Advanced Targeted material specifications

Advertorial

- Text of maximum 100 words and a title of maximum 70 characters
- One image (minimum 300x400 pixels, JPEG)
- Optional: we can add a Read More link to go to a subpage for which you can provide a text of max 5.000 characters and maximum 3 pictures (minimum 300x400 pixels, JPEG)

Social Media Share packages

Twitter

Header: No separate header

Text: Max 280 characters. Recommended: between 50-100 characters (short text with high call-to-action)

Image: 440 x 220 px, JPEG or GIF, max 3MB

Please also provide URL of landing page

Facebook

Header: No separate header

Text: Max 700 characters. Recommended: between 50-100 characters (short text with high call-to-action)

Image: 1.200 x 630 px, JPEG or GIF, max 3MB

Please also provide URL of landing page

LinkedIn

Header: No separate header

Text: Max 700 characters. Recommended: between 50-100 characters (short text with high call-to-action)

Image: 1.200 x 630 px, JPEG or GIF, max 3MB

Please also provide URL of landing page

Display advertising

Fixed banner formats

Best performing formats:

- Inline rectangle: 300x250 pixels
- Full banner: 468x60 pixels
- Leaderboard banner: 728x90 pixels

Alternative formats:

- Mobile banner: 300x50 pixels
- Small Square: 200x200 pixels
- Wide Skyscraper: 160x600 pixels

File types:

Non-animated image ads

Formats: GIF, JPG, PNG

Max. size: 150kb

Animated image ads

File type: .GIF

File size: 150kb or smaller

Animation length and speed

- Animation length must be 30 seconds or shorter
- Animations can be looped, but the animations must stop after 30 seconds
- Animated GIF ads must be slower than 5 FPS

Responsive ads

These ads are asset-based, and automatically adjust their size, appearance, and format to fit available ad spaces. Please provide all below assets:

Images:

1. Landscape, a ratio of 1.91:1 and be greater than 600 x 314. The file size limit is 5MB.
2. Square, a ratio of 1:1 and be greater than 300 x 300. The file size limit is 5MB.
3. Logo, should be square and be greater than 128 x 128. The file size limit is 5MB.

Ad information:

1. Short headline: first line of your ad, max 30 characters
2. Long headline: first line of you ad (when more room available), max 90 characters
3. Description: appear after short or long headline, max 90 characters
4. Business name
5. Final URL

Direct Email

Message subject

1. Please use a subject line with no more than 70 characters. Most successful subject lines are between 30-50 characters
2. Don't use special characters (for example Ă, ą, ⅝, →, ö, &, <, >)
3. Don't write the subject line with ALL CAPS

Message Body

1. Use HTML code without separate JavaScript, ActiveX, or Flash , we only accept HTML files
2. The size should not exceed 60kb, including images
3. Make sure all links are valid, links need to be absolute (contain the full URL to file location)
4. The design should be based on a width of 600px or less
5. Make sure to include your contact information (phone number and email, address optional)
6. Place images in tables, don't use background images or layer images

Geomares Publishing will

1. Edit your HTML file to include information adherent to CAN-SPAM guidelines, including unsubscribe instructions.
2. Include a 'Click here' link to a web view.
3. Add 'brought to you by [name publication]..'in the header to clarify that Geomares Publishing is the source of the mailing.

Additional guidelines
Our additional guidelines represent best practises that have proven to result in email messages that are effective.

Message Structure and HTML Code

1. Keep the HTML code as simple as possible
2. Images should be JPG, PNG or GIF (don't use animated GIFs as they will not be displayed animated in popular versions of Outlook)
3. We strongly advise not to use content that consist of one complete image with one main link

General recommendations

1. Content top-left typically attracts the most attention
2. Include a compelling call-to-action in the first half of the HTML, the readers attention is highest in the beginning of the message
3. Make sure to include a click-through behind images and illustrations
4. Don't display URLS completely (example: https://www.geomares.nl/) but use hyperlinks (example: visit our website)
5. Alternate with the use of text and images/illustrations to keep readers interested and create a higher call-to-action
6. Always test your mailing, both on Web-based clients (Hotmail, Gmail) and desktop-based ones (Outlook, Thunderbird)

Tip: Create a free MailChimp account! With MailChimp you are able to create a simple and clean email without having knowledge of HTML and code. With a simple click of a button a HTML file can be downloaded (how to create an email/template, how to export a template).