



LINDA.NL

NOVEMBER 2022 VERSION

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FREQUENTLY ASKED QUESTIONS

1

SUPPLYING MATERIALS

All materials must be delivered in accordance with the specifications no later than 10 business days before the go-live date. Any UTM links must also be provided by this deadline.

2

FIRST PREVIEW

We will send you the first preview of the advertorial three business days before the go-live date.

3

FEEDBACK ROUND

You are entitled to one feedback round. We would like to receive any feedback no later than two business days before the go-live date.

4

FINAL PREVIEW

Any feedback you share with us will be incorporated and you will receive the final version of the advertorial no later than one business day before the go-live date.

5

GO-LIVE

You will receive the URL when the advertorial goes live. Corrections will not be possible once the advertorial has been published.

6

REPORTS

We will send you a report one week after the campaign has ended.

ADVERTORIAL SPECIFICATIONS – FIXED-PERIOD, CPV, QUALITY, VIDEO

IMAGE

- Minimum of 1024 x 567 pixels (16:9 ratio)
- High resolution
- Excluding logos/rates; no text and no product picture; preferably mood images
- Clients are welcome to suggest their own images. The editors will have the final say in choosing a header visual
- If an advertorial series additionally also been purchased, we would also like to receive the logo
- For a cross-placement in the newsletter or an Instagram Story, there is no additional material needed

BRIEFING

- Copy proposal (500 words max.). Think of the key messages, selling points, or possibly a specific product you would like us to advertise; possibly a press release
- Based on the briefing, the LINDA.nl editorial staff will write a copy proposal of around 150 words, in a style similar to the one they would use for an editorial article, where we always address the user informally
- If so requested, you should also supply the following items: Max. 1 UTM link to measure CTR to own website

ADVERTORIAL VIDEO

- Supply thumbnail picture for ROS
- URL of YouTube video (or any other player)

MEASURING

- We measure the number of page views for fixed-period advertorials and CPV advertorials
- We measure the number of impressions, quality views, and CTR% for Quality Advertorials
- What we measure for video advertorials depends on the type of advertorial concerned: CPV or quality views
- UTM link can be provided
- MFM results are measured using Google Analytics and always take precedence
- See the Terms and Conditions for a detailed explanation of measurements

WINSTAGRAM POST 1181 x 1181 PIXELS SPECIFICATIONS

- Please provide high-resolution images
- Images: No product pictures. Mood images with a human-interest angle preferred.
- The LINDA.nl editors will turn this into a post (1181 x 1181 pixels)

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

Note: Corrections are not possible after going live.

LINDA. SPECIFICATIONS LAB ADVERTORIAL

IMAGES

- Minimum of 1024 x 567 pixels (16:9 ratio)
- High resolution
- Excluding logos/rates; with no copy; preferably mood images
- Clients are welcome to suggest their own images. The editors will have the final say in choosing a header visual
- For a cross-placement in the newsletter or an Instagram Story, there is no additional material needed

BRIEFING

- Briefing on the product or service to be tested (500 words max.)
- Based on the briefing, the LINDA.nl editorial staff will write a copy proposal of around 150 words, in a style similar to the one they would use for an editorial article, where we always address the user informally. There are also a number of style elements associated with LINDA.lab
- Number of participants for testers
- If so requested, you should also supply the following items: Max. 1 UTM link to measure CTR to own website
- After LINDA. has formatted the advertorial, the client will receive the advertorial one more time for approval before going live.

MEASURING

- UTM link can be provided
- MFM results are measured using Google Analytics and always take precedence
- See the Terms and Conditions for a detailed explanation of measurements

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

Note: Corrections are not possible after going live.

LINDA. SPECIFICATIONS LAB RESULTS

IMAGES

- Minimum of 1024 x 567 pixels (16:9 ratio)
- High resolution
- For article results, preferably use product image against a white background, including a stamp showing the lab result.
- Clients are welcome to suggest their own images. The editors will have the final say in choosing a header visual.

BRIEFING

- LAB results will be incorporated into editorial article. We will also list any points of criticism. To be included in editorial flow.
- The LINDA.nl editorial staff will write a copy in a style similar to the one they would use for an editorial article, where we always address the user informally. There are also a number of style elements associated with LINDA.Lab.
- The client may choose not to have the article published, but we will not continue tweaking any article until the client is 100% satisfied.

MEASURING

- While no specific number of views is agreed for the LINDA.lab results article, we do measure the number of impressions, views, and CTR for any additional commercial drivers.
- UTM link can be provided
- MFM results are measured using Google Analytics and always take precedence
- See the Terms and Conditions for a detailed explanation of measurements

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

Note: Corrections are not possible after going live.

DESKTOP



Medium rectangle



Skyscraper



Half Page ad



Billboard



Skin + Billboard

ROADBLOCK DESKTOP



Billboard

ROADBLOCK DESKTOP



Billboard

MOBILE



Medium rectangle



Halfpage banner

NATIVE DESKTOP & MOBILE



PRE-ROLL VIDEO DESKTOP & MOBILE



Medium rectangle



Half Page ad



Outstream video



Half Page ad



GENERAL INFORMATION

- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clearly displayed 'stop' or 'pause' button.
- Please provide all materials no later than five business days before the go-live date to projectmanagers@linda.nl. If the materials are not delivered on time, the campaign may be delayed.
- For all advertisements within the LINDA. network, it must always be clear to visitors that these are advertisements.
- Note: Corrections are not possible after going live.

RULES OF USAGE

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- Advertisements may not loop more than three times.
- Advertisements must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.
- Please provide all materials no later than five business days before the go-live date to projectmanagers@linda.nl. If the materials are not delivered on time, the campaign may be delayed.

Please note: corrections are not possible after going live.

NATIVE POST

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

For Native Advertising on web & app, the elements below must be supplied separately to become.

- The company name to use: max. 25 characters including spaces.
- The header text: max. 40 characters including spaces.
- The body text: max. 140 characters including spaces.
- Sponsored by text: max. 25 characters including spaces.
- Call to action: eg "More info": max. 15 characters including spaces.
- Thumbnail (1.91:1 ratio): 1200x627 px: max. File size 100 kb.
 - The thumbnail must not contain any text
 - The application automatically scales the image to the correct size for mobile use
- Always use an image that is relevant to the ad.
- Make sure there is no text in the image.
- The title should be placed below the main image to increase readability.
- Write out euro signs and percentages. This is optional for ordinal numbers.
- The title always consists of one sentence, without a period or exclamation mark at the end of the sentence.
- No clickbaits or deception.
- The company logo: 150x150 px. Transparent background. Max. file size 35 kb.
- Deliver the logo and thumbnail separately in (non-animated) .jpeg, .gif or .png.
- URL landing page or separate click tracker. Impression tracker (image) is also possible to supply.
- For all advertisements within the LINDA platforms, it must always be clear to visitors that these are advertisements.

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- The advertisement may not load a user's computer more than 40% of the processor usage.
- The expression may not slow down or freeze a smartphone or tablet.
- The ad may not slow down or crash any user's app or mobile browser.
- Do not use a 100% transparent background, but a maximum of 50%. If the background of the banner has the same color, a grid must be placed around the advertisement. This is to clarify for the visitor, whereby a distinction is made between the banner and the site.
- The image must not contain any text.
- Images and/or logos may not animate.
- The ad must not contain any sound or video.

Please note: corrections are not possible after going live.

MEDIUM RECTANGLE 300 x 250 / 336 x 280 PX desktop/tablet/mobile MAX. 100KB

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- The URL of the landing page or separate impression and click trackers.
- Provide as animated/unanimated GIF, JPG, PNG, HTML or 3rd party code
- LINDA.uses the advertising system Xandr. [See their HTML5 advertising specifications here.](#)

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- Advertisements may not loop more than three times.
- Advertisements must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.

Please note: corrections are not possible after going live.

SKYSCRAPER 120/160 x 600 PX desktop MAX. 100 KB

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- The URL of the landing page or separate impression and click trackers.
- Provide as animated/unanimated .gif, .jpg, or .png.
- Provide as animated/unanimated GIF, JPG, PNG, HTML or 3rd party code
- LINDA.uses the advertising system Xandr. [See their HTML5 advertising specifications here.](#)

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- Advertisements may not loop more than three times.
- Advertisements must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.

Please note: corrections are not possible after going live.

HALF-PAGE AD 300 x 600 PX desktop/tablet/mobile MAX. 150 KB

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- The URL of the landing page or separate impression and click trackers.
- Provide as animated/unanimated GIF, JPG, PNG, HTML or 3rd party code
- LINDA.uses the advertising system Xandr. [See their HTML5 advertising specifications here.](#)

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- Advertisements may not loop more than three times.
- Advertisements must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.

Please note: corrections are not possible after going live.

BILLBOARD 970 x 250 PX **desktop/tablet** **MAX. 150 KB**

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- The URL of the landing page or separate impression and click trackers.
- Provide as animated/unanimated GIF, JPG, PNG, HTML or 3rd party code
- LINDA.uses the advertising system Xandr. [See their HTML5 advertising specifications here.](#)

Please provide all materials within five business days of the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- Advertisements can not loop more than three times.
- Advertisements must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clear 'stop' or 'pause' button.

Please note that corrections are not possible after going live.

SKIN BILLBOARD

- **BILLBOARD 970 x 250 PX**
- **SKIN LEFT 640 x 1500 PX**
- **SKIN RIGHT 640 x 1500 PX**

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- DPG Media's preferred rich-media partner, Weborama, must be used for this form of advertising.
- This form of advertising is not subject to publisher-paid rules.

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- Advertisements may not loop more than three times.
- Advertisements must have a clear CTA.
- The animation is limited to a maximum of 15 seconds.
- Bear in mind that many visitors use a resolution of 1280 x 1024. Ensure that logos and CTAs are visible within this area.
- The duration of any video may not exceed 15 seconds.
- Videos may play automatically, except on mobile devices.
- Video sound is switched off by default and can be activated with a click.
- There must be a clear 'play', 'pause' and/or 'stop' button.
- Sound is only permitted in advertisements following a mouse click by the visitor and, after this click, there must be a clearly displayed 'stop' or 'pause' button.
- The ad can be expanded only if the user clicks 'Expand', i.e. mouse-over to expand is not permitted.
- The advertisement must make it clear (by adding text or an arrow) that the advertisement is a click-to-expand ad.
- It is not permitted for the expansion option to cover the content. The expansion option can therefore only be rotated if the content can be pressed down by the advertisement. The expansion option provides space for video ads and animation.

Please note that corrections are not possible after going live.

BILLBOARD + MEDIUM RECTANGLE

- **BILLBOARD 970 x 250 PX, MAX. 150 KB**
- **MEDIUM RECTANGLE 300 x 250 PX, MAX 100 KB**

SPECIFICATIONS, TERMS AND CONDITIONS OF SUBMISSION AND RULES OF USAGE

Use all Specifications, Terms and Conditions of Submission and Rules of Usage for separate advertisements (see Billboard and Medium Rectangle sheet).

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

BILLBOARD + HALF-PAGE AD

- **BILLBOARD 970 x 250 PX, MAX. 150 KB**
- **HALF-PAGE AD 300 x 600 PX – MAX. 150 KB**

SPECIFICATIONS, TERMS AND CONDITIONS OF SUBMISSION AND RULES OF USAGE

Use all Specifications, Terms and Conditions of Submission and Rules of Usage for separate advertisements (see Billboard and Half-Page Ad sheet).

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

HALF-PAGE BANNER 320 x 240 PX mobile MAX.100 KB

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- The URL of the landing page or separate impression and click trackers.
- Provide as animated/unanimated GIF, JPG, PNG, HTML or 3rd party code
- LINDA.uses the advertising system Xandr. [See their HTML5 advertising specifications here.](#)

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- If the banner's background has the same colour, a frame must be placed around the advertisement to clearly mark out the banner from the rest of the website for visitors.
- Advertisements may not loop more than three times.
- Advertisements must have a clear CTA.
- The duration of any video may not exceed 15 seconds.
- Click-to-; page, app (+ backup URL if there is no app), market, shop, call, text, WhatsApp, share (social), navigate and calendar are permitted as click-out

Please note that corrections are not possible after going live.

OUTSTREAM VIDEO 640x360 PX (16:9), MAX 4MB

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- The outstream video can be provided as a VAST tag.
- File format .mp4.
- The maximum frame rate is 30 fps.
- The video has an aspect ratio of 16:9.
- The video has a resolution of 640x360 px.
- The video file size limit is 4 MB.
- Materials may also be supplied physically in the .mp4 format.
- The URL of the landing page or separate impression and click trackers.

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- If the banner's background has the same colour, a frame must be placed around the advertisement to clearly mark out the banner from the rest of the website for visitors.
- The duration of the video may not exceed 30 seconds.
- On completion of the video, the last frame will remain visible and clickable

Please not: corrections are not possible after going live.

ACTIVATION BUMPER

- Logo: 720 px wide
- Images: 1200 x 1200 px
- Product: (stand-alone) 800 x 800 px
- The activation message may contain 25-30 words
- URL referring to the (campaign) website.* If desired, a measurement tag (in deep link) can be provided to measure CTR to the website.
- After the activation bumper is created by LINDA., the client is sent the advertorial again for approval before going live.
- After the campaign has ended, a report based on the measured results will be sent.

* Link is not clickable in the video, but shown in text below the video.

Please provide all materials no later than ten business days before the go-live date to projectmanagers@linda.nl. If the materials are not delivered on time, the activation bumper can no longer be added to the video. We will then have to agree on a new video/publication, depending on the available space.

Note: Corrections are not possible after publication.

BOLLBOARD

- Choice of bollboard: logo, logo + image, logo + product
- Logo: 720 px wide
- Images: 1200 x 1200 px
- Product: (stand-alone) 800 x 800 px
- URL referring to the (campaign) website.* If desired, a measurement tag (in deep link) can be provided to measure CTR to the website.
- There is one feedback round for the production delivered.
- After the campaign has ended, a report based on the measured results will be sent.

* Link is not clickable in the video, but shown in text below the video.

Please provide all materials no later than ten business days before the go-live date to projectmanagers@linda.nl. If the materials are not delivered on time, the bollboard can no longer be added to the video. We will then have to agree on a new video/publication, depending on the available space.

Note: Corrections are not possible after publication.

PRE-ROLL

SPECIFICATIONS AND TERMS AND CONDITIONS OF SUBMISSION

- Provide physical materials as .mp4.
- The maximum frame rate is 30 fps.
- The video has an aspect ratio of 16:9.
- The video has a resolution of 640 x 360 px.
- The video file size limit is 4 MB.
- The URL of the landing page or separate impression and click trackers.
- The pre-roll can also be provided as a VAST or VPAID tag. You can use the Ooyala demo page to validate a VAST or VPAID tag.
- If this is supplied in VAST or VPAID format, please use the following specifications: program loudness -23 LUFS (+/-0.5 LU), maximum signal level -1 dBTP, maximum short-term loudness +5 LU
- For all advertisements within the LINDA platforms, it must always be clear to visitors that these are advertisements.

Please provide all materials no later than five business days before the go-live date to the appropriate project manager or send them to projectmanagers@linda.nl. If the materials are not delivered on time, the go-live date may need to be postponed. If the schedule is already fully booked, we will have to agree on a new date, depending on the space available.

RULES OF USAGE

- The advertisement may not use more than 40% of the processor power on the user's computer.
- The advertisement may not cause a smartphone or tablet to slow down or crash.
- The advertisement may not cause a user's app or mobile browser to slow down or crash.
- 100% transparent background is not allowed (max. 50%).
- The duration of the video may not exceed 20 seconds.

LINDA.NL TERMS AND CONDITIONS

1. LINDA. has the right to approve or reject Digital Services in compliance with the criteria supplementing the existing requirements for all Services. The specifications for Digital Services can be found on <https://www.linda.nl/adverteren/>

LINDA. has the right, at all times, to refuse to place the Advertisement if it does not meet the aforementioned specifications.

2. The Advertiser guarantees that the digital material provided does not contain any viruses or comparable software programs, whether or not added by third parties without the Advertiser's knowledge, that could harm the operation of the services offered by LINDA., the internet or third-party computers and/or software.

3. If and to the extent that, in using the Digital Services, the Advertiser uses Cookies, the Advertiser guarantees that it, as well as any other client(s) and third party/ parties it has engaged, comply with all relevant laws and regulations, including (but not limited to) the General Data Protection Regulation (GDPR), the Dutch Data Protection Implementation Act [Uitvoeringswet AVG] and the Dutch Telecommunications Act.

4. The Digital Services are offered and provided by LINDA. without any guarantee of (uninterrupted) availability, security, suitability, absence of viruses, reliability or other guarantee. LINDA. is likewise unable to guarantee that the Advertisement shown on the LINDA.platform is an exact reproduction of the submitted Advertising Material.

5. The agreed start date for the Digital Services is a target date. LINDA. reserves the right to postpone the performance of the Services due to unforeseen circumstances. In the event that LINDA. postpones the start date, the only compensation offered to the Advertiser will be the provision of the Digital Services by LINDA. for a period equal to the agreed period and/or provision of alternate Digital Services to the Advertiser, to be agreed between the Advertiser and LINDA.

LINDA.NL TERMS AND CONDITIONS

6. LINDA. reserves the right to block or deactivate a website or app or Digital Services without prior notice for the purpose of maintenance, amendments or improvement, or to update, extend, delete or otherwise modify websites or Apps. LINDA. is not liable for any losses incurred by the Advertiser as a result of this.

7. If measuring systems are to be used to determine the fee for the digital Advertisement (for example to determine the number of clicks or leads), LINDA.'s measuring system will take precedence. According to the standards used in the industry, a difference of up to 10% in measured clicks and ad impressions is not considered uncommon. If the difference between the measured clicks and ad impressions is greater than 10%, LINDA. and the Advertiser will jointly investigate the cause of these differences in order to resolve the issue. Until the cause of the measurement differences has been determined, LINDA.'s measurement results will take precedence in the determination of the fee.

8. If the Advertiser cancels the Digital Services to be provided by LINDA., the Advertiser owes the following amounts:

(a) all costs that LINDA. is already obliged to pay to one or more third parties at the time of cancellation by the Advertiser, if LINDA. has engaged third parties for the performance of the Services; and

(b) a cancellation fee determined in accordance with the table below. Any overpayment by the Advertiser will be refunded by LINDA.

Number of days between cancellation and start of agreed Digital Services	Cancellation fee as a percentage of the agreed fee
28 days or more	0%
21 to 28 days	25%
14 to 21 days	50%
13 days or less	100%

A cancellation fee of 25% of the costs of placing the Advertisement always applies when cancelling placements for which the placement date has not yet been determined.

TIPS FROM LINDA.

Based on our own experiences – as well as various surveys – we have identified the type of images and topics of advertorials on LINDA, that are most appealing to our readers. We're happy to share these with you.

- 1.** Do you have several images available? We'd love to receive them! Tip: Surveys have shown that **images featuring people are more appealing** than product images alone.
- 2.** We have a strong preference for the use of **warm colours and mood images**. We strongly advise against including large logos and prices in the images.
- 3.** Do you have an **ambassador or Dutch celebrity** representing your brand? Let us know! We will take this into account when writing the advertorial.
- 4. Fun tips, a new collection, a list of recommendations:** experience has taught us that these things appeal to our readers.
- 5.** Do you have a **fabulous prize** to give away? Our readers would love it. Let us know and we'll include it in the advertorial.
- 6. Keep it short and to the point** and make clear in the briefing what you want included in the advertorial. This makes it easier for both the editor and yourself because it is more likely that the advertorial will be right the first time.

ADVERTISING WITHIN THIS LINDA. NETWORK

DATA USAGE AND DEFINITIONS

ADVERTISING GUIDELINES

Millions of people visit LINDA.nl every day.

These visitors have a wide range of interests, varying from fashion and lifestyle to current events. Together with the advertisers, we create unique campaigns that are tailored in the best way possible to the interests of our target group.

LINDA. uses its advertising policy in a smart and transparent way. We respect the privacy of our users and are transparent in our use of profile and contact data.

This document clarifies the most common preferences and desires of advertisers. What options are offered to advertisers? How do we use the profile data? What kinds of commercial messages do we use and how can the advertiser measure results? We also provide an overview of our benchmarks, definitions, sources and reports. All of these guidelines are provided in this document.

If you have any questions or would like more information, please contact one of the project managers at LINDA.

DATA USAGE



WEB/APP

Advertorial fixed-period
Advertorial CPV
Advertorial Quality Views
Advertorial Video
Banner
Branded video
Branded Podcast



NEWSLETTER

Advertorial



FACEBOOK

Branded Promo
Branded Video



INSTAGRAM

Post
Branded Promo
Dark Post
Story



ADVERTORIAL FIXED-PERIOD

Page views

ADVERTORIAL CPV

Page views

ADVERTORIAL QUALITY

Impressions

Page views

CTR

BANNER

Impressions

CTR

BRANDED VIDEO

Page View with Autoplay

VIDEO ADVERTORIAL

Page views



ADVERTORIAL

Opens

Clicks

CTR



BRANDED VIDEO

Video displays + 3 sec

BRANDED PROMO

Displays

Clicks

CTR



POST

Reach

Displays

Saves

Likes

Feedback

BRANDED PROMO

Displays

Clicks

CTR

STORY

Displays

Clicks

CTR



ADVERTORIAL

UTM link for click-outs

DISPLAY

The UTM URL of the landing page or separate impression and click trackers

BRANDED VIDEO VIDEO ADVERTORIAL*

UTM link for click-outs
Important: These are not added to the video, but to the article page.

PRE-ROLL

If we add a link to the advertiser's site: UTM link



ADVERTORIAL

Cannot be measured



BRANDED PROMO

Cannot be measured

BRANDED VIDEO

Cannot be measured



POST

Cannot be used for measuring purposes

BRANDED PROMO

If we add a link to the advertiser's site: UTM link

DARK POST

Cannot be measured

STORY

Paid partnership in post

DEFINITIONS

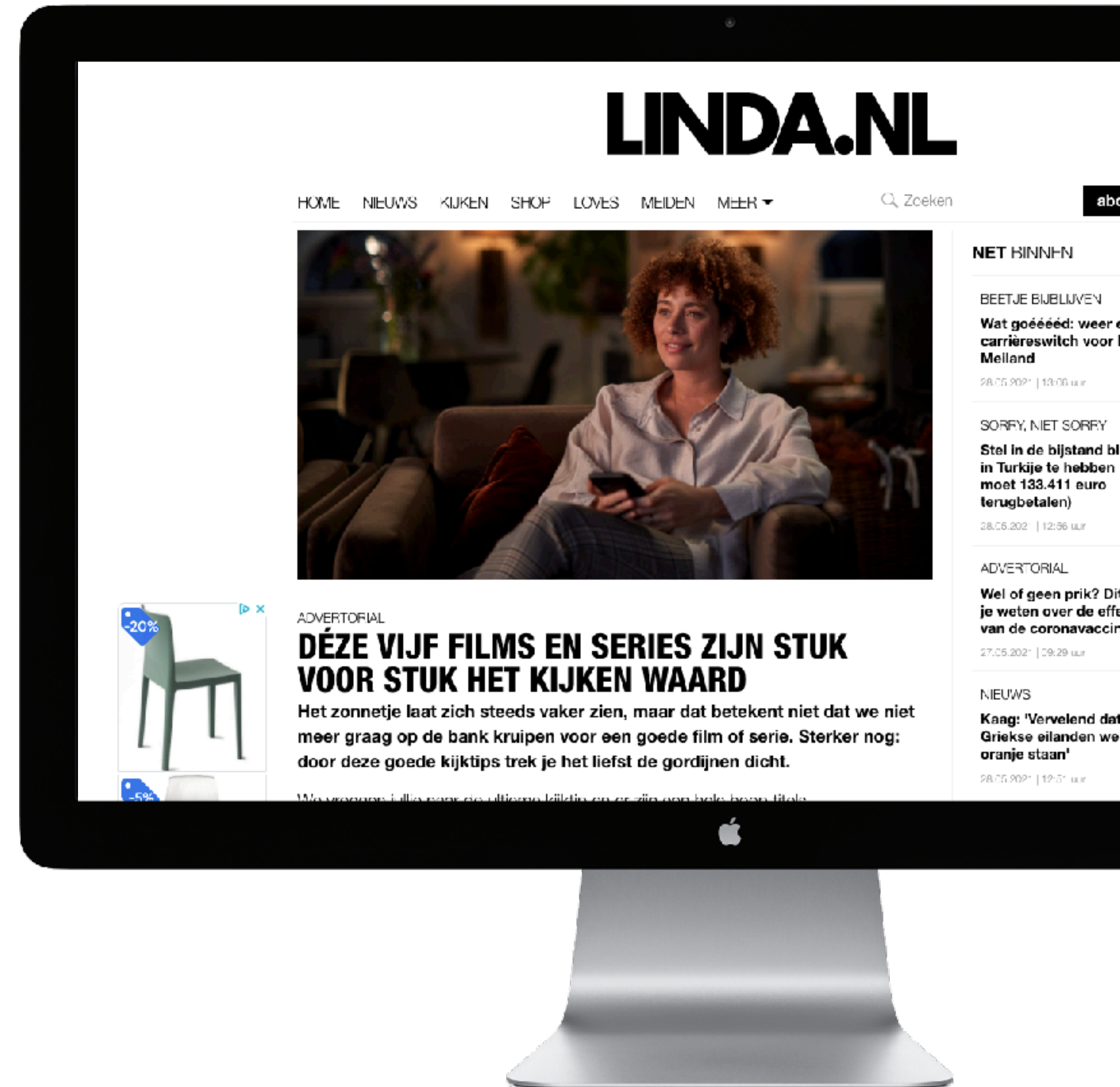
IMPRESSION

The number of times an article is displayed in a list view



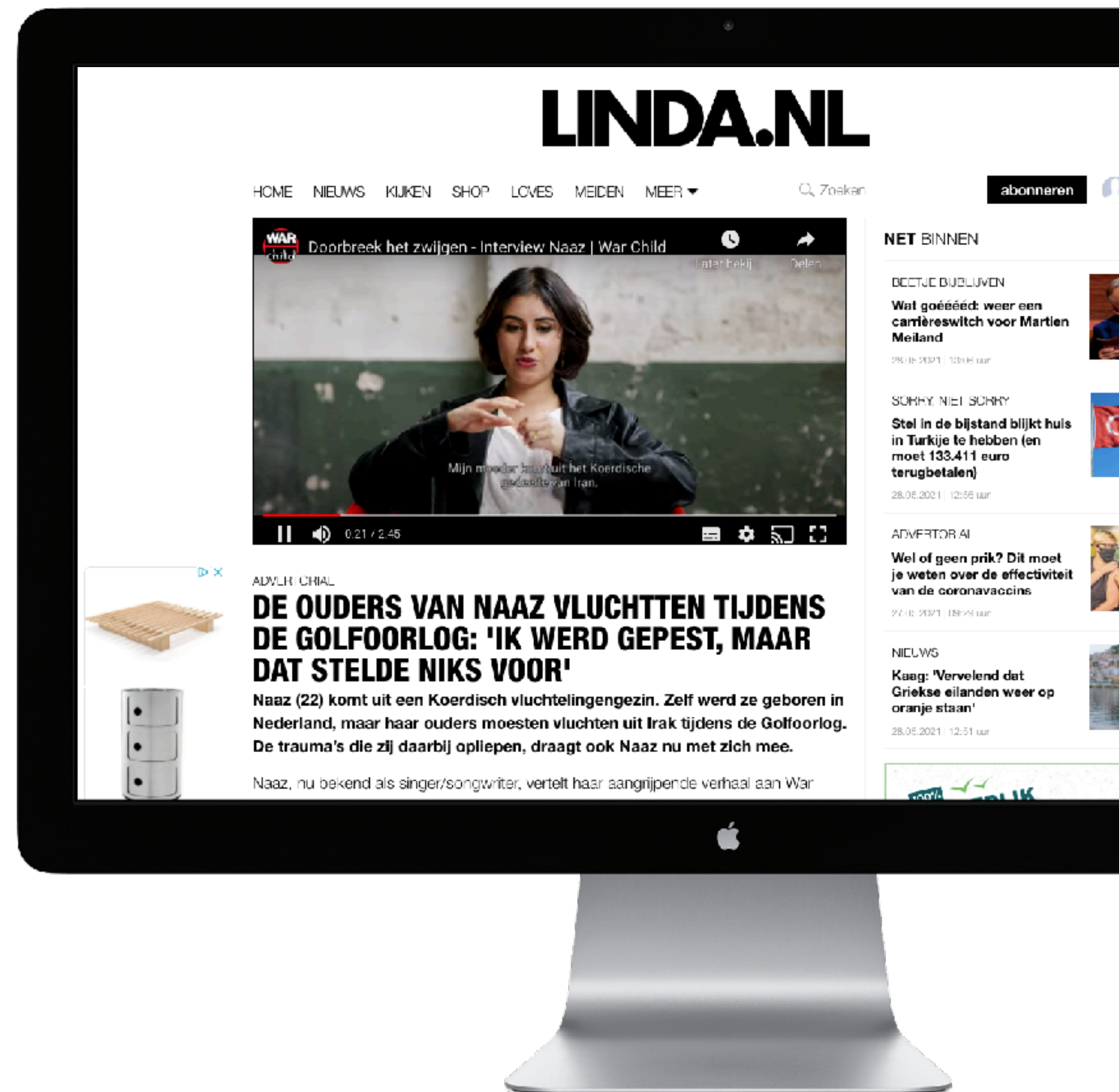
PAGE VIEW

The number of displays of a specific page (this is often an article; may also be referred to as a 'detail page')



PAGE VIEW WITH AUTOPLAY

The number of displays of a specific page (also referred to as detail page), calculated from the time of publication of the video



ADVERTORIAL

DESCRIPTION

DEFINITION

Impressions

The number of times an article is displayed in a list view

Page views

The number of displays of a specific page
(often an article, also referred to as detail page)

CTR

Click-Through Rate, calculated as follows: $\text{page view} / \text{impression} * 100$

VIDEO

DESCRIPTION	DEFINITION
Impressions	The number of times an article is displayed in a list view
Page views	The number of displays of a specific page (also referred to as detail page), calculated from the time of publication of the video
CTR	Click-Through Rate, calculated as follows: $\text{page view} / \text{impression} * 100$

NEWSLETTERS

DESCRIPTION	DEFINITION
Number of times opened	The number of times the newsletter has been opened
Clicks	The number of times a specific item in the newsletter has been clicked on
CTR	Click-Through Rate, calculated: number of clicks/opens of the newsletter* 100

LINDA.NL

DESCRIPTION

DEFINITION

Persons reached

The number of persons who have received the display via a page message

Video displays + 3 sec

The number of times the video is viewed in total for at least 3 seconds or nearly in its entirety

LINDA.NL

DESCRIPTION	DEFINITION
Impression	The number of times the banner is displayed in a position
Clicks	The number of times the banner is clicked
CTR	Click Through Rate (number of clicks/impressions * 100)

FREQUENTLY ASKED QUESTIONS

Can I use the LINDA. data to enhance my own profiles?

No, the data cannot be used to enrich your own data or user profiles (such as demographics, age, etc.).

Can I launch an advertising campaign in the LINDA. network in order to collect data?

Yes, if you launch an advertising campaign within the LINDA. network and a user clicks on this campaign and lands on your page, that_user also becomes your user. You can then deal with this user in accordance with your own data policy.

Do you place a <nofollow> tag on the link?

LINDA. does not use a <nofollow> tag on links, as that would have a negative impact on the search engine optimisation of our websites.

When can I use the data for my own purposes?

If the user sees an advertisement and/or advertorial and clicks on the link, thereby landing on your website, you can use the user's data for your own purposes.

Why am I not allowed to place trackers on the LINDA. website?

LINDA. believes strongly in privacy, reliability and transparency.

The data we collect on our users through their browsing in our apps and/or websites are cookie IDs, IP addresses, interest profiles, etc. Visitors to LINDA.nl have given their consent to LINDA. - and not advertisers - to collect user data. That is why we do not allow advertisers to create a retargeting pool based on a pixel (measurement link or other tracker). This rule applies to LINDA.nl, as well as the app and websites.

Why am I not allowed to place a VAST tag in a video?

The videos on LINDA.nl are published via our video player. Pre-rolls are shown both on our website and in the app before the video starts. If you have purchased this pre-roll, you can provide a VAST tag for this pre-roll. Unfortunately, our Tag Management System is not linked to the video player, so that a VAST tag cannot be placed in branded content videos.

SEEKING A PARTNERSHIP IN DATA COLLECTION AND/OR ENRICHMENT?
**CONTACT YOUR ACCOUNT MANAGER AT LINDA., OR EMAIL US AT
SALES@LINDA.NL**