

Material Specifications

Additional purchase of copywriting for advertorial on borsen.dk

We can help you write an advertorial tailored to Børsen. This is often a good idea, as it leads to better performance, with Børsen's commercial journalists being experts at finding the right angle for the story and matching Børsen's tone of voice, making the advertorial feel as native as possible to the platform.

To help us best craft the advertorial text to meet your goals and Børsen's audience, we need you to provide a detailed brief:

- Desired angle and key points that are important for you to highlight in the article.
- Links to relevant content on your website or other documents that the advertorial should be based on. This could include press releases or previous advertorials you've created about the topic or your product.
- Please note that we do not conduct interviews for advertorials. However, we know that quotes work very well in articles, as readers indicate that they find content with quoted sources more credible. Therefore, we recommend that you provide quotes, for example, as single statements or in a Q&A/interview format with the source for the story.
- For your advertorial, we need an image that will be placed at the top of the article and used as the banner on the front page of borsen.dk to direct users to the article. Additionally, you may use up to five images in the body text. All images must be 2275x12806px (16:9 aspect ratio) and sent as .jpg or .png files.

You will, of course, have the opportunity to review the advertorial before we publish it and the campaign goes live.