

## INSTRUCTIONS FOR CREATING ADVERTORIAL ARTICLE

### Delivery of materials:

**Materials (client's photos + points of reference) must be sent at least 3 working days before the desired publication:**

- Number of photos: at least 5 photos (can be more and we will choose the most suitable).
- Image size: at least 1000 px (landscape image width).
- We choose symbolic photos ourselves, with the help of our photo archives.
- A short summary of the content of the article / points of reference / what is the goal of the content article.
- Is the article sales-oriented: how much should the client be mentioned and in what way.
- Which web links to add (even if it is only one).
- Advertorial article is marked in the top left corner as "Content provided by "XYZ" - company name".

### The main difference between an advertorial article and a PR article:

*An advertorial article is written from the point of view of the user or reader. It is written by a journalist from the advertising department / advertorial department. It also reaches a higher number of readings than a classic PR article.*

*A PR article is written from the point of view of the advertiser, who also delivers it in its entirety to the medium.*