

LINDA.NL



CONDITIONS
& SPECIFICATIONS

LINDA.NL

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GENERAL ADVERTISING TERMS AND CONDITIONS

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ROUTING ADVERTORIALS

1

MATERIALS

According to the specifications, all materials must be provided no later than five working days prior to the go-live date. Any trackers should also be provided by this deadline.

2

FIRST PREVIEW

We send you the first preview of the advertorial three working days prior to going live.

3

FEEDBACK ROUND

You are entitled to one feedback round. We would like to receive any feedback no later than two working days prior to the go-live date (Thursday at the latest).

4

FINAL PREVIEW

Any feedback is incorporated and you receive the final version of the advertorial no later than one working day after the go-live date (Friday at the latest).

5

GO-LIVE

The advertorial goes live on Monday morning. When the advertorial goes live, you receive the URL. Corrections are not possible after the advertorial has been published.

6

REPORTING

We send you a report one week after the campaign has ended.

ADVERTORIAL SPECIFICATIONS FOR

IMAGES

- minimum of 1024 x 567 pixels (16:9 ratio)
- low resolution: 72 dpi
- without large logos/prices and without text. Mood images preferred
- if an advertorial series has also been purchased, we would also like to receive the logo. The colour code for the series is determined by Studio Room

BRIEFING

- text proposal (max. 500 words)
- based on the briefing, the LINDA.nl editorial staff writes a text of around 150 words in which the user is always addressed informally
- URL referring to advertiser's website or Facebook page
- if desired, an impression or click tracker can also be provided (in deep link) to measure CTR to website

VIDEO

- if desired, a video can be incorporated into the advertorial
- submitted as a YouTube link (not measurable)

MEASURING

- we measure the number of impressions on the overview page, article views and CTR
- impression tracker/UTM-URL and click tracker can be provided
- MFM results are measured using Google Analytics and always take precedence
- see the Terms and Conditions for a detailed explanation of measurements

ADVERTORIAL VIDEO SPECIFICATIONS

VIDEO

- MP4 or MXF video
- optional: URL of YouTube video
(note: a YouTube link does not play automatically on a desktop)
- if an advertorial series has also been purchased, we would also like to receive the logo.
The colour code for the series is determined by Studio Room

IMAGES

- 1792 x 1008 px - provide two different images
- low resolution: 72 dpi
- without large logos/prices and without text

TEXT BRIEFING

- text proposal (max. 300 words)
- based on the briefing, the LINDA.nl editorial staff writes a text of no more than 100 words in which the user is always addressed informally
- URL referring to advertiser's website or Facebook page
- if desired, an impression or click tracker can also be provided (in deep link) to measure CTR to website ten

MEASURING

- we measure the number of impressions on the overview page and the number of video views
- impression tracker/UTM-URL and click tracker can be provided
- MFM results are measured using Google Analytics and always take precedence
- see the Terms and Conditions for a detailed explanation of measurements

ADVERTORIAL + SPECIFICATIONS

IMAGES

- minimum of 1024 x 567 pixels (16:9 ratio)
- low resolution: 72 dpi
- without large logos/prices and without text. Mood images preferred

TEXT BRIEFING

- text proposal (max. 150 words)
- based on the briefing, the LINDA.nl editorial staff writes a text of no more than 150 words in which the user is always addressed informally
- URL referring to advertiser's website or Facebook page
- if desired, an impression or click tracker can also be provided (in deep link) to measure CTR to website

MEASURING

- we measure the number of impressions on the overview page and the number of video views
- impression tracker/UTM-URL and click tracker can be provided
- MFM results are measured using Google Analytics and always take precedence
- see the Terms and Conditions for a detailed explanation of measurements

TUESDAY NEWSLETTER SPECIFICATIONS FOR LINDANIEUWSBeeld: 223 x 208 pix en 371 x 208 pix

- Images: 223 x 208 px and 371 x 208 px
- (provide two different images for each size)
- Low resolution: 72 dpi
- Image without eye-catching logos and/or prices
- Text briefing (max. 50 words)
- Based on the briefing, the LINDAnieuws.nl editorial staff writes a text of around 20 to 40 words in which the user is always addressed informally
- URL referring to advertiser's website, Facebook page or advertorial on LINDAnieuws.nl
- If desired, a measurement tag (in deep link) can be provided to measure CTR to website
- After sending the newsletter, a report is sent based on the results

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

Note: Corrections are not possible after the advertorial has been published.

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LINDA.LOVES NEWSLETTER ADVERTORIAL

LINDA.LOVES NEWSLETTER SPECIFICATIONS

- Images: 580 x 580 px (provide two different images for each size)
- Low resolution: 72 dpi
Image without eye-catching logos and/or prices
- Text briefing (max. 50 words)
- Based on the briefing, the LINDAnieuws.nl editorial staff writes one line of text in which the user is always addressed informally
- URL referring to advertiser's website, Facebook page or advertorial on LINDAnieuws.nl
- If desired, a measurement tag (in deep link) can be provided to measure CTR to website
- After sending the newsletter, a report is sent based on the results

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

Note: Corrections are not possible after the advertorial has been published.

LINDA.MEIDEN NEWSLETTER SPECIFICATIONS

- Images: 310 x 254 px
- Low resolution: 72 dpi
Image without eye-catching logos and/or prices
- Text briefing (max. 50 words)
- Based on the briefing, the LINDAnieuws.nl editorial staff writes one line of text in which the user is always addressed informally
- URL referring to advertiser's website, Facebook page or advertorial on LINDAnieuws.nl
- If desired, a measurement tag (in deep link) can be provided to measure CTR to website
- After sending the newsletter, a report is sent based on the results

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

Note: Corrections are not possible after the advertorial has been published.

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ADVERTORIAL

WIN, WIN, WIN NEWSLETTER

WIN, WIN, WIN NEWSLETTER SPECIFICATIONS

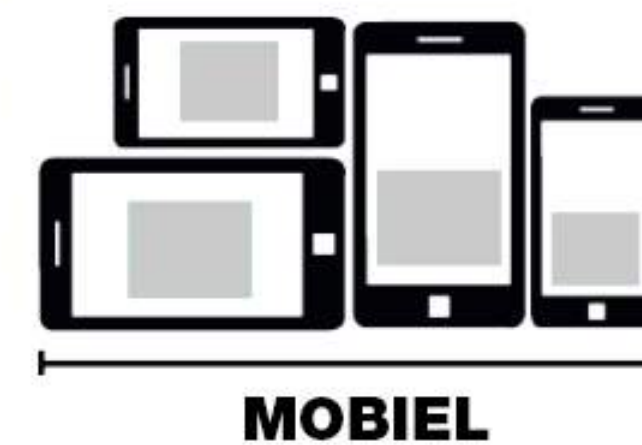
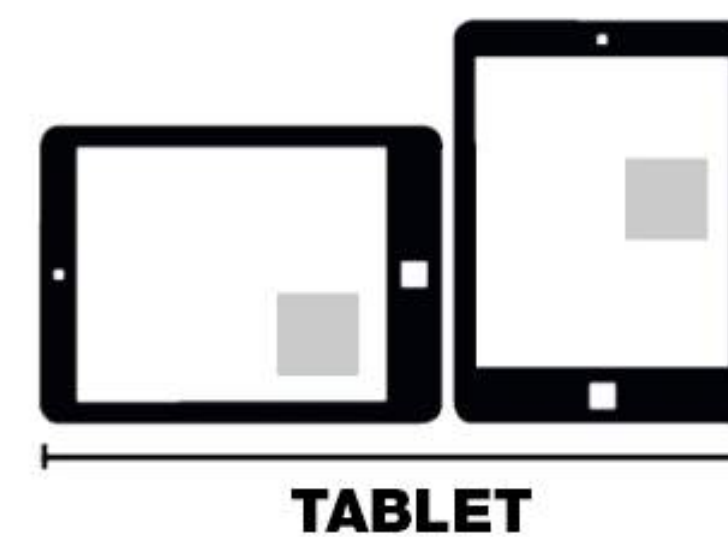
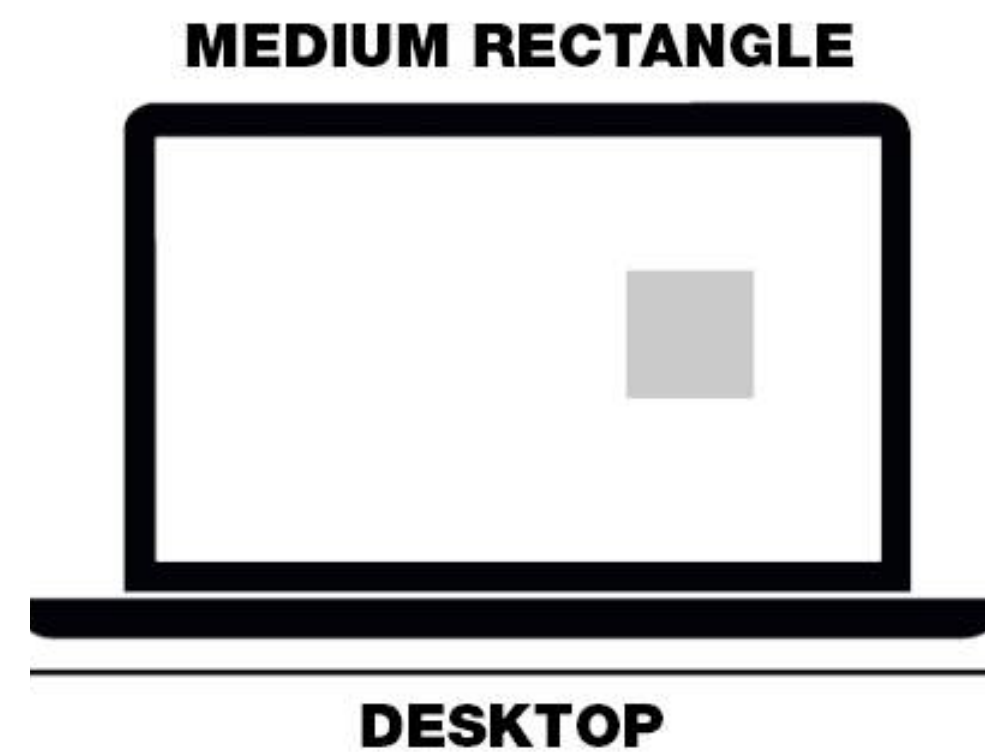
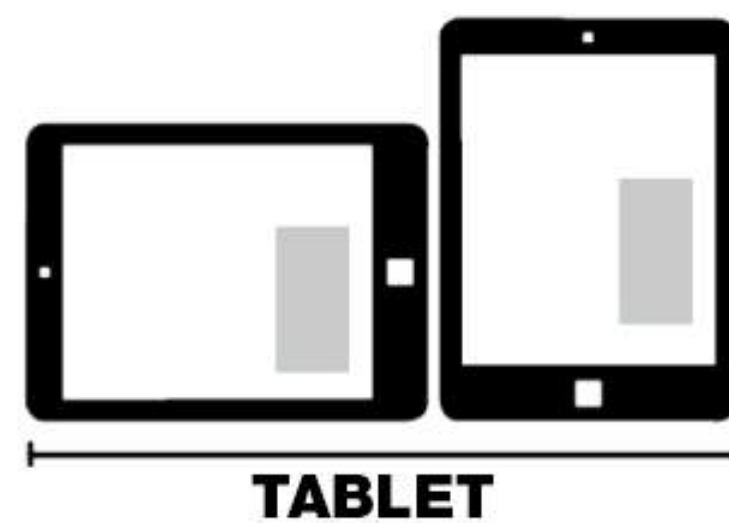
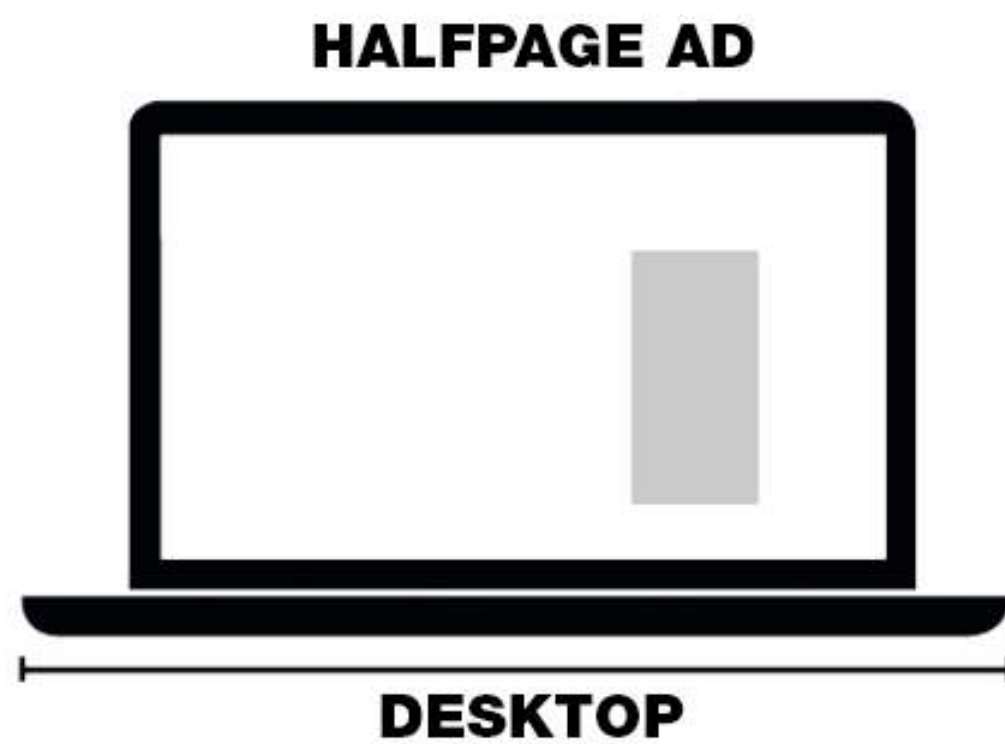
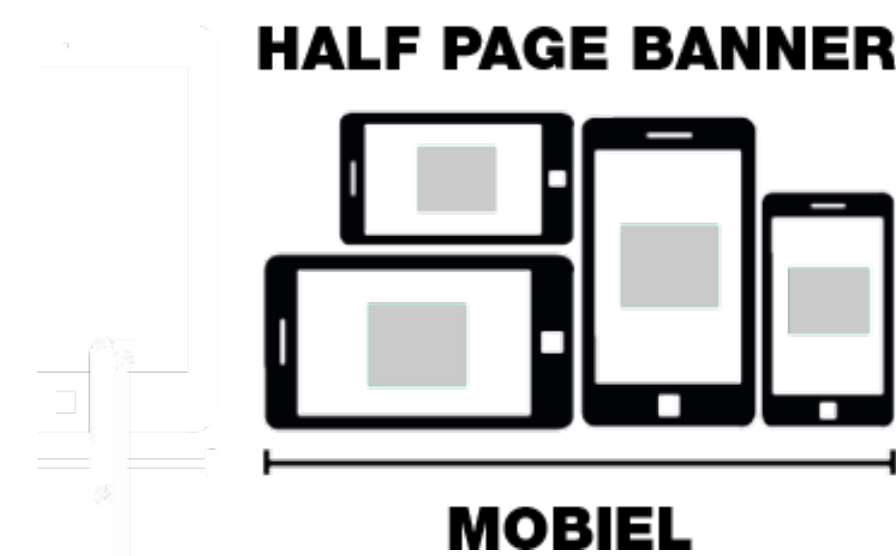
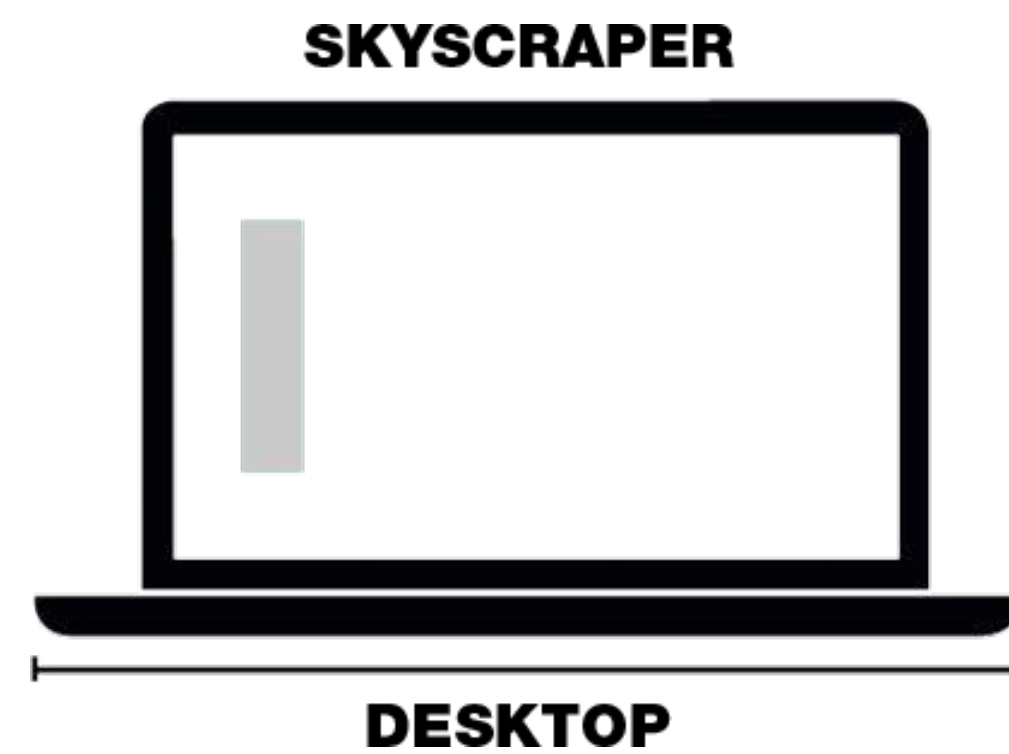
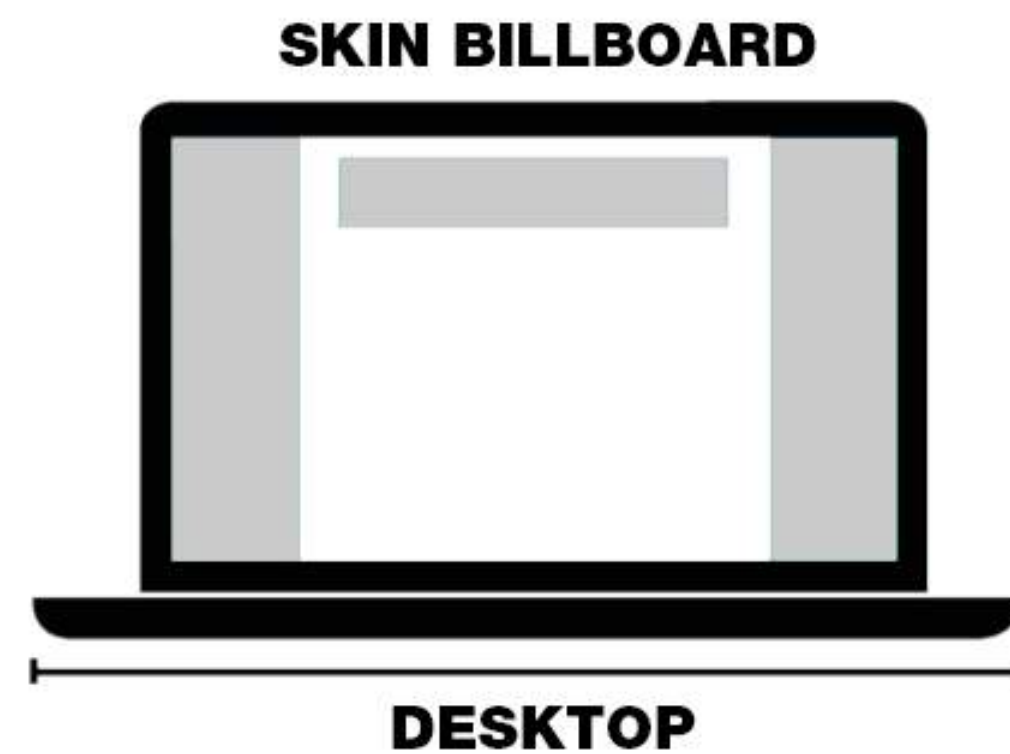
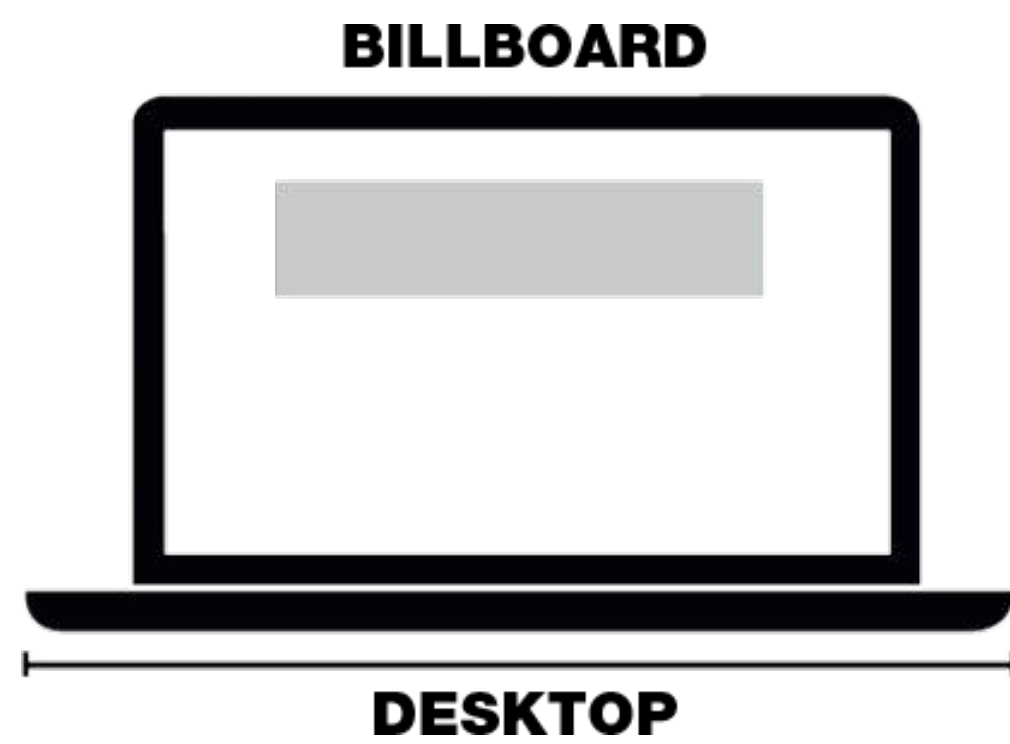
- Images: 580 x 580 px (provide two different images for each size) 1167 x 636 (main item) and 371 x 208 px 310 x 254 (smaller item)
- Low resolution: 72 dpi
Image without eye-catching logos and/or prices
- Text briefing (max. 50 words)
- Based on the briefing, the LINDAnieuws.nl editorial staff writes one line of text in which the user is always addressed informally
- URL referring to advertiser's website, Facebook page or advertorial on LINDAnieuws.nl
- If desired, a measurement tag (in deep link) can be provided to measure CTR to website
- After sending the newsletter, a report is sent based on the results

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

Note: Corrections are not possible after the advertorial has been published.

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DISPLAY OPTIONS



GENERAL INFORMATION

- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.
- Please provide all materials no later than five working days before the go-live date to infoprojectmanagement@moodformmagazines.nl. If the materials are not delivered on time, the campaign may be delayed.
- For all advertisements within the LINDA. network, it must always be clear to visitors that these are advertisements.
- Note: Corrections are not possible after going live.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- An advertisement may not loop more than three times.
- An advertisement must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.
- Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformmagazines.nl. If the materials are not delivered on time, the campaign may be delayed.
- Note: Corrections are not possible after going live.

BILLBOARD 970 x 250 PX, MAX. 200 KB

SPECIFICATIONS AND SUBMISSION TERMS AND CONDITIONS

- The URL of the landing page or separate impression and click trackers.
- Provide as animated/unanimated .gif, .jpg, .png, .swf (Flash).
- Materials can also be provided in the form of an ad serving code.
- Initial load: 200 KB
- Host-initiated subload: 300 KB
- User-initiated load: 4 MB
- HTML5 can be provided via the IAB standard. AppNexus follows the upload of zip files as recommended by IAB. From an AppNexus perspective, an HTML5 advertisement is treated in the same way as another third-party banner.
- The correct AppNexus Clicktag must be included in the file. Instructions for implementing this can be found here.

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- An advertisement may not loop more than three times.
- An advertisement must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.
- Note: Corrections are not possible after going live.

SKIN BILLBOARD

- **BILLBOARD 970 x 250 PX**
- **SKIN LEFT 640 x 1500 PX**
- **SKIN LEFT 640 x 1500 PX**

SPECIFICATIONS AND SUBMISSION TERMS AND CONDITIONS

- Sanoma's preferred rich media partner must be used with this form of advertising: Weborama.
- Publisher-paid rules apply to this form of advertising.
- Please note: the hosting of an advertisement is only publisher-paid if it concerns a rich media advertisement that is used either guaranteed or fixed, and is provided by one of our preferred rich media vendors.

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- An advertisement may not loop more than three times.
- An advertisement must have a clear CTA.
- The animation is limited to a maximum of 15 seconds.
- Bear in mind that many visitors use a resolution of 1280 x 1024. Ensure that logos and CTAs are visible within this area.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically, except on mobile devices.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.
- Note: Corrections are not possible after going live.

HALF PAGE AD 300 x 600 PX – MAX. 200 KB

SPECIFICATIONS AND SUBMISSION TERMS AND CONDITIONS

- The URL of the landing page or separate impression and click trackers.
- Provide as animated/unanimated .gif, .jpg or .png.
- Provision of ad serving code
- Materials can also be provided in the form of an ad serving code.
- Initial load: 200 KB
- Host-initiated subload: 300 KB
- User-initiated load: 4 MB
- HTML5 can be provided via the IAB standard.
AppNexus follows the upload of zip files as recommended by IAB.
From an AppNexus perspective, an HTML5 advertisement is treated in the same way as another third-party banner.
- The correct AppNexus Clicktag must be included in the file.
Instructions for implementing this can be found [here](#).

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- An advertisement may not loop more than three times.
- An advertisement must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.
- Note: Corrections are not possible after going live.

MEDIUM RECTANGLE 300 x 250 PX, MAX. 100 KB

SPECIFICATIONS AND SUBMISSION TERMS AND CONDITIONS

- The URL of the landing page or separate impression and click trackers.
- Provide as animated/unanimated .gif, .jpg, or .png.
- Materials can also be provided in the form of an ad serving code.
- Initial load: 100 KB
- Host-initiated subload: N/A
- User-initiated load: N/A
- HTML5 can be provided via the IAB standard. AppNexus follows the upload of zip files as recommended by IAB. From an AppNexus perspective, an HTML5 advertisement is treated in the same way as another third-party banner.
- The correct AppNexus Clicktag must be included in the file. Instructions for implementing this can be found [here](#).

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- An advertisement may not loop more than three times.
- An advertisement must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.

HALF PAGE MOBILE BANNER 320x240 PX, MAX 40 KB

SPECIFICATIONS AND SUBMISSION TERMS AND CONDITIONS

- Provide as animated/unanimated .gif, .jpg, or .png.
- The URL of the landing page or separate impression and click trackers.
- It is possible to place one ad serving code that can serve an ad with device recognition or a responsive ad.
- Initial load: 100 KB
- Host-initiated subload: 300 KB
- User-initiated load: 4 MB
- HTML5 can be provided via the IAB standard.
- AppNexus follows the upload of zip files as recommended by IAB. From an AppNexus perspective, an HTML5 advertisement is treated in the same way as another third-party banner.
- The correct AppNexus Clicktag must be included in the file. Instructions for implementing this can be found [here](#).

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- An advertisement may not loop more than three times.
- An advertisement must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- The video may only play when clicked.
- Video sound is switched on by default and can be de-activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.

SKYSCRAPER 120 x 600 PX., MAX. 100 KB

SPECIFICATIONS AND SUBMISSION TERMS AND CONDITIONS

- The URL of the landing page or separate impression and click trackers.
- Provide as animated/unanimated .gif, .jpg, or .png.
- Materials can also be provided in the form of an ad serving code.
- Initial load: 100 KB
- Host-initiated subload: N/A
- User-initiated load: N/A
- HTML5 can be provided via the IAB standard.
- AppNexus follows the upload of zip files as recommended by IAB. From an AppNexus perspective, an HTML5 advertisement is treated in the same way as another third-party banner.
- The correct AppNexus Clicktag must be included in the file. Instructions for implementing this can be found [here](#).

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformmagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- An advertisement may not loop more than three times.
- An advertisement must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.
- Note: Corrections are not possible after going live.

IN PAGE VIDEO AD 640×360 PX (16:9), MAX 4MB

SPECIFICATIONS AND SUBMISSION TERMS AND CONDITIONS

- The in-page video can be provided as a VAST tag. You can use the [Ooyala](#) demo page to validate a VAST tag.
- File format .mp4.
- The maximum frame rate is 30 fps.
- The aspect ratio of the video is 16:9.
- The resolution of the video is 640×360 px.
- The maximum weight of the video is 4 MB.
- Materials may also be supplied physically in the .mp4 format.
- The URL of the landing page or separate impression and click trackers.

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- The duration of the video may not exceed 30 seconds.

3D SPIN CUBE MOBILE BANNER 600 x 440 PX, MAX. 40KB each

SPECIFICATIONS AND SUBMISSION TERMS AND CONDITIONS

- The spin cube is a format in the form of a cube. The cube has four sides. The sides can be switched by swiping from the left or right. A maximum of 10 images can be used in the cube.
- Materials must be provided at least five working days in advance. We need these five days to technically create and test the Rich Media ad.
- Provide: 4 to 10 high-resolution images in 600 x 440 px - max. 40 kb per image
- Provide as .gif, .jpg, or .png.
- The URL of the landing page or separate impression and click trackers.

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- An advertisement may not loop more than three times.
- An advertisement must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- The video may only play when clicked.
- Video sound is switched on by default and can be de-activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.

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VIDEO: ACTIVATION BUMPER

ACTIVATION BUMPER

- Logo: 720 px wide
- Images: 1200 x 1200 px
- Product: (stand-alone) 800 x 800 px
- The activation message may contain 25-30 words
- URL referring to the (campaign) website.* If desired, a measurement tag (in deep link) can be provided to measure CTR to the website.
- After the activation bumper is created by LINDA, the client is sent the advertorial again for approval before going live.
- After the campaign has ended, a report based on the measured results will be sent.

* Link is not clickable in the video, but shown in text under the video.

Please provide all materials no later than ten working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the activation bumper can no longer be placed in the video. We will then have to agree on a new video/publication, depending on the available space.

Note: Corrections are not possible after publication.

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VIDEO: BOLLBOARD

BOLLBOARD

- Choice of bollboard: logo, logo + image, logo + product
- Logo: 720 px wide
- Images: 1200 x 1200 px
- Product: (stand-alone) 800 x 800 px
- URL referring to the (campaign) website.* If desired, a measurement tag (in deep link) can be provided to measure CTR to the website.
- There is one feedback round on the production delivered.
- After the campaign has ended, a report based on the measured results will be sent.

* Link is not clickable in the video, but shown in text under the video.

Please provide all materials no later than ten working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the bollboard can no longer be placed in the video. We will then have to agree on a new video/publication, depending on the available space.

Note: Corrections are not possible after publication.

PRE-ROLL

SPECIFICATIONS AND SUBMISSION TERMS AND CONDITIONS

- Provide physical materials as .mp4.
- The maximum frame rate is 30 fps.
- The aspect ratio of the video is 16:9.
- The resolution of the video is 640 x 360 px.
- The maximum weight of the video is 4 MB.
- The URL of the landing page or separate impression and click trackers.
- The pre-roll can also be provided as a VAST or VPAID tag. You can use the Ooyala demo page to validate a VAST or VPAID tag.
- For all advertisements within with LINDA platforms, it must always be clear to visitors that these are advertisements.

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

BEHAVIOURAL CONDITIONS

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- The duration of the video may not exceed 20 seconds.

INSTA-STORY 1080 x 1920 PIXELS

SPECIFICATIONS

- Provide images at high resolution
- The LINDA.nl editors will turn this into a story (1080 x 1920 pixels)

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

LINDA.NL

INSTAGRAM: WINSTAGRAM POST

WINSTAGRAM POST 1181 x 1181 pixels

SPECIFICATIONS

- Provide images at high resolution
- The LINDA.nl editors will turn this into a post (1181 x 1181 pixels)
- Please note: a winstagram post on LINDA.meiden Instagram is created by Studio Room.

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

LINDA.LAB SPECIFICATIONS

- Image a minimum of 1024 x 576 pixels (16:9 ratio) - .jpg or .png
Image without eye-catching logos and/or prices
- Briefing on the product or service to be tested (max. 500 words)
- Selection criteria for testers (stated in the call to action)
- The editorial staff at LINDA.digitaal writes an advertorial calling for testers, based on the briefing. There are also a number of style elements associated with LINDA.LAB.
- URL referring to your own website or Facebook page
- If desired, a measurement tag (in deep link) can be provided to measure
- CTR to website.
- After formatting of the advertorial by LINDA, the client receives the advertorial one more time for approval before going live.

Please provide all materials no later than five working days before the go-live date to projectmanagers@moodformagazines.nl. If the materials are not delivered on time, the go-live date may be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the available space.

Note: Corrections are not possible after the advertorial has been published.

LINDA.NL

TERMS AND CONDITIONS 1/2

LINDA.NL TERMS AND CONDITIONS

- 1.** MfM has the right to approve and reject Digital Services in compliance with the criteria supplementing the existing requirements for all Services. Guidelines for Digital Services can be found at www.lindanieuws.nl and include the following: no garish, ethic or morally unacceptable advertisements. MfM has the right at all times to refuse to place the advertisement if it does not meet the above guidelines.
- 2.** The Commissioning Party guarantees that the digital materials provided do not contain any viruses or comparable software programs added by third parties with or without the knowledge of the Commissioning Party that could negatively impact the functioning of the services offered by MfM, the Internet or third-party computers and/or software.
- 3.** If and to the extent that, in using the Digital Services, the Commissioning Party uses Cookies, the Commissioning Party guarantees that it, as well as any other Commissioning Parties and third parties hired by it, comply with all relevant laws and regulations, including in particular (but not limited to) Article 11:7a of the Dutch Telecommunications Act.

4. The Digital Services are offered and provided by MfM without any guarantee of (uninterrupted) availability, security, suitability, absence of viruses, reliability or other guarantee.

5. The agreed start date for the Digital Services is a target date. MfM reserves the right to postpone the delivery of the Services due to unforeseen circumstances (not attributable to MfM). In the event that MfM postpones the start date, the only compensation offered to the Commissioning Party will be the provision of the Digital Services by MfM for a period equal to the agreed period and/or provision of alternate Digital Services to the Commissioning Party, to be agreed between the Commissioning Party and MfM.

LINDA.NL TERMS AND CONDITIONS

6. If, in determining the compensation paid for the digital Advertisement, measuring systems are used (such as a determination of the number of clicks or leads), MfM's measuring system will take precedence. According to the standards used in the industry, a difference of up to 10% in measured clicks and ad impression is not considered uncommon. If the difference between the measured clicks and ad impressions is greater than 10%, MfM and the Commissioning Party will jointly investigate the cause of these differences in order to resolve it. Until the cause has been determined, MfM's measurement results will prevail.

7. In the event of a cancellation or postponement* by the Commissioning Party of the Digital Services provided by MfM, the Commissioning Party is responsible for paying all costs already incurred by MfM, including services contracted from third parties; and in addition, depending on the period of cancellation or postponement, the following media costs will be charged:

Five to ten working days between the cancellation or postponement and the start of the agreed Digital Services: 50% of the media costs

Fewer than five working days between the cancellation or postponement and the start of the agreed Digital Services: 100% of the media costs

* Postponement of the go-live date

TIPS FROM LINDA

Based on our own experiences - as well as research - we have identified the type of images and topics of advertorials on LINDAnieuws that are most appealing to our readers. We're happy to share these with you.

- 1.** Do you have several images available? We'd love to receive them! Tip: Studies have shown that **images with people are more attractive** than product images alone.
- 2.** We have a strong preference for the use of **warm colours and mood pictures**. We strongly advise against including logos and prices in the images.
- 3.** Do you have an **ambassador or Dutch celebrity** representing your brand? Let us know! We will take this into account when writing the advertorial.
- 4. Fun tips, a new collection, a list of recommendations:** experience has taught us that these things appeal to our readers.
- 5.** Do you have a **nice prize** to give away? Our readers would love it. Let us know and we'll include it in the advertorial.
- 6. Keep it short and to the point** and make clear in the briefing what you want included in the advertorial. This makes it easier for both the editor and yourself because it is more likely that the advertorial will be right the first time.

ADVERTISING WITHIN THE LINDA. NETWORK

DATA USAGE AND DEFINITIONS

ADVERTISING GUIDELINES

Millions of visitors come to LINDA.nl every day.

These visitors have a wide range of interests, varying from fashion and lifestyle to news. Together with the advertisers, we create unique campaigns that are tailored in the best way possible to the interests of our target group.

LINDA. uses its advertising policy in a smart and transparent way.

We respect the privacy of our users and are transparent in our use of profile and contact data.

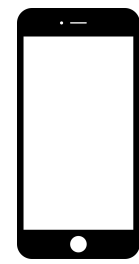
This document clarifies the most common preferences and desires of advertisers. What options are offered to advertisers? How do we use the profile data? What kinds of commercial messages do we use and how can the advertiser measure results? We also provide an overview of our benchmarks, definitions, sources and reports.

All of these guidelines are provided in this document.

If you have any questions or would like more information, please contact one of the project managers at LINDA.

LINDA.NL

SALES PROPOSITIONS



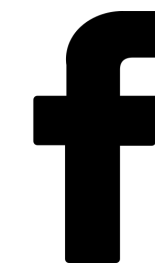
WEB/APP

Advertorial
Banner
Branded video
Branded advertorial
Push message



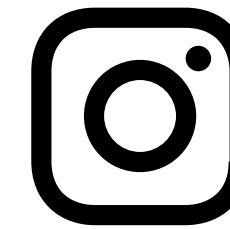
NEWSLETTER

Message



FACEBOOK

Message
Branded promo
Branded video

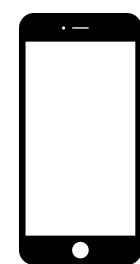


INSTAGRAM

Message
Branded promo

LINDA.NL

MEASUREMENTS



ADVERTORIAL

Impression
Page view
CTR

BANNER

Impression
CTR

BRANDED VIDEO

Page view with autoplay

VIDEO ADVERTORIAL

Impressions
Page view with autoplay
CTR



MESSAGE

Subscribers
Opens
Clicks
CTR



MESSAGE

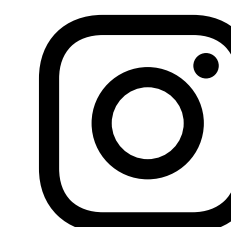
Persons reached
Clicks

BRANDED PROMO

Persons reached
Video displays + 3 sec
Clicks

BRANDED VIDEO

Persons reached
Video displays + 3 sec



MESSAGE

Accounts reached
Displays
Clicks

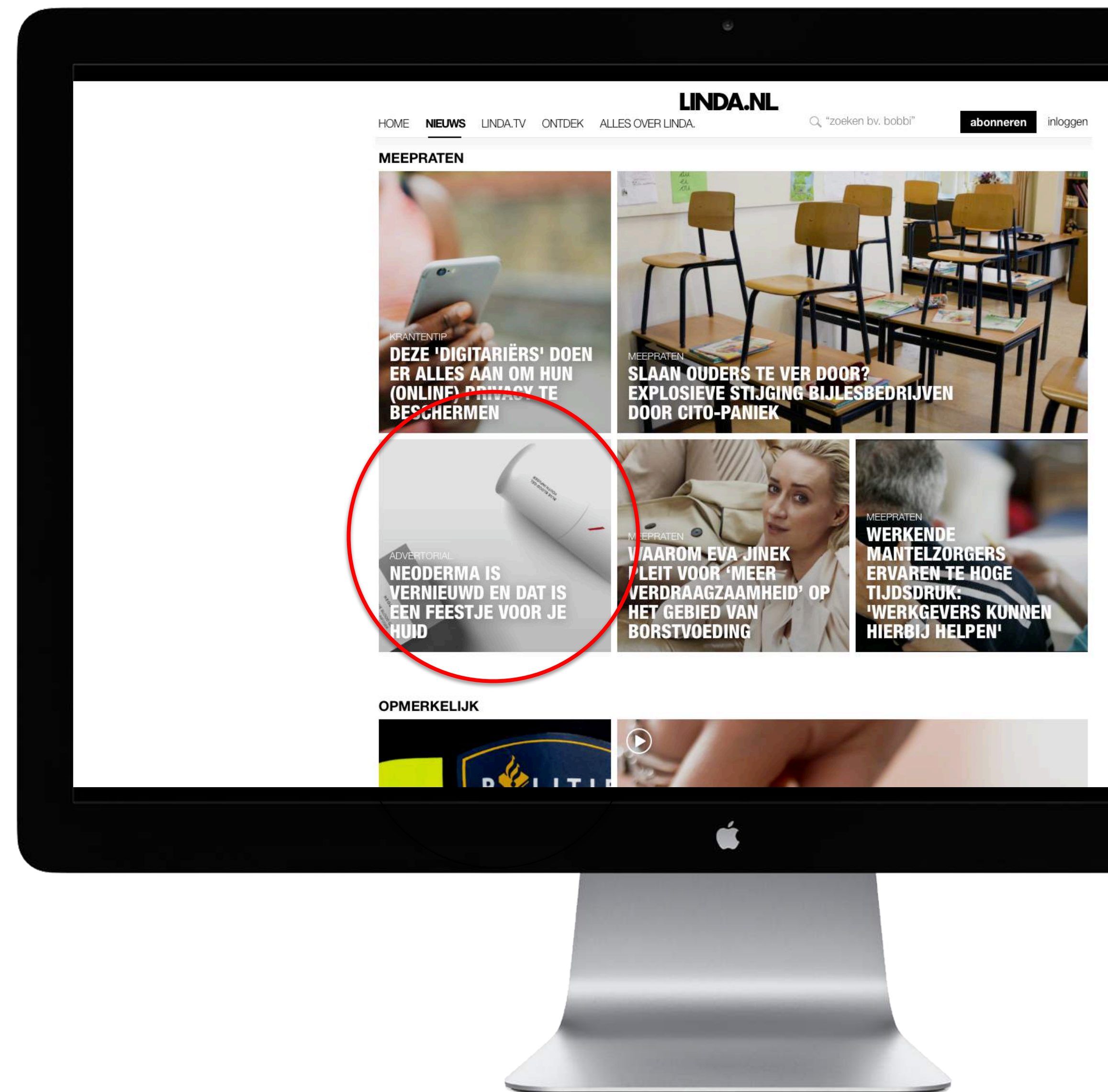
BRANDED PROMO

Accounts reached
Displays
Clicks

LINDA.NL

IMPRESSION

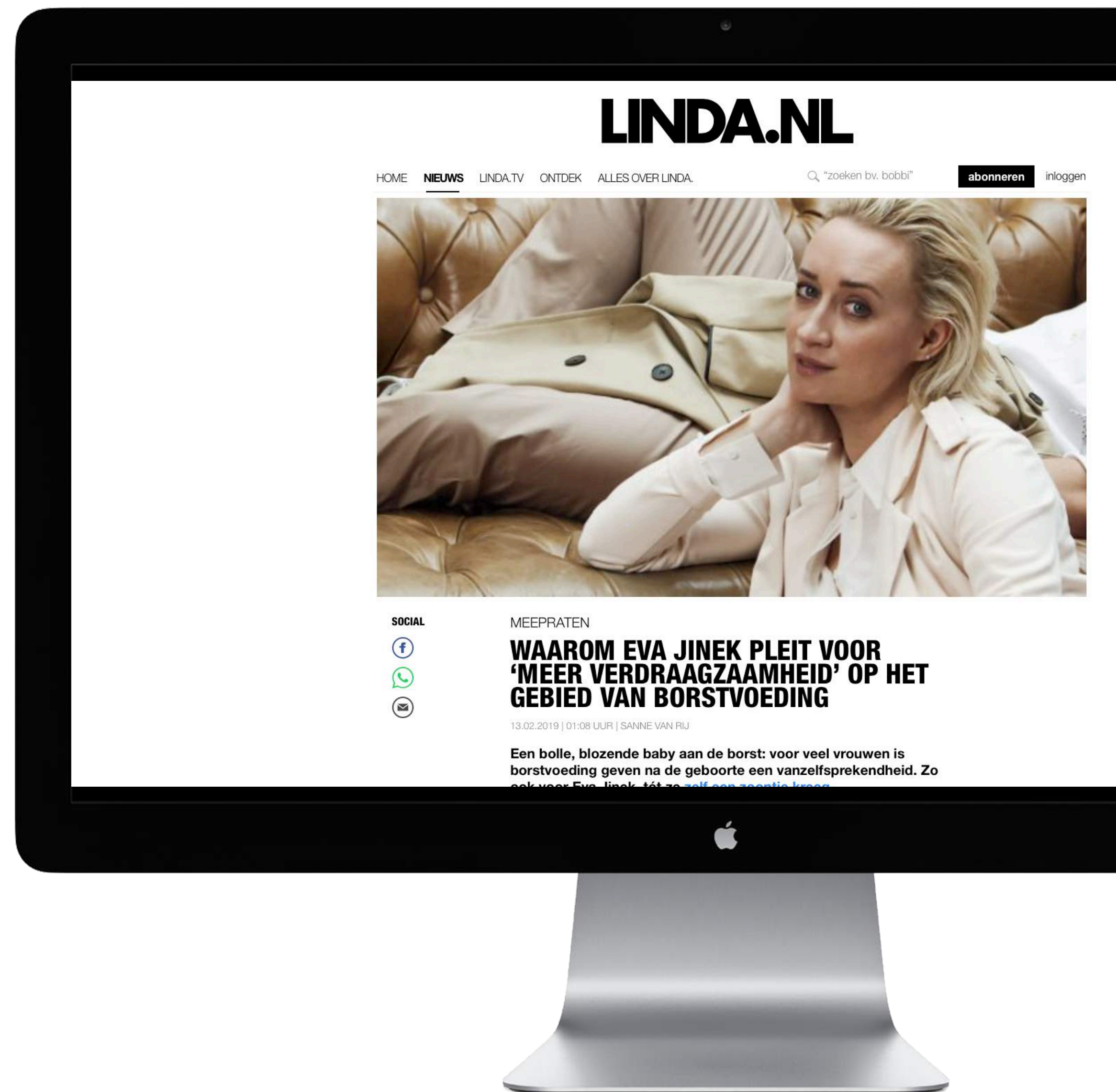
The number of times an article is displayed in a list view



LINDA.NL

PAGE VIEW

The number of displays of a specific page (often an article, also referred to as detail page)



LINDA.NL

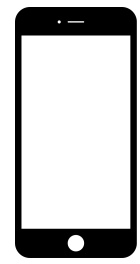
PAGE VIEW WITH AUTOPLAY

The number of displays of a specific page (also referred to as detail page), calculated from the time of publication of the video



LINDA.NL

PIXELS AND MEASUREMENT LINKS



ADVERTORIAL

Impression pixel (1x)
UTM for click-outs

DISPLAY

The (UTM)-URL of the landing page or separate impression and click trackers

BRANDED VIDEO VIDEO ADVERTORIAL*

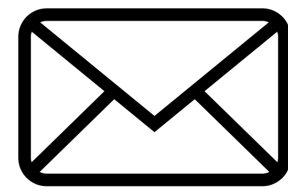
Impression pixel (1x)

UTM for click-outs

IMPORTANT: THESE ARE NOT PLACED IN THE VIDEO, BUT ON THE ARTICLE PAGE

PRE-ROLL

If we make a link to the advertiser's site: UTM link



MESSAGE

If we make a link to the advertiser's site: UTM link



MESSAGE

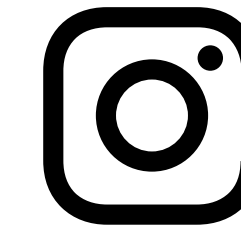
If we make a link to the advertiser's site:
UTM link

BRANDED PROMO

Cannot be measured

BRANDED VIDEO

Cannot be measured



MESSAGE

If we make a link to the advertiser's site:
UTM link

BRANDED PROMO

If we make a link to the advertiser's site:
UTM link

*IT IS NOT POSSIBLE TO MEASURE IN VIDEOS AS WITH A BILLBOARD OR ACTIVATION BUMPER, AND THESE ITEMS ARE ALSO NOT CLICKABLE

DEFINITIONS

ADVERTORIAL

TERM

DEFINITION

Impression

The number of times an article is displayed in a list view

Page view

The number of displays of a specific page
(often an article, also referred to as detail page)

CTR

Click Through Rate, calculated as follows:
 $\text{page view} / \text{impression} \times 100$

VIDEO EDITORIAL

TERM

Page view with autoplay

DEFINITION

The number of displays of a specific page (also referred to as detail page), calculated from the time of publication of the video

Impression

The number of times an article is displayed in a list view

VIDEO ADVERTORIAL

Page view with autoplay

The number of displays of a specific page (also referred to as detail page), calculated from the time of publication of the video

CTR

Click Through Rate, calculated as follows:
 $\text{page view} / \text{impression} \times 100$

NEWSLETTERS

TERM

DEFINITION

Subscribers

The number of people who have received the newsletter

The number of times opened

The number of times the newsletter has been opened

Clicks

The number of times a specific item in the newsletter has been clicked

CTR

Click Through Rate, calculated:
number of clicks/opens of the newsletter* 100

LINDA.NL

TERM

Persons reached

DEFINITION

The number of persons who have received the display via a page message

Video displays + 3 sec

The number of times the video is viewed in total for at least 3 seconds or nearly in its entirety

LINDA.TV

Persons reached

The number of persons who have received the display via a page message

Video displays + 3 sec

The number of times the video is viewed in total for at least 3 seconds or nearly in its entirety

LINDA.NL

DISPLAY

LINDA.NL

TERM

DEFINITION

Impression

The number of times the banner is displayed in a position

Clicks

The number of times the banner is clicked

CTR

Click Through Rate (number of clicks/impressions x 100)

LINDA.NL

ALSO IMPORTANT

We only place pixels (images) and click trackers without tracking.
Building up a retargeting pool is not permitted by law.

However, the following can be measured during the campaign:

- Number of impressions
- Number of click-outs
- Conversion analysis

CLICK [HERE](#) FOR MORE INFORMATION ON OUR PRIVACY AND COOKIE GUIDELINES

FREQUENTLY ASKED QUESTIONS

LINDA.NL

Can I use the LINDA. data to enrich my own profiles?

No, the data cannot be used to enrich your own data or user profiles (such as demographics, age, etc.).

Can I launch an advertising campaign in the LINDA. network in order to collect data?

Yes, if you launch an advertising campaign within the LINDA. network and a user clicks on this campaign and lands on your page, that user also becomes your user. You can then deal with this user in accordance with your own data policy.

Do you place a <no follow> tag on the link?

LINDA. does not use a <no follow> tag on links, as that would have a negative impact on the search engine optimisation of our websites.

When can I use the data for my own purposes?

If the user sees an advertisement and/or advertorial and clicks on the link, thereby landing on your website, you can use the user's data for your own purposes.

Why am I not allowed to place trackers* on the LINDA website?

LINDA. believes strongly in privacy, reliability and transparency.

The data we collect on our users through their browsing in our apps and/or websites are cookie IDs, IP addresses, interest profiles, etc. Visitors to LINDA.nl have given their consent to LINDA. - and not advertisers - to collect user data. That is why we do not allow advertisers to create a retargeting pool based on a pixel (measurement link or other tracker). This rule applies to LINDA.nl (which also includes LINDAnieuws.nl and LINDA.tv), as well as the app and websites.*Javascript / PhP trackers

Why am I not allowed to place a VAST tag in a video?

The videos on LINDA.nl are published via our video player. Pre-rolls are shown both on our website and in the app before the video starts. If you have purchased this pre-roll, you can provide a VAST tag for this pre-roll. Unfortunately, our Tag Management System is not linked to the video player, so that a VAST tag cannot be placed in branded content videos. However, you can provide us with an impression pixel, which we will place on the article page where the video is published.

SEEKING A PARTNERSHIP IN DATA COLLECTION AND/OR ENRICHMENT?

**CONTACT YOUR ACCOUNT MANAGER AT LINDA., OR EMAIL US AT
SALES@MOODFORMAGAZINES.NL**