

Rakennuslehti advertorial guidelines



These publication guidelines apply to advertorials, whose layout resembles that of the magazine's editorial content, and which contain body text in the same manner as editorial content. The purpose of the guidelines is to make the design of advertising easier and ensure that commercial content is distinguishable from editorial content. This is in the interest of the magazine and its readers and advertisers.

MAGAZINE ADS

Fonts and structure

- The fonts in an advertisement must be markedly different from those in the medium in which the advertisement is published.
- Sans-serif fonts such as Arial or Helvetica must be used in magazine advertisements. The difference between sans-serif and serif fonts is shown in the image below.
- Paragraph length or width has not been determined for advertisements.



Sans-serif font

Serif font

An advertorial must have a frame and include the word “ADVERTISEMENT”

Frame and colours

- A magazine advertisement must have frame with a width of at least 1 pt.
- The advertiser chooses the colour, which must be clearly distinguishable from that page of the magazine. The medium's brand colours cannot be used in advertisements. However, the advertiser is free to use their own brand colours, even when they resemble the colours of the medium in which the advertisement is published.

The word “ADVERTISEMENT”

- The word “ADVERTISEMENT” must be placed in the upper left-hand corner of a magazine advertisement.
- The word must be written in uppercase using a bold sans-serif font.
- The minimum font size is 9 pt.
- The word “ADVERTISEMENT” in the upper left-hand corner in line with the instructions provided above is sufficient for advertisements that are clearly distinguishable from editorial content because of their background colour or background image, for example. A frame is not required for such advertisements.

Unclear cases or a lacking frame

- In unclear cases, we request the material to be submitted for review one day (1 business day) before the deadline for material. The magazine will decide whether a frame is needed. If an advertisement lacks a frame, the material will be returned to the sender for the required adjustments. If the sender of the material cannot be reached, Sanoma's materials service has the right to add a frame to the material.

ONLINE ADVERTORIALS

An online advertorial must include the following elements:

- Header, introduction and body text
- Main image
- 1–2 additional images if desired
- Video if desired

Material

- The text content must be submitted as a Word document. Any links should be embedded directly into the text.
- The required size for all images is 1,920 x 1,080 px.
- If the customer wishes to use a video, they must provide a link for embedding the video.