

# Advertise native

## BrandPost

Article created by Foundry.

- Brand logo file format & size – [transparent] PNG min 300 px (width)
- Company name – as it should appear on the BrandPost
- About module – a brief blurb that describes the article, 30 words or less
- Clickthrough URLs

## BusinessTech / Teknik & trender

Article created by Foundry or supplied by client.

- If article supplied by client: 2,000–2,500 characters\* – see content guidelines
- Images (min 2) – 16:9, min 1920×1080 px, PPI at least 72 pixels/inch
- Video – YouTube/Vimeo embed (URL link to video)

## Social advertising – Drive Through

- High resolution image, 1200×628 px, including no text
- High resolution company logo, transparent background (applicable to job ads)
- Tracked link to landing page
- Copy by Foundry or client containing:
  - Text: 125 characters
  - Headline: 25 characters
  - Link description: 30 characters

## Social advertising: Sponsored Post (native extension of BrandPost)

- Handled by Foundry: High resolution image in format 1200×628 px, including no text
- Handled by Foundry: High resolution company logo, transparent background (applicable to job ads)
- Handled by Foundry: Tracked link to landing page
- Copy by Foundry:
  - Text: 125 characters
  - Headline: 25 characters
  - Link description: 30 characters

## Custom content creation

Your assigned program manager will contact you to start your production.

## Video production services

Your assigned program manager will contact you to start your production.

## Data policy for advertisers

<https://www.idg.se/assets/files/datapolicy.pdf>

### Content guidelines

We believe that native advertising should be relevant and useful to the Foundry audience. Any submission that violates the Foundry guidelines below can be rejected. If you are unsure whether your content is acceptable, please contact your sales representative or the dedicated Foundry program manager assigned to your program.

- It is not appropriate in Foundry native advertising programs to push a product or to deliver a sales message. Native ads are meant to engage readers with new narrative and drive brand consideration, not purchase, of a product or service. Content submissions that are clearly made in the format of a “sales pitch” will be rejected.
- Content must be relevant to the audience. Content that is not relevant to the audience can be rejected by Foundry.
- Content that is perceived as spam can be rejected.
- Foundry determines the professionalism and appropriateness of any native ad submission, and reserves the right to refuse any native placement it believes to be not suitable.
- Foundry runs a non-partisan journalistic activity with a focus on IT. For our commercial operations, we must help our customers to successfully market communication with Sweden's IT decision-makers. The use of our digital advertising spaces shall only be used to supply advertising and marketing of services and products and not as a platform for possible political messaging.

**Following best practices when creating your native content can help ensure the success of your campaign. We are happy to provide you with direction in relation to key considerations and strategies for crafting impactful native advertising content that delivers results.**

### General reservations

Additional changes may occur. To get a complete and up to date price list, publishing dates, terms, and information about advertisements and advertising terms, contact our ad department or go to [www.idgsverige.se](http://www.idgsverige.se)

### Contact information

Questions? Contact:

[sms@idg.se](mailto:sms@idg.se)

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