

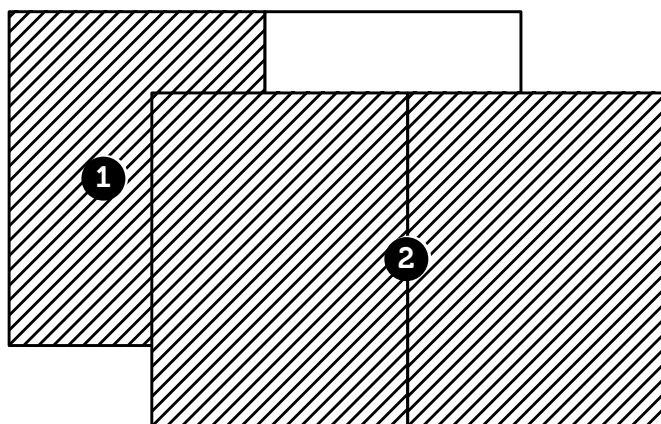
# BENGELS



## Specifications for advertising material

Photograph: Giovanni Giannoni, Pitti Bimbo

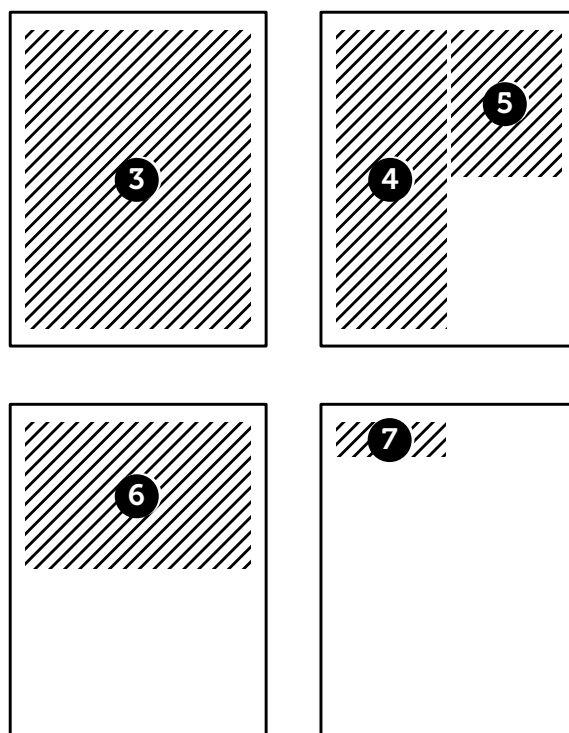
# SUPPLYING PRINT ADVERTISING MATERIAL



## BLEED FORMATS (EXCLUDING 5 MM BLEED ON ALL SIDES)

1/1 page	1 230 x 300 mm
2/1 page	2 460 x 300 mm

All advertisement  
must be provided as  
Certified pdf, grid 54  
for black and white,  
grid 60 for full colour.  
You must only use  
CMYK colours.



## 230 X 300 MM LAYOUT



	PORTRAIT	LANDSCAPE
1/1 page	3 202 x 268 mm	6 202 x 132 mm
1/2 page	4 99 x 268 mm	7 98 x 31 mm
1/4 page	5 99 x 132 mm	
1/16 page		

By e-mail or WeTransfer:  
[orders@bengels.nl](mailto:orders@bengels.nl)

Information:  
+31 (0)416 - 673 33 33

## WOULD YOU LIKE TO KNOW MORE?

Please call us or send us an email:

Fiona Schreiner: 06-31907746 of [f.schreiner@bengels.nl](mailto:f.schreiner@bengels.nl)

# SUPPLYING ONLINE ADVERTISING MATERIAL

## LEADERBOARD

- ❶ **Size:** 728 x 90 pixels  
320 x 100 pixels (mobile display)  
**File size:** max. 99 KB  
**File formats:** gif, jpg, png (max. resolution 72 dpi)

## FULL BANNER

- ❷ **Size:** 468 x 60 pixels  
320 x 100 pixels (mobile display)  
**File size:** max. 99 KB  
**File formats:** gif, jpg, png (max. resolution 72 dpi)

## RICH MEDIA CAMPAIGNS

These are online ad campaigns that stand out more than regular banners do, thanks to the use of visual effects, special formats, video and audio. For more information about this type of advertising, please call Fiona or Marsha.

## LARGE RECTANGLE

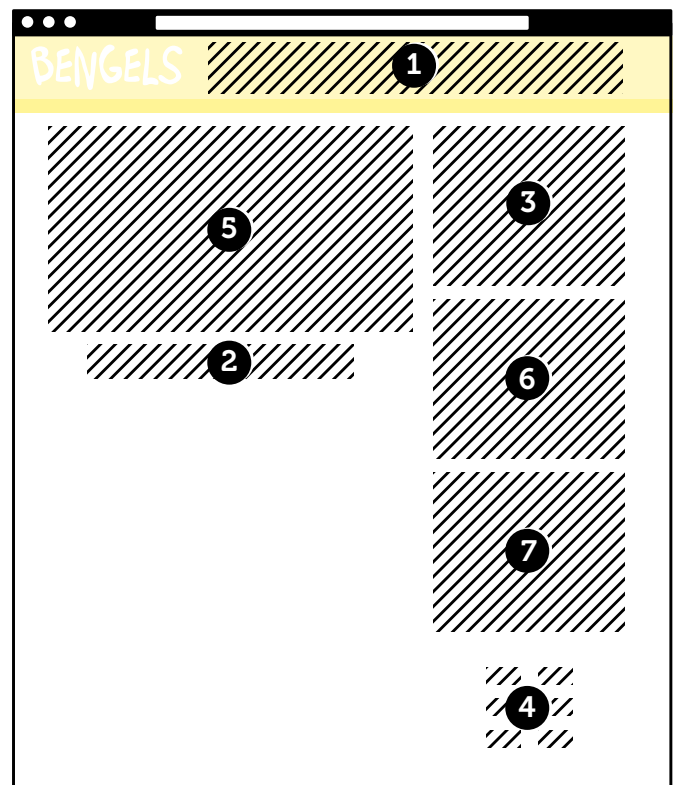
- ❸ **Size:** 336 x 280 pixels  
300 x 250 pixels (mobile display)  
**File size:** max. 99 KB  
**File formats:** gif, jpg, png (max. resolution 72 dpi)

## LOGOLINK

- ❹ **Size:** 60 x 30 pixels + 40 characters  
(incl. white margins)  
**File size:** max. 99 KB  
**File formats:** gif, jpg, png

## SPONSORED VIDEO

- ❺ **YouTube URL**



## JOB VACANCY ADVERTISEMENT

- ❻ **Logo size:** 259 x 284 pixels  
**Essence of the vacancy:** a short description  
Max. 20 words, must be supplied as a word file  
**Link:** URL of email address

## MINI WEBSITE

- ❼ **Image file sizes:**  
jpg, gif, png (animated and non-animated)  
**Image file size:** max. 2 MB  
**Logo for cover text/ banner 'From our partners/minisites':** 80 x 40 pixels, jpg, png or gif  
(animated and non-animated)  
**Logo file size:** 500 KB  
**Minisite header file size:**  
max. 960 x 100 pixels, jpg, gif, png  
(animated and non-animated)  
**Minisite header file size:** max. 2 MB

# SUPPLYING ADVERTISING MATERIAL FOR NEWSLETTERS

## TEXT ADVERTORIAL

An advertorial in a newsletter is surrounded by editorial pieces and contains a piece of text of about three lines that is intended to draw people in. This piece of text is linked to the corresponding online advertorial on Bengels.nl via a 'read more' hyperlink. Online advertorials may consist of both text and images.

**Title:** max. 55 characters (incl. spaces)

**Intro text:** max. 200 characters (incl. spaces)

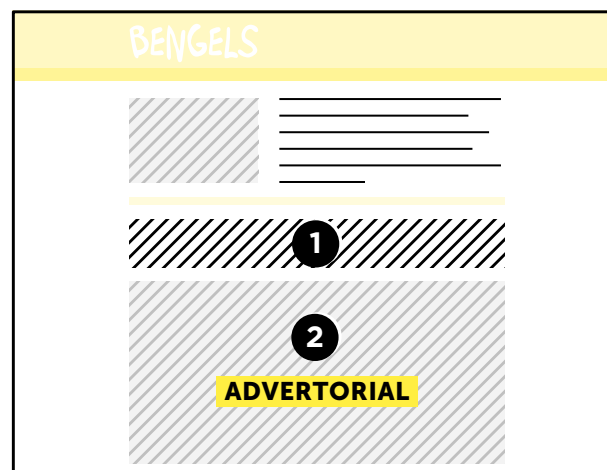
**Remainder of message:** max. 500 characters (incl. spaces)

**Images:** max. 5, please note the ones that must be featured in the banner as well as the newsletter. The images will be printed on a detail page in the image slider.

**Link:** URL for the advertorial's detail page

**Text:** in Word format. The supplied text is checked and amended if need be.

**Image format:** jpg, png or non-animated gif (no swf), max. 1 MB



## FULL BANNER

**1 Size:** 468 x 60 pixels

**File size:** max. 99 KB

**File formats:** gif (non-animated), jpg, png

## PARTNER MAILING

This is a mailing developed by the advertiser that is then sent to the entire Bengels address database. We can take care of the mailing layout for you (at an additional cost), or you can do so yourself and simply supply the partner mailing as an HTML file. Please contact our Backoffice department for the file specifications. The HTML required for partner mailing is different than the HTML of websites and the like, because email clients process HTML differently than browsers do.

**Partner mailing with layout by Bengels (note the additional cost)**

**Header image size:** 748 x 40-100 pixels

**File size:** max. 150 KB

**Company information:** in Word (address information, URL, email address)

**Image size:** max. 150 KB

**File formats:** jpg, gif (non-animated)

**Link:** URL for link in mailing

**Colour codes:** RGB

Please make sure to clearly state any additional special wishes or requirements in the order.



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## SPONSOR MAILING

A sponsor mailing looks like a regular Bengels newsletter but features your own text interspersed with editorial elements. Sponsor mailings are sent out as themed newsletters.

**Images:** *Image of 1<sup>st</sup> item* 166 pixels wide,  
*Images of 2<sup>nd</sup> and 3<sup>rd</sup> items* 150 pixels wide  
Images must be supplied as png, jpg or gif (non-animated),  
no swf files allowed.

**Text:** header of max. 52 characters (incl. spaces)

**Message:** max. 250 characters (incl. spaces), with the URL that the item should refer to

**Optional:** Company information and your logo for "Sponsored by"

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## BENGELS

### DIGITAAL LOOKBOOK

**Size:** max. 1400 x 900 pixels (640 x 960 pixels for mobile use)

**File size:** max. 150 KB

**File format:** jpg

**Text:** in Word

Please contact us if you would like to be sent more specific information.

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