LINDA.NL

TERMS AND CONDITIONS
& SPECIFICATIONS

LINDA.NL

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LINDA.NL

ROUTING ADVERTORIALS

1
SUPPLYING MATERIALS

All materials must be delivered in accordance with the specifications no later than 10 business days before the go-live date. Any UTM links must also be provided by this deadline.

2
FIRST PREVIEW

We will send you the first preview of the advertorial three business days before the go-live date.

3
FEEDBACK ROUND

You are entitled to one feedback round. We would like to receive any feedback no later than two business days before the go-live date.

4
FINAL PREVIEW

Any feedback you share with us will be incorporated and you will receive the final version of the advertorial no later than one business day before the go-live date.

5
GO-LIVE

You will receive the URL when the advertorial goes live. Corrections will not be possible once the advertorial has been published.

6
REPORTS

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

NOVEMBER 2021 VERSION

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ADVERTORIAL SPECIFICATIONS – FIXED-PERIOD, CPV, QUALITY, VIDEO

IMAGE
- Minimum of 1024 x 567 pixels (16:9 ratio)
- High resolution
- Excluding logos/rates; no text and no product picture; preferably mood images
- Clients are welcome to suggest their own images. The editors will have the final say in choosing a header visual
- If an advertorial series additionally also been purchased, we would also like to receive the logo
- For a cross-placement in the newsletter or an Instagram Story, there is no additional material needed

BRIEFING
- Copy proposal (500 words max.). Think of the key messages, selling points, or possibly a specific product you would like us to advertise; possibly a press release
- Based on the briefing, the LINDA.nl editorial staff will write a copy proposal of around 150 words, in a style similar to the one they would use for an editorial article, where we always address the user informally
- If so requested, you should also supply the following items: Max. 1 UTM link to measure CTR to own website

ADVERTORIAL VIDEO
- Supply thumbnail picture for ROS
- URL of YouTube video (or any other player)

MEASURING
- We measure the number of page views for fixed-period advertorials and CPV advertorials
- We measure the number of impressions, quality views, and CTR% for Quality Advertorials
- What we measure for video advertorials depends on the type of advertorial concerned: CPV or quality views
- UTM link 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

WINSTAGRAM POST 1181 x 1181 PIXELS SPECIFICATIONS

- Please provide high-resolution images
- Images: No product pictures. Mood images with a human-interest angle preferred.
- The LINDA.nl editors will turn this into a post (1181 x 1181 pixels)

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

Note: Corrections are not possible after going live.

LINDA. SPECIFICATIONS LAB ADVERTORIAL

IMAGES
- Minimum of 1024 x 567 pixels (16:9 ratio)
- High resolution
- Excluding logos/rates; with no copy; preferably mood images
- Clients are welcome to suggest their own images. The editors will have the final say in choosing a header visual
- For a cross-placement in the newsletter or an Instagram Story, there is no additional material needed

BRIEFING
- Briefing on the product or service to be tested (500 words max.)
- Based on the briefing, the LINDA.nl editorial staff will write a copy proposal of around 150 words, in a style similar to the one they would use for an editorial article, where we always address the user informally. There are also a number of style elements associated with LINDA.lab
- Number of participants for testers
- If so requested, you should also supply the following items: Max. 1 UTM link to measure CTR to own website
- After LINDA. has formatted the advertorial, the client will receive the advertorial one more time for approval before going live.

MEASURING
- UTM link 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

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

Note: Corrections are not possible after going live.

LINDA. SPECIFICATIONS LAB RESULTS

IMAGES

- Minimum of 1024 x 567 pixels (16:9 ratio)
- High resolution
- For article results, preferably use product image against a white background, including a stamp showing the lab result.
- Clients are welcome to suggest their own images. The editors will have the final say in choosing a header visual.

BRIEFING

- LAB results will be incorporated into editorial article. We will also list any points of criticism. To be included in editorial flow.
- The LINDA.nl editorial staff will write a copy in a style similar to the one they would use for an editorial article, where we always address the user informally. There are also a number of style elements associated with LINDA.Lab.
- The client may choose not to have the article published, but we will not continue tweaking any article until the client is 100% satisfied.

MEASURING

- While no specific number of views is agreed for the LINDA.lab results article, we do measure the number of impressions, views, and CTR for any additional commercial drivers.
- UTM link 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

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

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LINDA.NL

DISPLAY OPTIONS

DESKTOP

Medium Rectangle

Skyscraper

Half-Page Ad

Billboard

Skin + Billboard

ROADBLOCK DESKTOP

Billboard

Medium Rectangle

ROADBLOCK DESKTOP

Billboard

Half-Page Ad

MOBILE

Medium Rectangle

Half-Page Banner

Top Single Banner

Top Double Banner

In-Page Video

PRE-ROLL VIDEO DESKTOP & MOBILE

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GENERAL INFORMATION

- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clearly displayed 'stop' or 'pause' button.
- Please provide all materials no later than five business days before the go-live date to projectmanagers@linda.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.

RULES OF USAGE

- 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%).
- Advertisements may not loop more than three times.
- Advertisements 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 business days before the go-live date to projectmanagers@linda.nl. If the materials are not delivered on time, the campaign may be delayed.

  Please note: corrections are not possible after going live.

MEDIUM RECTANGLE 300 x 250 PX, MAX. 100 KB

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- 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 using the IAB standard.
  AppNexus follows the upload of zip files as recommended by IAB. From an AppNexus perspective, HTML5 advertisements are treated in the same way as any other third-party banners.
- 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 business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- 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%).
- Advertisements may not loop more than three times.
- Advertisements 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.

Please note: corrections are not possible after going live.

SKYSCRAPER 120 x 600 PX, MAX. 100 KB

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- 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, HTML5 advertisements are treated in the same way as any other third-party banners.
- 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 business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- 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%).
- Advertisements may not loop more than three times.
- Advertisements 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 note: corrections are not possible after going live.

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

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- 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 using the IAB standard. AppNexus follows the upload of zip files as recommended by IAB. From an AppNexus perspective, HTML5 advertisements are treated in the same way as any other third-party banners.
- The correct AppNexus Clicktag must be included in the file. Instructions for implementing this can be found underline.

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

RULES OF USAGE

- 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%).
- Advertisements may not loop more than three times.
- Advertisements 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 note: corrections are not possible after going live.

BILLBOARD 970 x 250 PX, MAX. 200 KB

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- 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, HTML5 advertisements are treated in the same way as any other third-party banners.
- The correct AppNexus Clicktag must be included in the file. Instructions for implementing this can be found here.

Please provide all materials within five business days of the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- 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%).
- Advertisements can not loop more than three times.
- Advertisements 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 note that corrections are not possible after going live.

SKIN BILLBOARD

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

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- DPG Media's preferred rich-media partner, Weborama, must be used for this form of advertising.
- This form of advertising is subject to publisher-paid rules.
- Please note: the hosting of an advertisement is only publisher-paid if the ad in question is a rich- media advertisement that is used on either a guaranteed or a fixed basis and is provided by one of our preferred rich-media vendors.

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

RULES OF USAGE

- 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%).
- Advertisements may not loop more than three times.
- Advertisements 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 clearly displayed 'stop' or 'pause' button.
- The ad can be expanded only if the user clicks 'Expand', i.e. mouse-over to expand is not permitted.
- The advertisement must make it clear (by adding text or an arrow) that the advertisement is a click-to-expand ad.
- It is not permitted for the expansion option to cover the content. The expansion option can therefore only be rotated if the content can be pressed down by the advertisement
The expansion option provides space for video ads and animation

Please note that corrections are not possible after going live.

BILLBOARD + MEDIUM RECTANGLE

- **BILLBOARD 970 x 250 PX, MAX. 200 KB**
- **MEDIUM RECTANGLE 300 x 250 PIX, MAX 100 KB**

SPECIFICATIONS, TERMS AND CONDITIONS OF SUBMISSION AND RULES OF USAGE

Use all Specifications, Terms and Conditions of Submission and Rules of Usage for separate advertisements (see Billboard and Medium Rectangle sheet).

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

BILLBOARD + HALF-PAGE AD

- **BILLBOARD 970 x 250 PX, MAX. 200 KB**
- **HALF-PAGE AD 300 x 600 PX – MAX. 200 KB**

SPECIFICATIONS, TERMS AND CONDITIONS OF SUBMISSION AND RULES OF USAGE

Use all Specifications, Terms and Conditions of Submission and Rules of Usage for separate advertisements (see Billboard and Half-Page Ad sheet).

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

LINDA.NL

HALF-PAGE BANNER 320 x 240 PX – MAX. 40 KB

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- To be provided in formats for various screen sizes: 320x240 pix – max. 40 KB
- 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 https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/
- AppNexus follows the upload of zip files as recommended by IAB. From an AppNexus perspective, HTML5 advertisements are treated in the same way as any other third-party banners.
- 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 business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- 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%).
- If the banner's background has the same colour, a frame must be placed around the advertisement to clearly mark out the banner from the rest of the website for visitors.
- Advertisements may not loop more than three times.
- Advertisements must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Click-to-; page, app (+ backup URL if there is no app), market, shop, call, text, WhatsApp, share (social), navigate and calendar are permitted as click-out

Please note that corrections are not possible after going live.

TOP SINGLE BANNER 320 x 50 PX

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- To be provided in formats for various screen sizes: 320×50 px
- 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: N/A
- User-initiated load: N/A
- HTML5 can be provided via the IAB standard https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/
- AppNexus follows the upload of zip files as recommended by IAB. From an AppNexus perspective, HTML5 advertisements are treated in the same way as any other third-party banners.
- 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 business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- 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%).
- If the banner's background has the same colour, a frame must be placed around the advertisement to clearly mark out the banner from the rest of the website for visitors.
- Advertisements may not loop more than three times.
- Advertisements must have a clear CTA.
- Click-to-; page, app (+ backup URL if there is no app), market, shop, call, text, WhatsApp, share (social), navigate and calendar are permitted as click-out.
- 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.

Please note: corrections are not possible after going live.

TOP DOUBLE BANNER 320 x 100 PX

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- To be provided in formats for various screen sizes: 320×100 px
- 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: N/A
- User-initiated load: N/A
- HTML5 can be provided via the IAB standard https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/
- AppNexus follows the upload of zip files as recommended by IAB. From an AppNexus perspective, HTML5 advertisements are treated in the same way as any other third-party banners.
- 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 business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- 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%).
- If the banner's background has the same colour, a frame must be placed around the advertisement to clearly mark out the banner from the rest of the website for visitors.
- Advertisements may not loop more than three times.
- Advertisements must have a clear CTA.
- Click-to-; page, app (+ backup URL if there is no app), market, shop, call, text, WhatsApp, share (social), navigate and calendar are permitted as click-out.
- 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.

Please note: corrections are not possible after going live.

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

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- The in-page video can be provided as a VAST tag. You can use the <u>Ooyala</u> demo page to validate a VAST tag.
- File format .mp4.
- The maximum frame rate is 30 fps.
- The video has an aspect ratio of 16:9.
- The video has a resolution of 640×360 px.
- The video file size limit 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 business days before the go-live date to the appropriate project manager or send them to <u>projectmanagers@linda.nl</u>. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- 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%).
- If the banner's background has the same colour, a frame must be placed around the advertisement to clearly mark out the banner from the rest of the website for visitors.
- The duration of the video may not exceed 30 seconds.
- On completion of the video, the last frame will remain visible and clickable

Please not: corrections are not possible after going live.

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 below the video.

Please provide all materials no later than ten business days before the go-live date to projectmanagers@linda.nl. If the materials are not delivered on time, the activation bumper can no longer be added to 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.

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 for 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 below the video.

Please provide all materials no later than ten business days before the go-live date to projectmanagers@linda.nl. If the materials are not delivered on time, the bollboard can no longer be added to 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 TERMS AND CONDITIONS OF SUBMISSION

- Provide physical materials as .mp4.
- The maximum frame rate is 30 fps.
- The video has an aspect ratio of 16:9.
- The video has a resolution of 640 x 360 px.
- The video file size limit 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.
- If this is supplied in VAST or VPAID format, please use the following specifications: program loudness -23 LUFS (+/-0.5 LU), maximum signal level -1 dBTP, maximum short-term loudness +5 LU
- For all advertisements within the LINDA platforms, it must always be clear to visitors that these are advertisements.

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

RULES OF USAGE

- 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.

LINDA.NL

LINDA.NL TERMS AND CONDITIONS

1. LINDA. has the right to approve and reject Digital Services in compliance with the criteria supplementing the existing requirements for all Services. A copy of the Guidelines for Digital Services is available from www.linda.nl and include the following: no garish, unethical or morally unacceptable Advertisements.

LINDA. is entitled at any time to refuse to place the advertisement if it does not meet the above guidelines.

2. The Client 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 Client that could negatively impact the functioning of the services offered by LINDA., the internet or third-party computers and/or software.

3. If and to the extent that, in using the Digital Services, the Client uses Cookies, the Client guarantees that it, as well as any other Client(s) and third party or parties it may engage, comply with all relevant laws and regulations, including in particular (but not limited to) Section 11:7a of the Dutch Telecommunications Act.

4. The Digital Services are offered and provided by LINDA. 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. LINDA. reserves the right to postpone the delivery of the Services due to unforeseen circumstances (not attributable to LINDA.). In the event that LINDA. postpones the start date, the only compensation offered to the Client will be the provision of the Digital Services by LINDA. for a period equal to the agreed period and/or provision of alternate Digital Services to the Client, to be agreed between the Client and LINDA..

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), LINDA.'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 impressions is not considered uncommon. If the difference between the measured clicks and ad impressions is greater than 10%, LINDA. and the Client will jointly investigate the cause of these differences in order to resolve it. Until the cause of the measurement differences has been determined, LINDA.'s measurement results will take precedence in the determination of the payment.

7. In the event of cancellation by the Client of the Digital Services to be provided by LINDA., the Client will be liable to pay the following amounts:

(a) all costs that LINDA. is already obliged to pay to one or more third parties at the moment of cancellation by the Client, if LINDA. has engaged any third parties for the performance of the Services; and

(b) a cancellation fee determined in accordance with the table below. Any overpayment by Client will be refunded by LINDA..

Days between cancellation and the commencement of the agreed Digital Services	Cancellation fee as a percentage of the agreed compensation
28 days or more	0%
21 to 28 days	25%
14 to 21 days	50%
13 days or less	100%

In the event of any cancellations and placements where the publication date has not yet been confirmed, a cancellation fee equivalent to 25% of the advertising costs will be charged at all times.

TIPS FROM LINDA.

Based on our own experiences – as well as various surveys – we have identified the type of images and topics of advertorials on LINDA. 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: Surveys have shown that **images featuring people are more appealing** than product images alone.

2. We have a strong preference for the use of **warm colours and mood images**. We strongly advise against including large 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 **fabulous 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 people visit LINDA.nl every day.
These visitors have a wide range of interests, varying from fashion and lifestyle to current events. 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.

DATA USAGE

LINDA.NL

SALES PROPOSITIONS
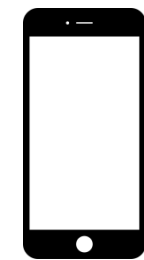
WEB/APP

Advertorial fixed-period
Advertorial CPV
Advertorial Quality Views
Advertorial Video
Banner
Branded video
Branded Podcast

NEWSLETTER
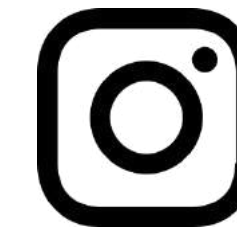
Advertorial

FACEBOOK

Branded Promo
Branded Video

INSTAGRAM

Post
Branded Promo
Dark Post
Story

LINDA.NL

MEASUREMENTS

ADVERTORIAL FIXED-PERIOD
Page views

ADVERTORIAL CPV
Page views

ADVERTORIAL QUALITY
Impressions
Page views
CTR

BANNER
Impressions
CTR

BRANDED VIDEO
Page View with Autoplay

VIDEO ADVERTORIAL
Page views

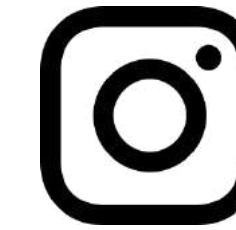**ADVERTORIAL**
Opens
Clicks
CTR

BRANDED VIDEO
Video displays + 3 sec

BRANDED PROMO
Displays
Clicks
CTR

POST
Reach
Displays
Saves
Likes
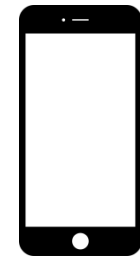Feedback

BRANDED PROMO
Displays
Clicks
CTR

STORY
Displays
Clicks
CTR

LINDA.NL

ADVERTORIAL
UTM link for click-outs

DISPLAY
The UTM URL of the
landing page or separate
impression and click trackers

BRANDED VIDEO
VIDEO ADVERTORIAL*
UTM link for click-outs
Important: These are not added to
the video, but to the article page.

PRE-ROLL
If we add a link to the advertiser's
site: UTM link

ADVERTORIAL
Cannot be measured

BRANDED PROMO
Cannot be measured

BRANDED VIDEO
Cannot be measured

POST
Cannot be used for measuring purposes

BRANDED PROMO
If we add a link to
the advertiser's site:
UTM link

DARK POST
Cannot be measured

STORY
Paid partnership in post

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

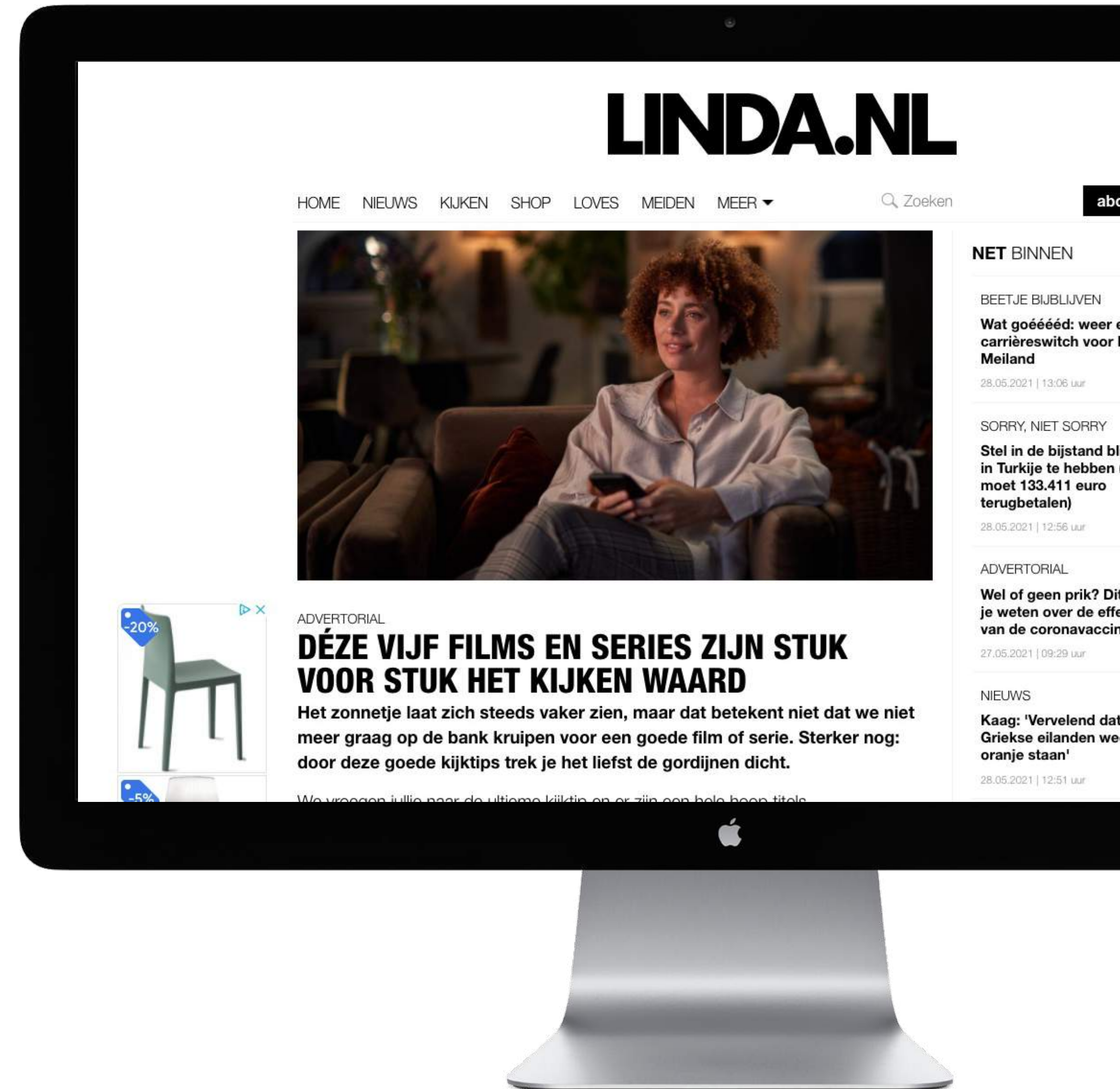# DEFINITIONS

LINDA.NL

IMPRESSION

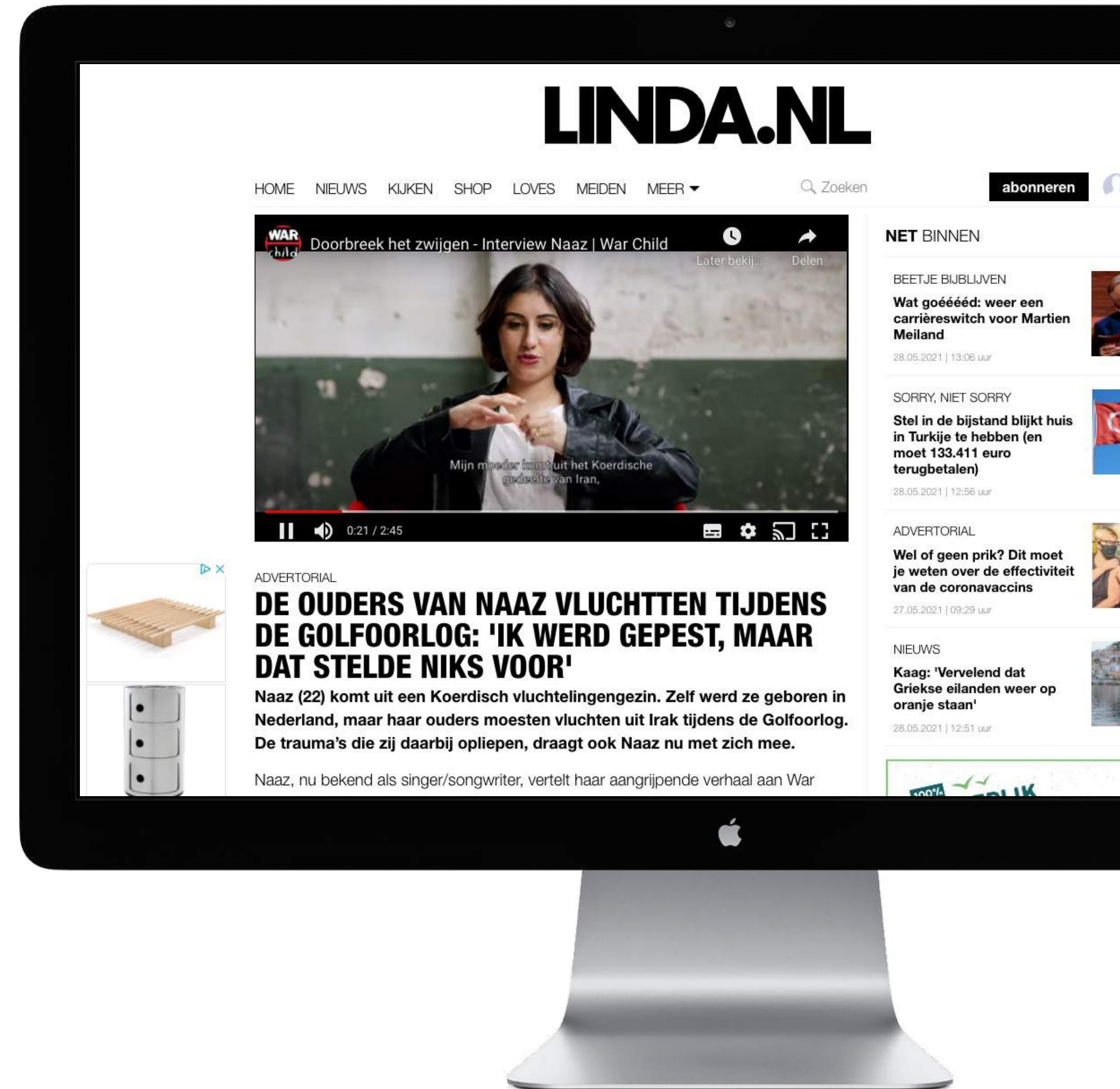The number of times an article is displayed in a list view

LINDA.NL

PAGE VIEW

The number of displays of a specific page (this is often an article; may also be referred to as a '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

ADVERTORIAL

DESCRIPTION	DEFINITION
Impressions	The number of times an article is displayed in a list view
Page views	The number of displays of a specific page (often an article, also referred to as detail page)
CTR	Click-Through Rate, calculated as follows: page view / impression * 100

VIDEO

DESCRIPTION	DEFINITION
Impressions	The number of times an article is displayed in a list view
Page views	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: page view / impression * 100

NEWSLETTERS

DESCRIPTION	DEFINITION
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 on
CTR	Click-Through Rate, calculated: number of clicks/opens of the newsletter* 100

LINDA.NL

DESCRIPTION	DEFINITION
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

LINDA.NL

DESCRIPTION	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 * 100)

FREQUENTLY ASKED QUESTIONS

LINDA.NL

Can I use the LINDA. data to enhance 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 <nofollow> tag on the link?

LINDA. does not use a <nofollow> 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.

LINDA.NL

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, as well as the app and websites.

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.

SEEKING A PARTNERSHIP IN DATA COLLECTION AND/OR ENRICHMENT?
CONTACT YOUR ACCOUNT MANAGER AT LINDA., OR EMAIL US AT
SALES@LINDA.NL