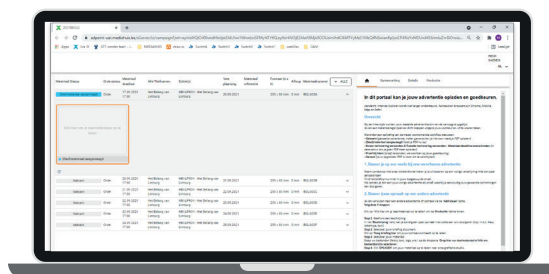
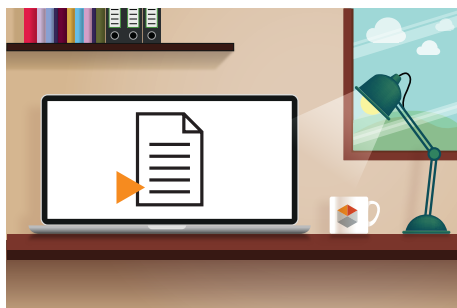


Uploading material for the design



1

Step 1 of 2: Start to upload

- To start, click on the area '**Click here to upload your assets**'
- This overview allows you to upload partial materials for other advertisements as well.
- Simply select the correct advertisement line and upload your files.

Material request via e-mail

After you have ordered your advertisement, you will receive an e-mail requesting material. You will find a link to the Material portal in this e-mail.

2_a

Step 2 of 2, option a > Basing the design on a previous advertisement

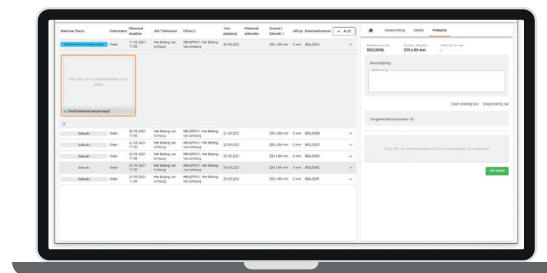
- Please contact your Customer Services Officer if you only wish to make a few changes to a previously published advert in one of our titles. The telephone number can be found in the accompanying e-mail.
- We will then send you a trial version of this advertisement, on which you can easily make the desired adjustments.

2_b

Step 2 of 2 option b > Basing the design on a sample ad

With this option, you can request a design that is based on an advertisement that you forward with it by way of an example.

1. Briefly explain the changes compared to the example advertisement in the '**Description**' field (in terms of colours, font or text).
2. Click on the "**Add Visual**" button to upload your example advert.
3. Drag and drop your partial materials on the area "**Drop your materials here**" or click on this area to select the material files on your computer.
4. Click on "**Upload**" to upload your material.



2_c

Step 2 of 2 option c > Create a new design

With this option, you can request a new design. We then need both your partial materials (photo, logo, text) and a briefing for the design.

1. In order to make a high-quality advert, we need a briefing. Do you not have a briefing yet? Click '**Open in briefing tool**' to complete your briefing online. When you are ready, download the PDF version of the briefing on your computer.
2. Click '**Add Visual**' to select and upload the PDF version of your briefing.
3. Drag and drop your photos and logo to the upload area or click on this area to select your assets on your computer and upload them.
4. Click "**upload**" to upload your material to our graphical department.

Briefing document for the design

In order to make your ad in high quality, we need a briefing for the design.
You can easily fill this out online by clicking [here](#).

1 Make a rough sketch of your ad

STEP 1

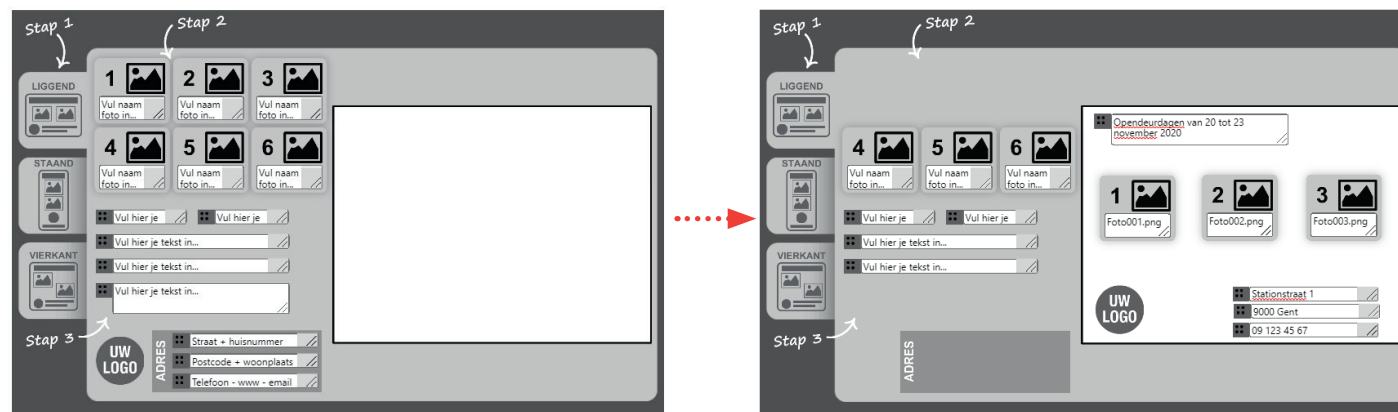
Select the format that is closest to that of your advertisement (landscape, portrait or square).

STEP 2

Select the components of your ad and drag them to the canvas on the right.

STEP 3

Enter the photo name to be used under each photo.
Enter the address details / contact details into the address block, and the opening hours that you wish to show in your advertisement. You can add extra text via the text blocks.



The result is a rough sketch of your ad..

2 Specify the font and colour

You can either choose a font/colour in the style of your logo or webpage, or opt for a specific font or colour.

3 Download the briefing document

Download and save your PDF briefing document via the "Download your briefing" button.

4 Uploading the briefing document into Adpoint

Upload the briefing document into AdPoint, together with your ad material, such as photos and logo. The link to AdPoint can be found in the e-mail you received to request your advertising material.