



IEXMedia

Delivery specificaties

2025

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Please feel free to contact us



Discuss the possibilities

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Do you have any operational questions?

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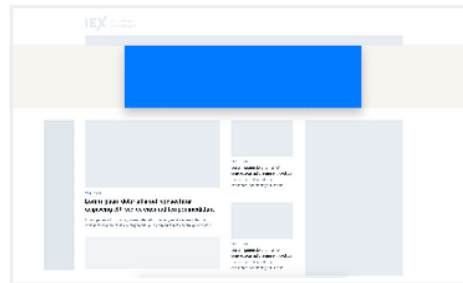
traffic@iexmedia.nl

You can email the material to: traffic@iexmedia.nl

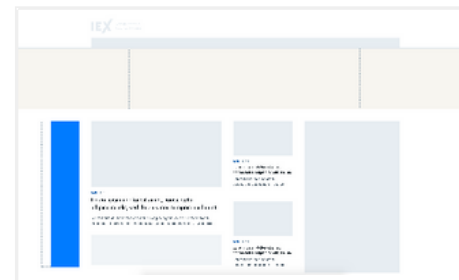
Online display ads

There are various types of banners available within our titles; see in **blue** where your advertisement will be displayed.

Banner	Size
Billboard	970 x 250
Halfpage Ad	300 x 600
Rectangle	300 x 250
Skyscraper	120 x 600
Leaderboard	728 x 90
File types	JPG, PNG, GIF of 3rd party/ HTML5



Billboard banner



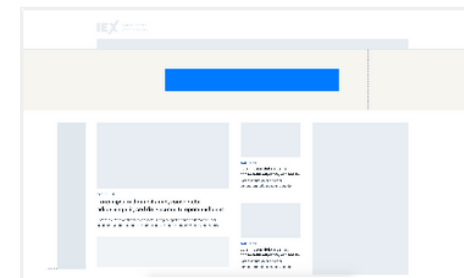
Skyscraper banner



Rectangle banner



Halfpage banner



Leaderboard banner

Online display ads

There are **2 ways** to submit your banners:

1. As a JPG, PNG or GIF file and a URL-link
2. As code, please note that the encoding is in English.

3rd party tag/HTML5. Submission via code.

- SSL-compliant (https) add the supporting JavaScript to the document:

```
<script> document.write('<script src="'+ (window.API_URL || 'httpsWrite clean, human readable code.
```

- Make sure the banner is wrapped in a click-tag:

```
<a href="javascript:window.open(window.clickTag)"> <!-- content goes here -> </a>
```

- Add `://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js?bv='+ Math.random() +'<\/script>'; <\/script> <script type="text\/javascript"> var clickTag = "%CLICK_URL_ESC%"; <\/script>` <https://support.google.com/adxbuyer/answer/3187721?hl=en>

- Make sure the following meta-tags are in the document:

```
<meta charset="UTF-8"> <meta http-equiv="X-UA-Compatible" content="IE=edge">
```

```
<meta http-equiv="Content-Type" content="text\/html; charset=utf-8" \/>
```

```
<meta name="ad.size" content="width=xxxx,height=xxxx">
```

(Note: add the correct width and height values, for example: content="width=336,height=280")

Advise:

- `<iframe>` It is allowed, but not recommended, as it makes tracking clicks and CTR more difficult
- Make sure that externally linked JavaScript and CSS files are up-to-date and correct
- Zip files are allowed. Important: if you are using a self-hosted banner linked via a script or iframe, make sure the code linking to the banner accepts an input parameter for the clickthrough URL. This should be set to: `%CLICK_URL_ESC%`
- This code must be readable upon import, so that DoubleClick can track the banner's performance. The destination URL should be provided separately.
- Do not use Flash, it is no longer supported.
- Do not use conversion software, such as Google Swiffy, as it makes importing ads extremely difficult. Instead, write native HTML, CSS, and JavaScript.

Homepage ad

The Homepage ad appears among our own editorial articles. From the Homepage ad, we link directly to your landing page.

The text for the Homepage ad is provided by the advertiser.

Delivery specifications

The layout is done by our traffic department, and the advertiser provides the image and text separately.

- Image 400 x 150 (.jpg/.png)
- Title (max. 15 words)
- Text (max. 35 words)
- URL

Or

- Image 400 x 260 (.jpg/.png)
- Title (max. 15 words)
- URL

Option 1

ADVERTENTIE:
Uw bedrijfsnaam

TAG 2 februari 2020

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Option 2

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Text link

The Text Link is a short sponsored message consisting of a small image and two compelling sentences designed to entice the visitor to click. The link redirects to your own landing page.

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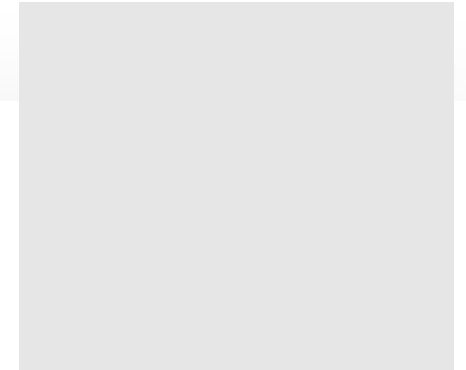
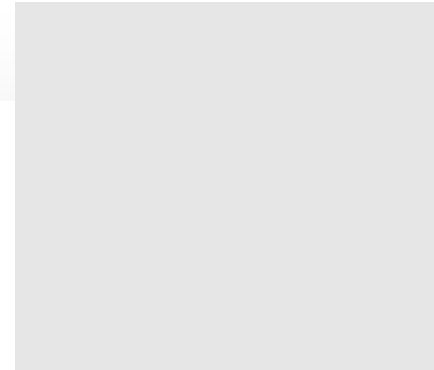
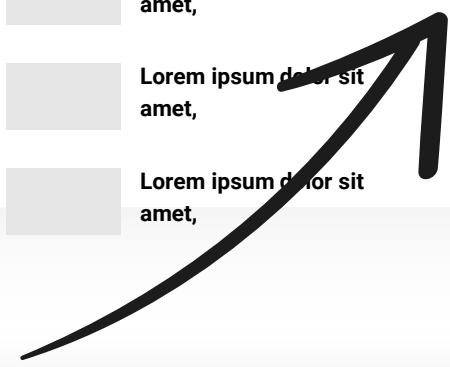


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Delivery specifications

Submit 3 business days before placement.

- Image: 107 x 75 (.jpg/.png)
- Text: Max. 80 characters (including spaces)
- URL

ADVERTENTIE Bedrijfsnaam
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Newsletter advertorial

It is possible to advertise in various newsletters. IEX takes care of the final layout. The newsletter advertorial consists of text, an image, and a link that redirects to a single external website, such as a homepage.



Delivery specifications

- Image: 150 x 120 (JPG, PNG)
- Title: Max. 10 words (depending on the layout)
- Text: Max 30 words incl. title (depending on the layout)
- URL

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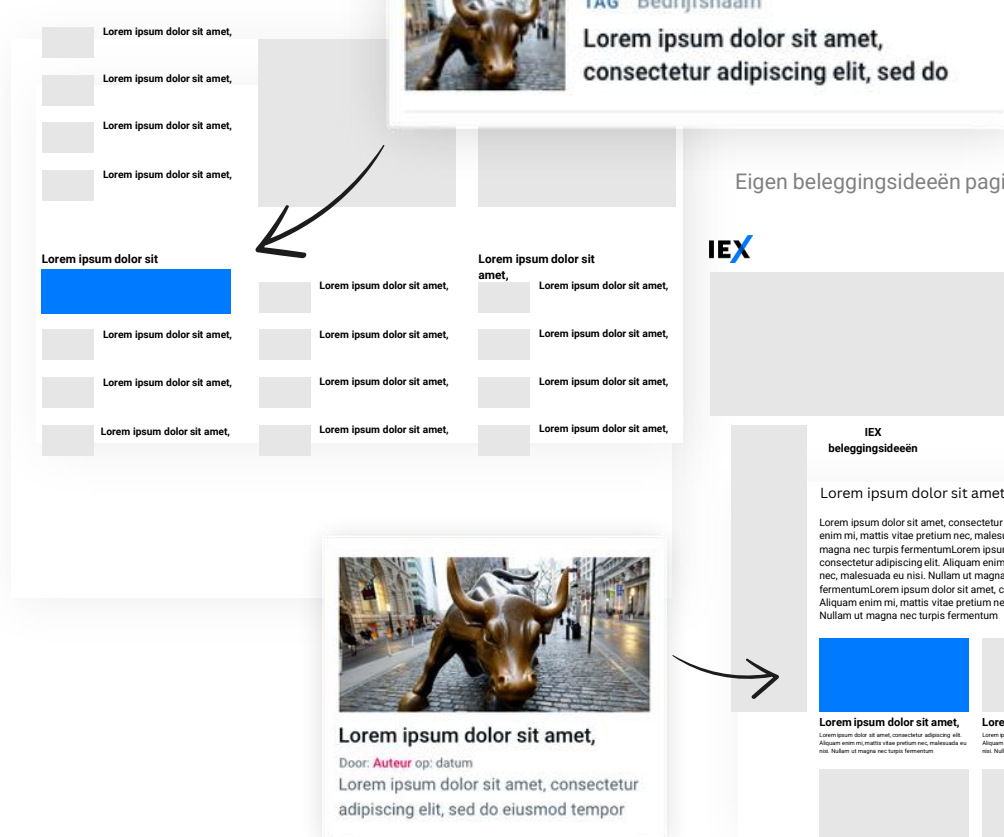
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Investment ideas

This is a series of different concrete ideas about a specific stock, a fund, a specific theme, a sector, or a trend.

- Submit 3 business days before placement. If applicable, provide a disclaimer.
- The investment idea can range from 250 to 1,000 words.
- Completed, well-written articles (Word) for review and publication by our editors.
- Indicate in the document which elements should be included, such as charts, images, etc.
- Submit 3 business days before placement. If applicable, provide a disclaimer.
- Submit the author of the written investment idea.

Artikel op homepage:



How does an investment in Investment Ideas work?

- The client provides an article written by an author from their own company/organization.
- The article is edited by IEX.
- The article is published and measured
- Results will be shared with you.

Direct Mailing

This is a brief introduction on how to create an email campaign suitable for the IEX Channel. Properly structuring the HTML code for your email is crucial. This ensures that your email is displayed correctly by every email provider, maximizing the campaign's impact. If you have no experience working with HTML code, we strongly recommend hiring a specialist to create the email in HTML format. Alternatively, you can have the email designed and created by us. In that case, you should coordinate this with our traffic department.

Subject Line

Capture the attention of the users. Try to keep the length of the subject line within 35 characters. This ensures that (almost) all recipients can read the full subject line and your message. The subject line has a maximum length of 50 characters.

The Preheader

This is a brief introduction to the content of your email, designed to pique the user's interest and encourage them to open and read the email. The preheader has no minimum or maximum character count. The number of characters displayed depends on the width of the user's screen.

We will always send you a test email before the actual mailing is sent. Let us know if you would like the test email to be sent to multiple addresses. We will send the official mailing once we have received your approval of the test email.

Use the following specifications if you have found a specialist to create the email for you. Scroll to the 'IEX submission specifications' section if you choose to have the email designed and built by IEX.

The mailing process in 6 steps:

1. You choose the send date and number of recipients
2. You receive specifications from the IEX traffic department
3. You provide the HTML code
4. You receive the test email
5. IEX sends the mailing after approval
6. You receive a report after the mailing.

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Direct Mailing – Do It Yourself (DIY)

Attach the HTML file to an email that includes a subject line and preheader. If you require us to insert a value into the HTML file, such as a personal greeting, please let us know via email (not within the HTML file itself). Follow the rules below when formatting an HTML file:

- Paragraphs: do not use the <p></p> tags for this, but use
</br> instead. It is even better to use tables.
- Literals: wrap client-specific 'if-statements' with <!--[literal]--> <!--[/literal]-->
- Hyperlinks: ensure that the text in the hyperlink is not a URL.
- If you want us to redirect users to your homepage, use something like 'visit our page.'
- CSS: if you use CSS selectors in the head tag of the HTML code, do not use attribute selectors.

Checklist: important aspects of direct mailing

- Do all images have alt text, so the content of the image can be understood without loading the image?
- Is the call to action/click above the fold (without scrolling)?
- Subject & preheader: is it under 50 characters?
- Does it capture the essence of the message or the email?
- Is there a text version available for clients who cannot receive HTML?
- Is it immediately clear who the advertiser is?
- Is the text properly aligned?
- Does the email pass through spam filters? (the use of certain words can trigger a spam check)
- Is the message readable, even without images?
- Is the email size optimal (is it readable in all email clients)?
Max width 620 pixels, or even better: 600 pixels.
- Are all images clickable?

Deadline for the HTML file

- At least 3 business days before the send date.
- If the HTML file is not properly formatted, we will not be able to send the mailing and therefore cannot guarantee that the agreed send date will be met.

IEX adds to the HTML file

- Link to the browser version of the email
- Preheader element
- IEX Media footer:
 - Unsubscribe link for the mailing
 - Complaintlink
 - IEX office details

Not allowed in a HTML file:

- No forms, frames, or i-frames
- No external CSS (Cascading Style Sheets)
- No CSS comments
- No Flash, Java, Javascript, Active X, or dynamic HTML
- Do not use background images or colors
- No videos (TIP: you can use an image instead)

Direct Mailing – Designed by IEX

Delivery specifications IEX

If you choose to have the email campaign designed and created by IEX, we will need input from your side. Please provide this input, including the subject line and preheader, via traffic@iexmedia.nl.

You can also attach an example of another email using programs like Word or Paint, and we will use this example as a starting point.

What we need to design and build an email for you:

- Company logo (separate attachment)
- Campaign images (separate attachments)
- Company name and/or slogan
- Campaign text
- Forwarding links
- Deadline for submitting input: At least 7 business days before the send date
- We will send a test email once we are ready, where you can provide your feedback.
- We will then process this feedback and send you a new test email with the changes incorporated. This cycle will repeat until you are satisfied with the result.

Do It Yourself-Article

An article provided by you, reviewed, optimized, and published by the content team of IEX Media.

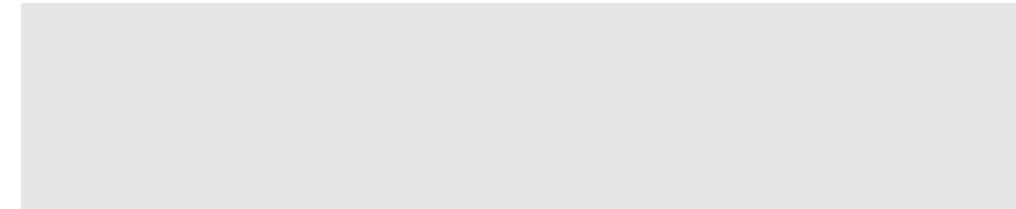
Format: You are free to choose any format you prefer, as long as the content is interesting and relevant to investors in the target audience. In do-it-yourself articles, we do not allow direct promotion, unfounded claims, or any content that we deem unsuitable to be published on our platform. The editor-in-chief has the final say.

Length : Can vary between 250 and 1,000 words

Subject : Relevant content for the target audience of investors

What we will need from you:

- Completed, well-written articles (Word) for review and publication by our editorial team
- Elements to be included (charts, images, embedded video, links)
- Biography and photo of the author
- If applicable: disclaimer
- A contact person



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Door: **Auteur** op: datum

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IEX Profs

The screenshot shows the IEX Profs website interface on a laptop screen. The website has a white background with a blue header. The IEX Profs logo is in the top left. A search bar is in the top center. In the top right, there are links for 'Markt Monitor', 'ACCOUNT', and 'UITLOGGEN'. Below the header is a navigation menu with links for 'Home', 'Asset Allocatie', 'Duurzaam Beleggen', 'Producten & Fondsen', 'Opinie', and 'Partners'. The main content area features several article cards. The largest card on the left is titled 'Superioriteit Amerikaanse aandelen in 2025 helemaal niet zo zeker' with a sub-headline 'OPINIE 17 dec'. Below it is a paragraph of text and a 'LEES MEER' button. To its right are two smaller cards: one titled '2025 dreigt een wild ritje te worden' (ASSETALLOCATIE 17 dec) and another titled 'Nieuws van onze partners' (Connect) with sub-articles like '2025 dreigt een wild ritje te worden' (17 dec), 'De toegevoegde waarde van landbouwgrondstoffen' (03 dec), and 'The case voor grote Europese kwaliteitsbedrijven' (02 dec). At the bottom right, there is a 'Meest gelezen' section with a card titled 'Must read: Amerikaanse aandelen waren zelden nog' (MUST READ 13 dec).

IEX Profs Zoek in IEX Profs Markt Monitor ACCOUNT UITLOGGEN

Home Asset Allocatie Duurzaam Beleggen Producten & Fondsen **Opinie** Partners

MUST READ 10:00
Must read: Dubbele winst voor obligatiebeleggers

08:40
Vergeet de k/w, kijk naar de winst

OPINIE 17 dec
Duitsland is inderdaad heel ziek

ASSETALLOCATIE 16 dec
Fed doet het in 2025 voorzichtiger aan

Connect

Nieuws van onze partners **Connect**

17 dec
2025 dreigt een wild ritje te worden

03 dec
De toegevoegde waarde van landbouwgrondstoffen

02 dec
The case voor grote Europese kwaliteitsbedrijven

[Meer van onze partners →](#)

Meest gelezen

MUST READ 13 dec
Must read: Amerikaanse aandelen waren zelden nog

OPINIE 17 dec
Superioriteit Amerikaanse aandelen in 2025 helemaal niet zo zeker

Het gros van de vermogensbeheerders verwacht ook in 2025 het meest van Amerikaanse aandelen. Renco van Schie van Valuedge acht een ander scenario ook goed mogelijk. Dat zou volgens hem passen bij het verhaal van de eerste termijn van Trump.

[LEES MEER](#)

ASSETALLOCATIE 17 dec
2025 dreigt een wild ritje te worden

Voor 2025 bestaat er optimisme dat grote economieën, zoals de VS, een...

ASSETALLOCATIE 16 dec
"Een beleggingsstrategie ziet altijd kansen"

Vincent Juvyns, beleggingsstrategie bij JP Morgan AM, toont zich optimistisch...

IEXProfs Online Magazine

Visually appealing thematic digital magazines, published at least three times a year. Distribution to our readers via the website, in-house ads, social media, and newsletters.

There are two packages: **Basic** and **Premium**.

Basic

- Submit 1 article for inclusion (max. 700 words), in Dutch or English
- Provide your logo
- Provide the name + short bio of the author (if relevant)
- A maximum of 2 photos/images included
- A maximum of 2 external links at the beginning of the text
- Content: article related to investments, no direct product promotion
- IEX Editorial team checks the content and linguistic accuracy

Premium

Specifications will be determined in consultation with the IEXProfs editorial team.

- The editorial process is fully managed by IEXProfs, with 2 review rounds
- Expert or fund manager for interview or (in the case of a column) a column text
- Photo (hi-res, both portrait and landscape) of the expert/fund manager/columnist
- Provide logo. Other material (photos/graphics/video), to be determined in consultation
- Link to your website.

IEXProfs – Connect

Fund portrait

An online publication that highlights a specific fund or investment product.

The format: The Fund Profile consists of an interview with the fund manager or a representative of your organization, conducted by our editorial team, enriched with (fund) facts and graphics.

Length: approximately 600 words.

What we need from you:

- Access to the interviewee (in person or by phone)
- Photographic material of the interviewee
- Up-to-date fund data: Name, AUM, track record, performance history, charts, portfolio breakdown, fees
- Review of the completed article (one review round)
- If applicable: disclaimer.

Expert view

An online publication in which an expert provides readers with insights on a specific topic.

The format: The Expertview is an online article, written or compiled by our editorial team, based on the views provided by an expert you have recommended, either from an interview or an existing publication.

Length: approximately 600 words.

What we need from you:

- Access to the interviewee (in person or by phone) or to the source material
- Photographic material
- Elements that need to be included (charts, images, embedded video)
- Review of the completed article (one review round)
- If applicable: disclaimer.

IEXProfs – Connect

Do It Yourself-Article

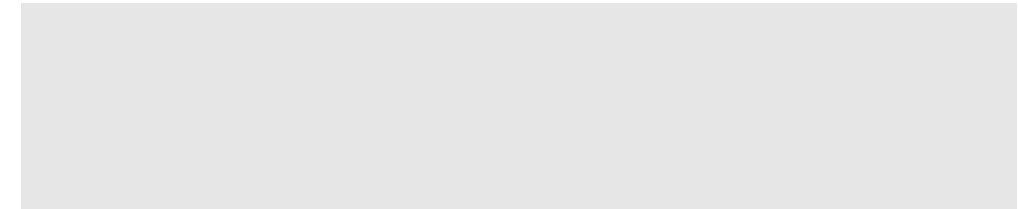
A ready-made article provided by you, which is reviewed, optimized, and published by the content team of IEX Media.

Format: You are free to choose any format you wish, provided that the content is interesting and relevant to investors in the target audience. In DIY articles, we do not allow direct product promotion, unfounded claims, or content that we deem unsuitable for publication on our platform. The editor-in-chief has the final say in this matter.

Length: can vary between 250 and 1,000 words.

What we need from you:

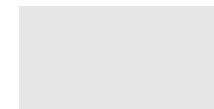
- Topic: Relevant content for the target group of investors.
- Completed, well-written articles (Word) for review and publication by our editors
- Elements to be included (charts, images, embedded video, links)
- Bio and photo of the author (these remain the same throughout the campaign)
- If applicable: disclaimer
- A contact person.



IEX
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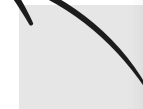
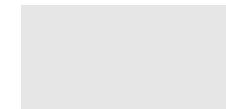
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