

Advertorial specs



Advertorial

- One content piece supplied by client;
- Guaranteed 3 000 page views;
- Companion banners or complete shareability included.

R30 000

(Cost per view: R10)



Advertorial chase list

CONTENT:

- Content to be supplied in editable format (preferably word doc) – content must be complete, including headline, edited and ready to publish and in the language of the relevant site.
- Client to supply blurb with a maximum of 50 words.
- Recommended content length between 150- +- 600 words.
- If the headline is longer than 50 characters, please provide a shortened headline of 50 characters or less.

LOGO:

- Client logo to be supplied in high res PNG format - 300 x 300px
- Provide a URL link to which the logo will click out to

IMAGES / BANNERS / INFOGRAPHICS / VIDEO :

- All images images and additional material to be supplied as high res (+-1 MB) jpg or png files in applicable channel size.
- Companion banners are optional and can be supplied to support the advertorial.
- Video, if provided, to be a YouTube or Vimeo link.



Image sizing (per platform)

SITE	MAIN IMAGE	CONTENT DISTRIBUTION IMAGES	COMPANION BANNERS
News24, City Press, Daily Sun	650x430	620 x 360 300 x 300	728x90 300x250 300x600
Netwerk24	650 x 430	620 x 360 300 x 300	728x90 300x250 300x600

NB:

- It is recommended that no branding images or images with text be used as these may get cut off on thumbnails on app and web.
- Client must have all rights to publish and distribute images supplied for the campaign.



Final checklist

ITEM	REQUIREMENT
✓ Headline	At least 1 option supplied less than 80 characters
✓ Blurb	50 – 100 words
✓ Main Image	Depending on channel (see previous slide)
✓ In content imagery	650 x 430
✓ Company Logo and company link	300x300 png URL link
✓ Companion banners	728x90 300x250 300x600

NB:

- Please note a standard 48hrs turnaround time, during weekly working hours, for loading and sending a preview for sign-off applies.
- Due to our policy of transparency, all advertorials and supplied content must be clearly labelled and will include: Advertorial label, client name and logo and a strap line at the bottom to indicate content was fully supplied by client

Example: This content is sponsored, written and supplied by BCX.

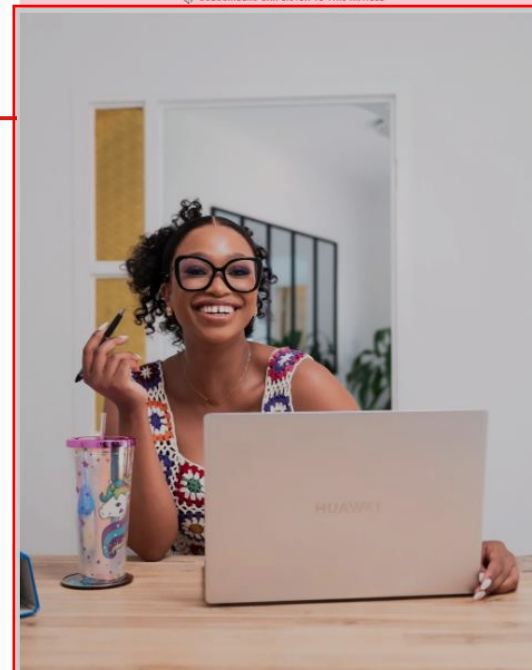


Example layout

Headline

Power and elegance combined: HUAWEI MateBook D 16 i9 Arrives in South Africa

Main image



Logo
(with link)





Revolutionary Battery Performance

Its formidable battery lies at the heart of the HUAWEI MateBook D 16 i9's exceptional performance which features a 70Wh unit and is engineered to keep pace with the most demanding of days. Whether you're working remotely, attending back-to-back virtual meetings or engaging in creative endeavours, the HUAWEI MateBook D 16 i9 ensures that battery life is the least of your concerns.

With the addition of 65W fast charging, this powerhouse can rapidly recharge, significantly reducing downtime and ensuring users keep productive and entertained for longer stretches. The battery capacity, an upgrade from previous models, is a true game changer for professionals and students alike, offering extended use without the constant need for a power outlet.

Its advanced features such as its elegant design and powerful performance make it an intelligent choice for professionals seeking a laptop that keeps pace with their dynamic lifestyle.

Copy
(cont.)



HUAWEI MateBook D 16
Be Your Best

Learn More

Windows 11 | HUAWEI
Make the everyday easier with Windows 11. Don't risk your data. Get genuine. | Up to 120% faster with Core™ i9 processor

The HUAWEI MateBook D 16 Intel® Core™ i9 edition is immediately available in South Africa at a recommended retail price of R 24,999.00. Get yours today online and at **HUAWEI Authorised Experience Stores** in mystic silver.

This post and content is sponsored, written and produced by Huawei.

Strapline

We live in a world where facts and fiction get blurred



HUAWEI MateBook D 16
Be Your Best

Learn More

Make the everyday easier with Windows 11. Don't risk your data. Get genuine. | Up to 120% faster with Core™ i9 processor

CURRENCIES | COMMODITIES | JSE INDEXES

Rand - Dollar	19.03	▼ -0.0%
Rand - Pound	24.00	▲ +0.1%
Rand - Euro	20.49	▲ +0.1%
Rand - Aus dollar	12.41	▼ -0.1%
Rand - Yen	0.13	▼ -0.2%

All JSE data delayed by at least 15 minutes | iress

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BOOKMARKS

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