



Advertisement specifications 2026



INHOUDSOPGAVE:

- 3 ONLINE DISPLAY ADS
- 4 HOMEPAGE AD
- 5 TEXT LINK
- 6 POP-UP
- 7 NEWSLETTER AD
- 8 PARTNER CONTENT
- 9 PARTNERMAIL
- 10 PARTNERMAIL - DIY
- 11 VIDEO ADS
- 12 PODCAST
- 13 IEX EXPERT

OPERATIONAL QUESTIONS? FEEL FREE TO CONTACT US:



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ONLINE DISPLAY ADS

Online display banners increase your visibility within our titles. Depending on the format you choose, your advertisement will be displayed in prominent positions within the IEX Media website.

There are various types of banners available across our platforms. The blue areas indicate where your advertisement will be displayed.

Ad Specs:

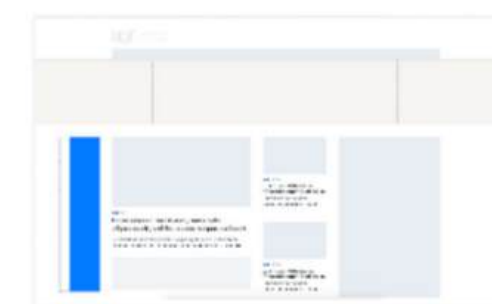
Deliver your banner(s) as a JPG, PNG, GIF, or HTML5 file, with an accompanying URL (link).

You can email materials to: traffic@iexmedia.nl

Banner positions:



Billboard banner



Skyscraper banner



Rectangle banner



Halfpage banner



Leaderboard banner

Banner type:

Size:

Billboard	970 x 250
Halfpage	300 x 600
Rectangle	300 x 250
Skyscraper	120 x 600
Leaderboard	728 x 90

HOMEPAGE AD

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

There are **two options**:

Ad Specs:

- The advertiser submits the text and image separately to Traffic.

Option 1

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

Or option 2

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

Option 1:



Option 2:

AEX	951.75	+5.59	+0.59%
AEX DR	3.830.98	+20.12	+0.53%
DE40	24.573.80	+222.88	+0.91%
FTSE 100	9.930.47	+62.94	+0.65%
Europe50*	5.806.25	+54.54	+0.95%

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TEXT LINK

The **Text Link** is a short sponsored post consisting of a small illustration and two powerful sentences that entice the visitor to click. The link leads to your own landing page.

Ad Specs:

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

You can email materials to: traffic@iexmedia.nl

Text link position:

PODCAST 27 feb
Van Nvidia tot Duolingo: wie durft te kopen na de AI-dip?

VIDEO 27 feb
Europese Centrale Bank: geruchten over vertrek Christine Lagarde

PREMIUM VIDEO 27 feb
Video-analyse: Alphabet, CSG en Besi

VIDEO 26 feb
Cijferseizoen laat brede groei zien

PARTNERCONTENT 24 feb
"Crypto-beleggers betalen vaak te veel"

PARTNERCONTENT 23 feb
Waarom ingrijpen in je portefeuille vaak averechts werkt

PARTNERCONTENT 19 feb
Diamond Pigs: Actief risicobeheer als alternatief voor buy-and-hold in crypto

PARTNERCONTENT 19 feb
Van bos naar beurs: de fase van oogsten is begonnen

PARTNERCONTENT 18 feb
Beleggen in Nederland: meer dan rendement alleen

PARTNERCONTENT 18 feb
Steeds meer beleggers ontdekken Notes - blijft u achter?

De aandelen die beursanalisten (niet) aanbevelen!
Ontdek onze gratis lijst met 20 aandelen waarin beurspecialisten (niet) geloven.

JR Ship Investments
Van Box 3 naar Box 1? Investeren in een containerschip met vast verhuurcontract.

Rabobank Private Banking
Onze bank. Ook van ondernemers die meer uit hun eigen vermogen willen halen.

Wijs & van Oostveen
"Zo benut je kansen met notes" - gratis boek.

Wilt u belangrijke informatie delen met de redactie van IEX?

[Tip hier onze analisten](#) →

Trending op IEX

[BERKSHIRE HATHAWAY](#) [BP PLC](#) [SHELL PLC](#) [EKOPAK](#) [TOTALENERGIES](#)



Lorem ipsum dolor

Sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

POP-UP

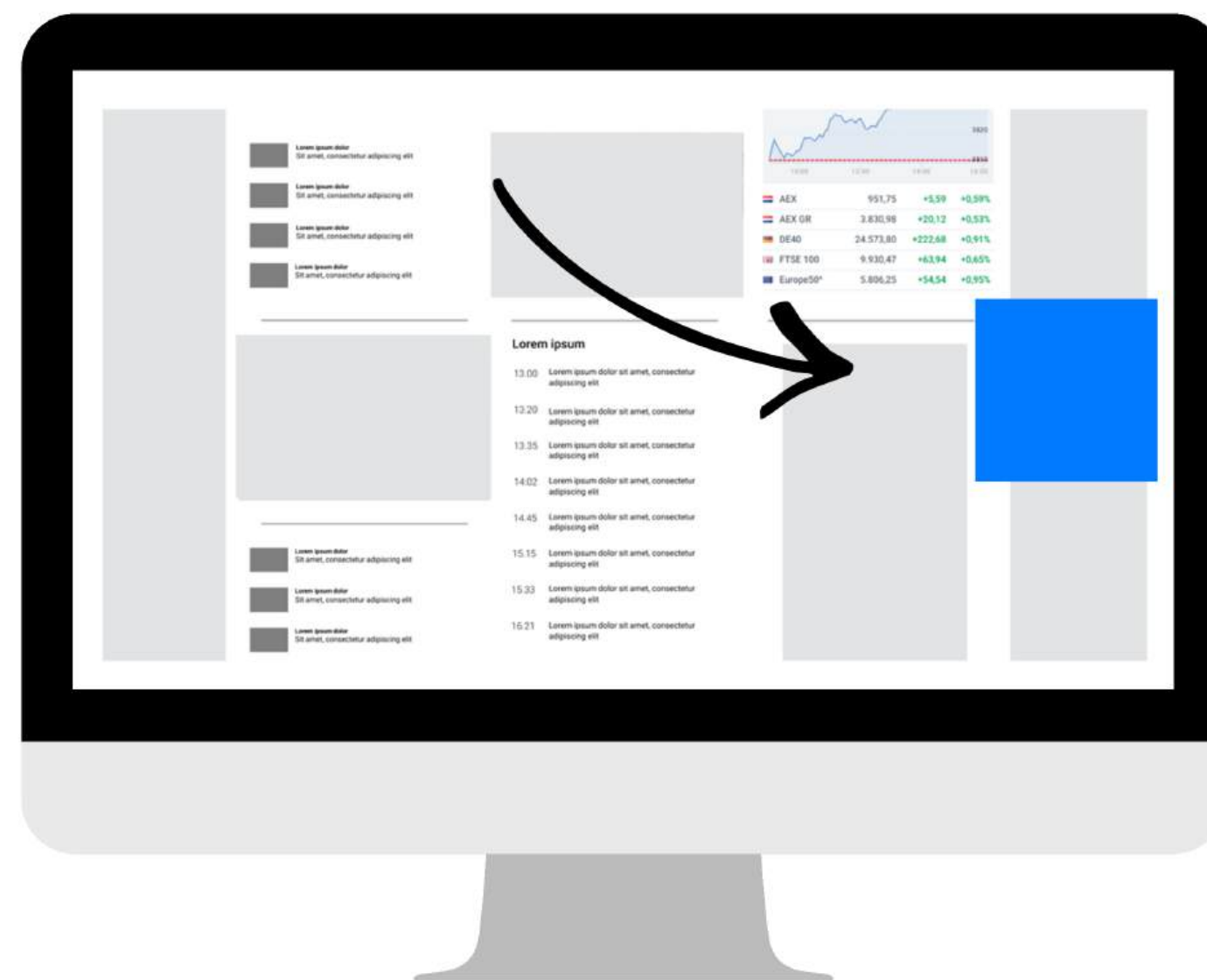
A **pop-up advertisement** immediately grabs the attention of visitors to our website. The pop-up appears prominently on the screen during the visit and can link to your landing page for more information or conversion.

Ad Specs:

- Image size: 400 x 400 px
- File: PNG
- URL

You can email materials to: traffic@iexmedia.nl

Example pop-up:



NEWSLETTER AD

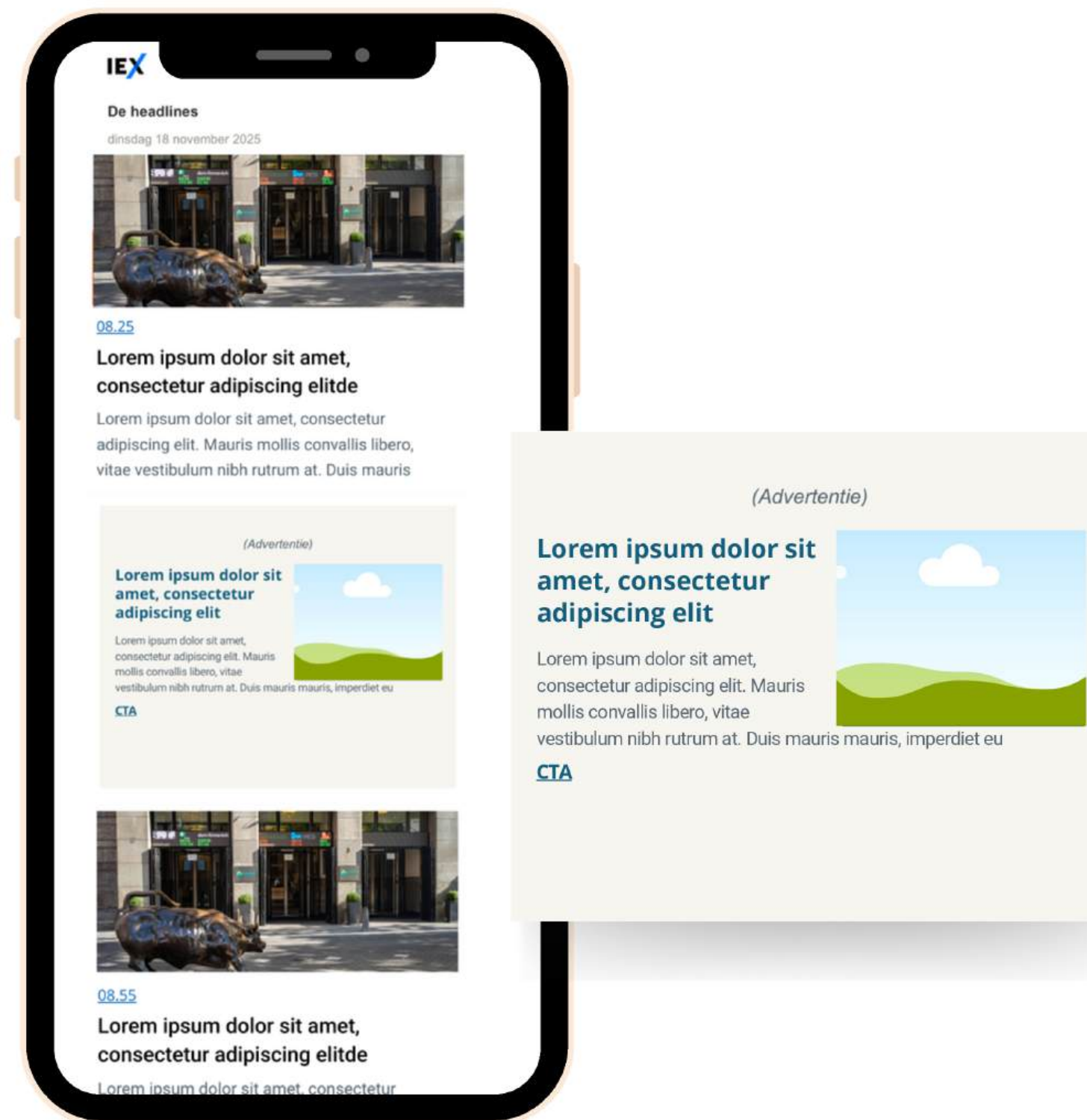
With a **newsletter ad**, you reach our subscribers directly in their inbox. The ad is integrated into the newsletter and links to your landing page.

Ad Specs:

- **Image:** 150 x 120 (JPG, PNG)
- **Title:** Maximum 10 words (depending on layout)
- **Text:** Maximum 30 words, including title (depending on layout)
- **Call To Action (CTA)**
- **URL**

You can email materials to: traffic@iexmedia.nl

Example newsletter ad



PARTNER CONTENT

Partner content offers you the opportunity to share your expertise through a substantive article on the IEX Media websites. The submitted article will be reviewed, optimized where necessary, and published by the content team.

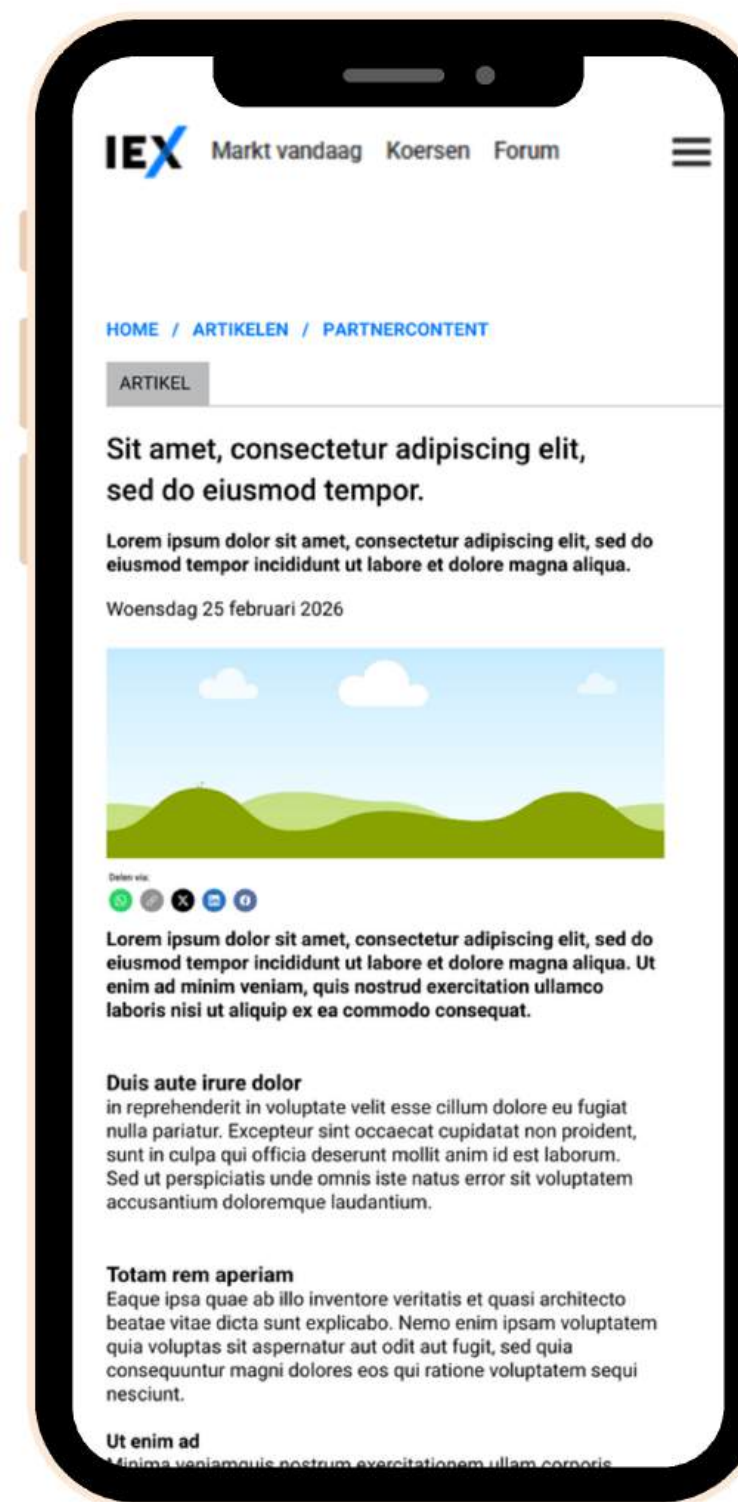
In Partner Content articles, we do not permit direct promotion, unsubstantiated claims, or any content we deem inappropriate to be published on our platform. The editor-in-chief has the final say.

Ad Specs:

- Article in Word format, for review and publication by our editorial team
- Elements for inclusion in the article (graphs, images, embedded video, links)
- If applicable: disclaimer

You can email materials to: traffic@iexmedia.nl

Example partnercontent:



PARTNERMAIL

If you choose to have IEX design and create the email campaign, we will need input from you. You can also add an example of another email, and we will use this example as a starting point.

We need the following from you:

- Subject line
- Preheader (second subject line)
- Campaign text
- Related URLs
- Company logo
- Company name and slogan

We will send you a test email as soon as we are ready, which you can use to provide your feedback. We will then process this feedback and send you a new test email incorporating your feedback. A maximum of four rounds of corrections are possible.

You can email materials to: traffic@iexmedia.nl

Deadline:

A deadline will be agreed in consultation with Traffic. If the HTML file is not formatted correctly, we will not be able to send the mailing and therefore cannot guarantee that the agreed delivery date will be met.

IEX adds the following to the HTML file:

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

Not permitted in the 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
- No videos

PARTNERMAIL - DIY

You can choose to submit the partner email as an HTML file. We will place the mailing within our delivery environment, provided it meets the following technical guidelines:

- 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.

We will send you a test email as soon as we are ready, which you can use to provide your feedback. We will then process this feedback and send you a new test email incorporating your feedback. A maximum of four rounds of corrections are possible.

You can email materials to: traffic@iexmedia.nl

Checklist: key components for your email campaign

- Do all images have alt text, so you can see what the image is about without loading the image?
- Is the action/click above the fold (without scrolling)?
- Subject line & preheader: Is this under 50 characters? Does it reflect the message or email content?
- Is a text version available for clients who cannot receive HTML?
- Is it immediately visible who the advertiser is?
- Is the text aligned correctly?
- Does the email pass spam filters? (Using certain words may be susceptible to spam checks)
- Is the message readable, even without images?
- Is the email's size optimal (readable in any email program)?
Maximum width: 620 pixels, or even better: 600 pixels.
- Are all images clickable?

VIDEO ADS

With a **video ad**, you reach our target audience in a powerful and visual way. The video can be used instream (before or during video content) or outstream (between editorial content) and can link to your landing page if desired

Ad Specs:

- 1280 (width) x 720 pixels (height)
- Max. 200 MB
- Max. 30 seconds
- File: avi, wmv, mp4, ogv, flv, mov, m4v or webm

You can email materials to: traffic@iexmedia.nl

Example instream ad:



720 px

1280 px

PODCAST

With a podcast, you build thought leadership and brand positioning at the content level. You participate as a guest in the recording or choose to receive commercial credit through a pre-roll, mid-roll, or post-roll.

Ad Specs:

Attribution:

- A paragraph of no more than 5 sentences, beginning with "This podcast is made possible by..."

Pre-roll, mid-roll and post-roll:

- Mp3(audio) and/or mp4(video) file
- Maximum 30 seconds

You can email materials to: traffic@iexmedia.nl

Want to be a guest on the podcast? We'd appreciate receiving the following:

- Contact information (email address and phone number)
- Available Fridays to schedule the recording

The podcast recording takes place in our studio in the center of Amsterdam.

IEX EXPERT

With IEX Expert, you gain long-term visibility among a high-quality investor base. Your advertisement and/or article will appear in IEX Expert (digital and print).

Ad Specs 1/1 advertising page:

Print settings:

- Color: ISOcoated_v2_300_eci
- Adobe PDF presets: SheetCMYK_1v4_IND4
- Net sheet size: 215 x 285 mm
- 3 mm bleed all around (221 x 291 mm total)
- File type: PDF

Branded content Ad Specs:

- Article in Word format, for review and publication by our editorial team
- Between 500 and 1,250 words
- Article elements (graphs, images, embedded video, links)
- If applicable: a disclaimer

Materials can be emailed to: traffic@iexmedia.nl

DO YOU HAVE ANY OPERATIONAL QUESTIONS? FEEL FREE TO CONTACT US:



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