



GUIDELINES

BRANDED CONTENT

QUALITY READS / ADVERTORIALS

Ads & Data

BRANDED CONTENT | GUIDELINES (QUALITY READS / ADVERTORIALS)

On behalf of Ads & Data, we commit to making your campaign a success story. Effective and smooth collaboration requires clear agreements to achieve optimal results. These are outlined below, per phase of the production process.

START-UP PHASE

Backplanning

To meet the start date, the backplanning must be followed strictly. Delayed briefings or lack of feedback may result in timing delays and the inability to deliver within the reserved inventory period. If inventory allows, the campaign may be extended.

CONTENT CREATION

General

- The minimum **production time** is 15 working days upon receiving the briefing. If an assignment must be completed in a shorter timeframe (less than 10 working days), a **rush fee** of 25% of the production cost will be charged.
- One designated SPOC/contact person must compile all internal feedback (and, if applicable, agency feedback) and pass it on in a consolidated form.
- A maximum of two rounds of revisions is provided for text creation and the design phase. After that, an hourly rate of €75 (excl. VAT) applies.
- **Quality Read/Advertorial:** If it becomes clear during production that an article does not meet the principles of a Quality Read article (content, form, tone of voice, length), the client will be consulted about opting for an Advertorial format.

For more information on the difference between a Quality Read and an Advertorial: [scan this QR code](#) or [click on this link](#).



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TEXTS

- Texts are always written by the editors of Ads & Data's content team. For advertorials, advertiser-provided texts can be used, but a final edit will always be performed by an editor, who may propose/execute (minor) changes.
- For optimal readability on all devices, Quality Read articles should be no longer than **3,000 characters** (all-inclusive). There is no length limit for Advertorials.
- Each text must include **3 to 5 hyperlinks** to the client's website.
- Each article has a **headline** of up to 80 characters.
- All texts must contain a clear and recognizable **Call to Action**. The recommended length is 40 characters or fewer (3 to 5 words). Three CTAs are always proposed, allowing the client to indicate their preference. The remaining CTAs may be used for further campaign optimization.
- Each article includes a disclaimer at the top of the page, always in the format "**Offered by ...**" (maximum 17 characters). The specific wording is discussed during the initial meeting or first contact with the content team. A maximum of one disclaimer is allowed per campaign.
- A maximum of **one UTM tag** can be included in each article.

IMAGES / PHOTOS

- Each Quality Read article may include **up to 3 images** (more for Advertorials). Captions for the images are possible.
- Images must be **provided by the client** in the correct formats and resolutions, with sufficiently high quality and varied content. In addition, the images should be relevant, so that they add value for the reader and enhance the reading experience. If the client does not have images, the content team can suggest stock images. A professional photographer can be arranged for an additional fee.
- A **video** can also be included in the article if desired.

BOOSTERS

- After final article approval, booster blocks (title and photo) will be created for placement on newspaper homepages. These blocks generate traffic to the branded content articles.
- The boosters/boostertitles are created by our content team and submitted to the client for approval. Ideally, 5 different titles and at least 3 images are used in rotation to optimize their performance.

■ No logos or promotions

Logos or promotions may not appear on the article images or the boosters (this does not apply to commercial banners surrounding the articles).

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CAMPAIGN LIVE

- Online campaigns can run across the 4 **Mediahuis** news titles, on popular titles, or site-specifically on one of the titles.
- Partial targeting is possible for both Advertorial and Quality Read campaigns (if inventory allows), with a choice of **one targeting category**: age, gender, social class or an existing interest segment. However it will be impossible to provide any separate reporting on this partial targeting.
- Geographical targeting (by province) is possible for 100% of the campaign for both QR and Advertorial campaigns.
- For larger campaigns with multiple articles, it is better to launch several articles **per wave** rather than one at a time to maximize reach. Ads & Data reserves the right to redistribute Quality Reads per article to ensure optimal delivery.
- Campaigns are **rotated** with others, meaning boosters are not permanently visible.
- Ads & Data ensures optimal campaign delivery through **ongoing monitoring** and optimization. Underperforming boosters will be removed, leaving only the best-performing ones to drive traffic. Adequate variation is guaranteed.

Conditions for Early Termination

- Significant underperformance:** Quality Read rate remains consistently below 15% after reasonable optimization.
- Very low CTR:** CTR falls below 0.05% after two weeks, despite revised boosters.
- Early target achievement:** If targets are reached early due to high reader interest, the campaign may end earlier than planned.

REPORTING

- Reports for Quality Reads include user insights and audience behavior. For Advertorials, reports summarize clicks, impressions, and click-throughs. Campaign reports cover general figures across titles but exclude individual site details.
- Reports are delivered within **10 working days**, with further discussion possible during **an evaluation meeting** with the sales expert.
- Clients may **share articles** on their own channels and socials, with links provided upon request. Separate reports must be requested in advance.

CONTACT



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