE INADMISSIBLE (CONTINUED)

1. Use of color that comes close to the basic FD colors. The most important FD colors are:
2. FD green (50/0/10/30)
3. FD orange (0/55/100/20)
4. FD orange light (0/45/100/0)
5. FD blue (100/50/30/0)
6. FD purple (40/40/0/20)
7. FD brown (18/25/25/0)
8. The above applies to all publications, including appendices with a different layout than the newspaper.
9. An advertorial for, for example, a Pension Annex must explicitly deviate from the design of that specific annex.
10. The advertorial text may not be presented in interview form.
11. The sender (advertiser) must be made clear by including the logo of the company or institution. This logo has a height of at least 3 centimeters.
12. It is not permitted to include a link to an editorial FD article in the advertorial. If the advertiser wants to link to a digital advertorial on FD.nl (or another FD platform), this is done by means of: the link: [FD.nl/advertorials/'advertiser name'](https://www.fdmg.nl/advertorials/'advertiser name').
13. No advertorials are placed as IM on editorial pages. Advertorials are therefore placed on advertising pages.
14. Each advertorial is submitted to the editor-in-chief no later than 2 days before publication.
15. All previous conditions also apply to FD Persoonlijk, however:
16. The advertiser must place "ADVERTISER" (not ADVERTORIAL and not italics) centered above the advertorial in a Gotham Bold letter (corps 9 capital). With a spread on the left page).
17. Each advertorial must first be submitted to the editor-in-chief no later than 12 days before publication.
18. The advertorial must state: "Company" is responsible for the content of this statement.