

SCHOEN

VISIE

2019



Advertising material
specifications

Photo: Jeroen Snijders

Supplying print advertising material

Advertisements should be supplied as Certified PDF, raster 54 for black/white, raster 60 for full colour. Only use CMYK colours.

Edge to edge sizes
(excluding 5 mm surrounding bleed)

	Portrait	Landscape
2/1 page		② 460 x 300 mm
1/1 page	① 230 x 300 mm	

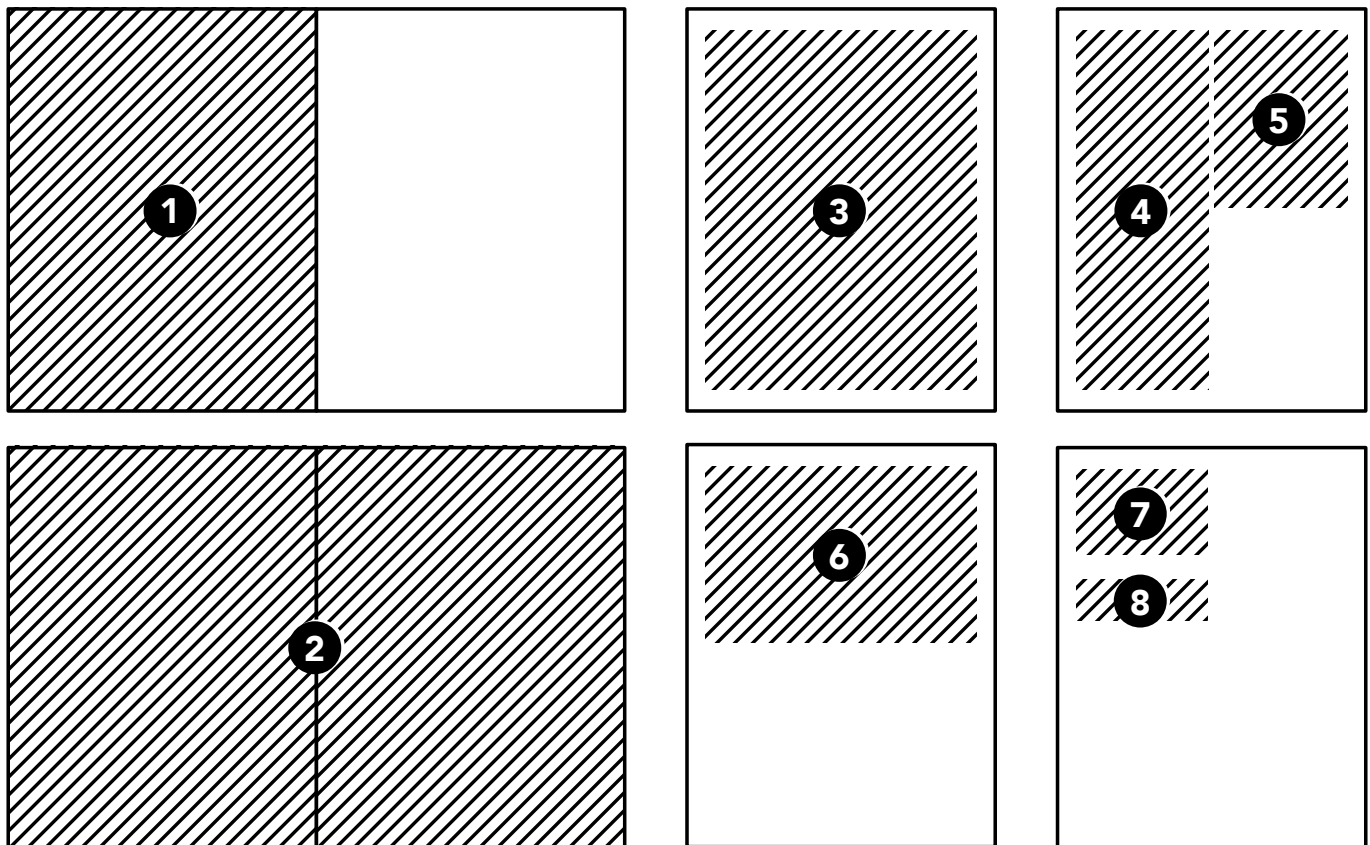
Type area 230 x 300 mm

	Portrait	Landscape
1/1 page	③ 202 x 268 mm	
1/2 page	④ 99 x 268 mm	⑥ 202 x 132 mm
1/4 page	⑤ 99 x 132 mm	
1/8 page		⑦ 99 x 64 mm
1/16 page		⑧ 98 x 31mm

Advertisements have to be provided as a Certified PDF, grid 54 for black-white, grid 60 for full colour. Please use CMYK colours only.

By e-mail or WeTransfer:
orders@Schoenvisie.nl

Information:
+31 (0)416 - 673 33 33



WOULD YOU LIKE TO KNOW MORE?

Please call us or send us an email:

Fiona Schreiner: 06-31907746 or f.schreiner@schoenvisie.nl

Supplying online advertising material

Leaderboard

- 1 **Size:** 728 x 90 pixels
320 x 100 pixels (mobile display)
File size: max. 99 KB
File formats: gif, jpg, png (max. resolution 72 dpi)

Full banner

- 2 **Size:** 468 x 60 pixels
320 x 100 pixels (mobile display)
File size: max. 99 KB
File formats: gif, jpg, png (max. resolution 72 dpi)

Rich media campaigns

These are online advertising campaigns that are more eye-catching than regular banners thanks to the use of visual effects, unusual dimensions and the use of audio and video. For more information, please call Fiona or Marsha.

Large rectangle

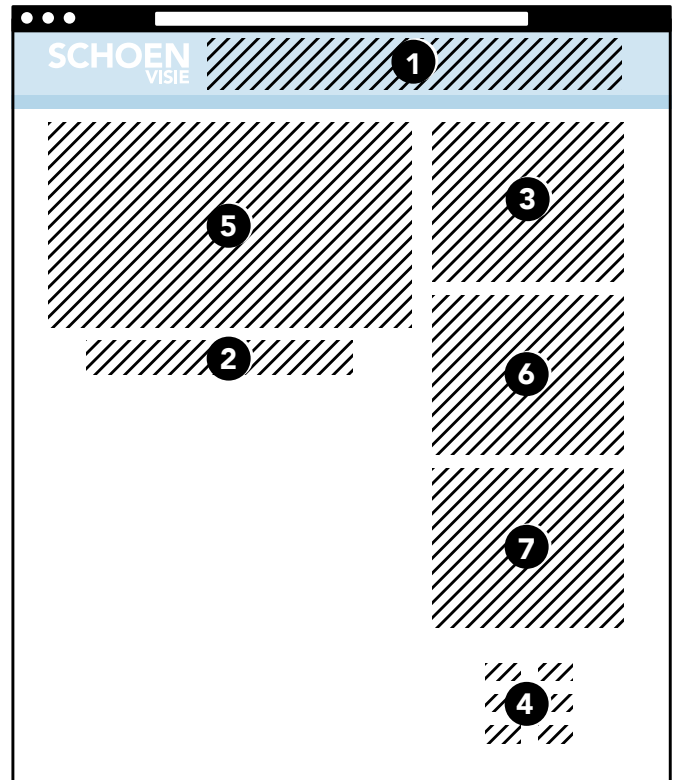
- 3 **Size:** 336 x 280 pixels
300 x 250 pixels (mobile display)
File size: max. 99 KB
File formats: gif, jpg, png
(max. resolution 72 dpi)

Logolink

- 4 **Size:** 60 x 30 pixels + 40 text characters
(incl. whitespace)
File size: max. 99 KB
File formats: gif, jpg, png

Sponsored video

- 5 **Youtube URL**



Job vacancy advertisement

- 6 **Logo size:** 259 x 284 pixels
Essence of the vacancy: short description
max. 20 words, supply in Word
Link: URL or e-mail address

Minisite

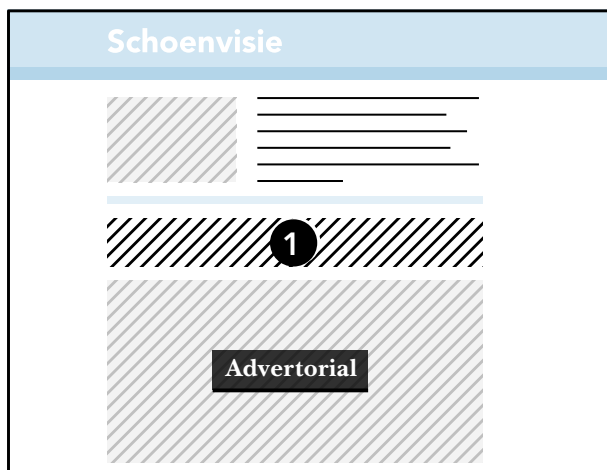
- 7 **Image file sizes:**
jpg, gif, png (animated and non-animated)
Image file size: max. 2 MB
Logo for cover text/ banner 'From our partners/minisites': 80 x 40 pixels, jpg, png or gif
(animated and non-animated)
Logo file size: 500 KB
Minisite header file size:
max. 960 x 100 pixels, jpg, gif, png
(animated and non-animated)
Minisite header file size: max. 2 MB

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Supplying advertising material for newsletters



Full banner

① **Size:** 468 x 60 pixels

File size: max. 99 KB

File formats: gif (non-animated), jpg, png

Text advertorial

An advertorial in a newsletter is placed among editorial pieces and contains a gripping text of approximately three lines. This text is linked to the corresponding online advertorial on Schoenvisie.nl via a 'read more' hyperlink. The online advertorial can contain both text and visual material.

Title: max. 55 characters (incl. spaces)

Intro text: max. 200 characters (incl. spaces)

Further text: max. 500 characters (incl. spaces)

Image: max. 5, please indicate which ones should appear in both the cover text and the newsletter. The images are placed in a photo slider on the details page.

Link: URL for the details page of the advertorial

Text: in Word. The text supplied by you is checked by the editors and amended where necessary.

Image: jpg, png or non-animated gif (swf not possible), max. 1 MB

Partner mailing

This is a mailing created from the advertiser's viewpoint and sent to a Schoenvisie address database. Your partner mailing can be created by us (at additional cost). Or you could supply us with your partner mail in HTML. The specifications for this are available from the Back Office department. HTML for partner mailings differs from HTML for a website, for example. This is because e-mail clients and browsers process HTML differently

Partner mailing layout formatting by us (Please note: at additional cost).

Header size: 748 x 40-100 pixels

File size: max. 150 Kb

Company information text: in Word (NAW, URL, e-mail address)

Image: max. 150 KB

File formats: jpg, gif (non-animated)

Link: URL for the link in the mailing

Colour codes: RGB

Please clearly state any special wishes/requirements in the order.

Sponsor mailing

A sponsor mailing has the appearance of a regular Schoenvisie newsletter, but contains your own text among editorial segments. This mailing is sent as a topical newsletter.

Image: image 1st article 166 pixels wide, image 2nd and 3rd article 150 pixels wide. Supply images in png, jpg or gif (non-animated), swf not possible

Text: header max. 52 characters (incl. spaces)

Message: max. 250 characters (incl. spaces)

URL that the item should refer to if required: company details and your logo for "Sponsored by".

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Schoenvisie digital magazine

Size: max. 1400 x 900 pixels
(mobile display: 640 x 960 pixels)

File size: max. 150 KB

File formats: jpg

Text: in Word

For specific information on each option, more in-depth information is available on request.



Schoenvisie digital lookbook

Advertisement with text and image

€ 850

Advertisement with video

€ 750

Advertisement with text, image and video

€ 950

(excluding copywriting)

Delivery terms

Deviations from standard sizes and supply specifications as described on these pages will necessitate extra work, risks and costs that will be charged to the client.

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