Advertise   Native

Native Advertising

BrandPost
Article created by IDG.
- Brand Logo File format & size – [transparent] PNG Min 300px (width)
- Company Name - As it should appear on the BrandPost
- About Module - This is a brief blurb that describes the article 30 words or less
- Clickthrough URLs

BusinessTech / Teknik & Trender / Musik & Ljudteknik
Article created by IDG or supplied by client.
- If article supplied by client: 2000-2500 characters* see Content guidelines
- Images (min 2) - 16:9, Min 1920x1080 px, PPI at least 72 pixels/inch
- Video - YouTube/Vimeo embed (URL link to video)

Social Advertising
Drive Through
- High resolution image in format 1 200 x 628 px, including no text
- High resolution company logo, transparent background (applicable to job ads)
- Tracked link to landing page
- Copy by IDG or client containing:
Text: 125 characters
Headline: 25 characters
Link description: 30 characters

Sponsored Post (Native extension of BrandPost)
- Handled by IDG: High resolution image in format 1 200 x 628 px, including no text
- Handled by IDG: High resolution company logo, transparent background (applicable to job ads)
- Handled by IDG: Tracked link to landing page

- Copy by IDG:
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.

IDG Data Policy for Advertisers
IDGSVERIGE.SE/ANNONSERA

Content guidelines
We believe that native advertising should be relevant and useful to the IDG audience. Any submission that violates the IDG guidelines below can be rejected. If you are unsure whether your content is acceptable, please contact your sales representative or the dedicated IDG program manager assigned to your program.
- It is not appropriate in IDG 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 IDG.
- Content that is perceived as spam can be rejected.
- IDG 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.

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.