



EGMONT

PRINT ADVERTORIAL

Content composed by Story House Egmont

ADVERTORIAL

- An adequate brief in Danish.
- What angle should the advertorial be about? Preferably 2 different angles. Be as specific as possible. The following angular theorem can be filled in with advantage: What we would like to say is that Because
- Product description What is it? What can it? Which specific properties of the product do you want highlighted? What is your target group?
- If links are required in the advertorial, these must also be included

Delivered together in Word

IMAGES

- 1-4 images that reflect the content of the text. We recommend that the image is atmospheric and not overly commercial. Therefore, the image must not contain logos or text.
- All images must be provided at 300 DPI and in JPG, TIFF, or PSD format.
- Logos must be provided as EPS (alternatively JPG).
- Please specify if an image caption and photo credit/photographer should be included.

CORRECTION PROCEDURE

- There is one proofreading, where comments and corrections can be made.
- A preview link is sent to the agreed contact person.

PRODUCTION TIME

It takes up to 10 working days from we have the material until an advertorial can go live.

NOTE: If the materials or correction are delivered later, Egmont cannot guarantee that the campaign will start on the planned date.

AI

AI-GENERATED OR AI-MANIPULATED CONTENT

Any advertisement containing AI-generated or materially AI-manipulated images, video, or audio that could reasonably be perceived as real must be clearly labelled at the point of first exposure. The label must be displayed in close proximity to the relevant content, for example "AI-generated" or "AI-manipulated". Advertisers are solely responsible for ensuring compliance with all applicable laws and regulations regarding AI-generated content.

