

Guidelines for branded content print ads

Mediahuis is synonymous with quality reporting via its news brands. Our readers can count on a strong team of experienced journalists, who deliver accurate and extensive coverage and commentary, day after day. Mediahuis Connect strives to achieve that same high standard for its branded content publications. It is important that it remains clear to the reader which items are editorial in nature, and which are an extension of an advertiser's piece.

FOR ADVERTORIALS

Placement after page 11 of the newspapers and magazines.

The diagram illustrates the layout of a branded content print ad. It features a blue header bar with 'ADVERTENTIE' on the left and 'THYSSENKRUPP' on the right. The main headline is 'Wordt de trap een obstakel voor u?' followed by the sub-headline 'Een traplift van thyssenkrupp biedt de oplossing'. The ad includes a photo of a woman on a stairlift, a testimonial, and contact information for Thyssenkrupp.

ORDER TO AVOID CONFUSION ON THE PART OF THE READER AND TO UPHOLD HIGH STANDARDS FOR BOTH EDITORIAL REPORTING AND ADVERTORIALS, WE HAVE PUT IN PLACE A NUMBER OF GUIDELINES ON HOW A PRINT ADVERTORIAL SHOULD BE LAID OUT.

1. Full-width bar in main color of the ad. 255mm (width) x 7mm (height)

2. The word 'ADVERTENTIE' shall appear clearly:

- ✓ in the top outer left corner
- ✓ in capital letters
- ✓ font: BrownPro Regular
- ✓ Size: 8 pt
- ✓ Margin on left side: 3 mm
- ✓ Vertically centered

3. The advertiser's logo shall appear clearly:

- ✓ in the top outer right corner
- ✓ advertiser's name should be written out in case the logo is difficult to read
- ✓ font: BrownPro Regular
- ✓ Size: 8 pt
- ✓ Margin on right side: 3 mm
- ✓ Vertically centered

4. The advertorial shall differ substantially from the editorial content in terms of general design, font and overall formatting. Specifically, this means that:

- ✓ The font shall differ fundamentally from that used by the newspaper/magazine
- ✓ Typical stylistic elements used by the paper - such as (identical) spot colour heading, captions - shall not be used
- ✓ The page layout shall consist of a different number of columns than the newspaper, i.e. the layout shall not consist of five columns
- ✓ Colours used in the advertorial shall be different to the newspaper's colour palette
- ✓ The advertisers' logo shall be integrated in the layout of the advertorial.

Guidelines for print advertorials

FOR COMMERCIAL SUPPLEMENTS

The following applies in addition to the above information:

- ✓ The front page of the supplement shall clearly state 'Commerciële bijlage – valt niet onder de verantwoordelijkheid van de redactie'
- ✓ The supplement shall have separate pagination from the newspaper.
- ✓ The supplement shall include a clear colophon stating the name of the publisher responsible for the supplement.



"Deze bijlage valt niet onder de verantwoordelijkheid van de redactie."



"Colofon: De verantwoordelijke uitgever van deze meedruk in Gazet van Antwerpen is vzw Linkerwoofers, Hanegraefstraat 5, 2050 Antwerpen. www.linkerwoofers.be"

FOR INSERTS PRINTED IN THE NEWSPAPER

The following applies in addition to the above information:

- ✓ The front page of any insert shall clearly mark the start of a new section in the newspaper. A wide title banner, for example, can achieve this.

