

Material specifications

Advertorial on borsen.dk

- You write the text of the advertorial yourself; The text must be in Danish and we recommend that it is no longer than 1000 words.
The text should consist of the general article elements: heading, subheading and body text with subheadings.
- The text should be sent as a Word file and graphical elements for the article should be sent as .jpg or .png files in a 16:9 format. It should be clear in this Word file where these graphical elements should be placed.
- A headline may, by default, be a maximum of 115 characters.
- For your advertorial, we need a picture to be placed at the top of the article and used as part of the banner on the front page of borsen.dk. Additionally, it is possible to include up to five pictures in the body of the text. All pictures must be cropped to 2275x1280px (16:9 format) and sent as either jpg or png. They may be a maximum of 300 kb in size.
- Your logo will always be placed on the banner to ensure clear identification of the advertiser. The logo needs to be provided as a transparent .png file.
- You can insert an exit link from the article to a landing page on your own site. We recommend that you make one exit link in the article and place it at the bottom so that the user reads your entire article before he or she clicks further away from the article.

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Advertorial-banner on borsen.dk

- One headline (title of the story) must be provided (max 115 characters). Below you will find Børsen's best practice for how to achieve the greatest success with your headline.

We need your logo. This must be delivered as free -scraped png.

You must provide an image that is in the size of 2275x1280px (16:9 format).

Last but not least, we need to receive a landing page/click tracking to direct traffic from the banner to the article on your own website.

Best practice when creating your headlines

- Be as concrete as possible. Short and specific is the way forward.
- Make it easy to decode/understand your headline.
- If there are any strong quotes in the article, these are good to have in the headline.
- If your article contains famous people/companies, these are also good to include.
- Headlines may, by default, be a maximum of 115 characters.



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Add on: Copywriting for advertorial on borsen.dk

We can help you write an advertorial tailored specifically for Børsen. This is often a good idea, as it tends to deliver better performance. The commercial journalists at Børsen are experts at identifying the right angle for the story and capturing Børsen's tone of voice, so the advertorial feels as native as possible to the platform.

To support you in the best possible way and ensure the advertorial matches your goals and Børsen's target audience, we kindly ask you to send us a detailed brief, including:

- The desired angle and key points you want to communicate 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 previously produced advertorials on the topic or your product.
- Please note that we do not conduct interviews for advertorials, but we know that including quotes works very well, as readers tend to perceive content with quoted sources as more trustworthy. We therefore recommend that you provide quotes—either as standalone statements or in the form of a Q&A/interview with the source of the story.

For your advertorial, we need one main 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 piece. In addition, you may include up to five images in the body text. All images must be 2275x1280px (16:9 format) and sent as .jpg or .png files. Each image must not exceed 300 kb in size.

Naturally, you will receive the advertorial for review before we publish it and launch the campaign.