



# Advertisement Playbook



# Instructions

On the next pages you'll find a 'campaign content indication', to show you how much content is needed per campaign. Please note that this is an indication, and that the phases and matching ad types are recommendations. Every campaign is different, and a tailor made product.

Enjoy the Advertisement Playbook!

*Team Advertisement, Professional Services*

# Advertisement Phases

Explaining the AIDA-funnel per phase.

## Awareness Phase

In this phase, showing your employer brand and getting the target group acquainted with your brand is very important. To achieve this goal we advise to use short video content that gives the audience a good first impression about your company as employer.

## Interest/Desire Phase

In this phase we want to tell the candidate more about the specific job and your company's culture. This can be done using testimonial videos and / or written blogs. The full blog should be available on the landing page.

## Action Phase

In this phase the actual vacancy ads are shown. The candidate will be sent to a vacancy page or vacancy overview. In this phase we focus on conversion: applying for a job.



Facebook



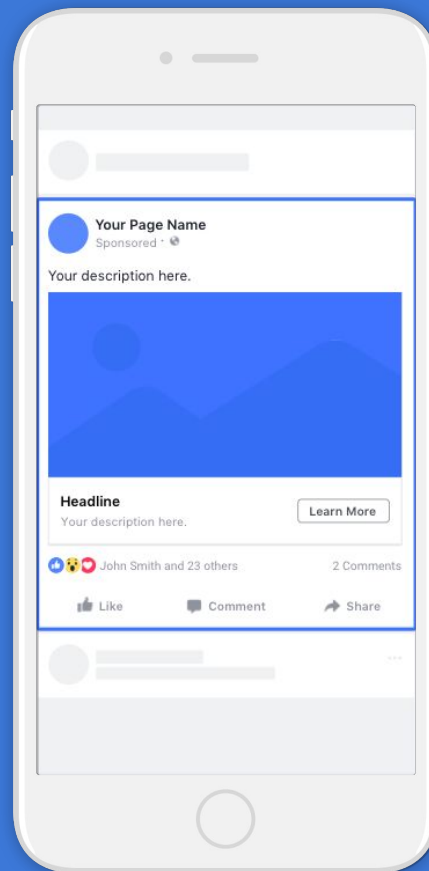
# Image Ad

**Recommended phase:** Interest/Desire & Action

**Size:** 1 : 1, min 1080 x 1080 px

**Text:** Max 125 characters

**Title:** Max 50 characters





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**Instagram**



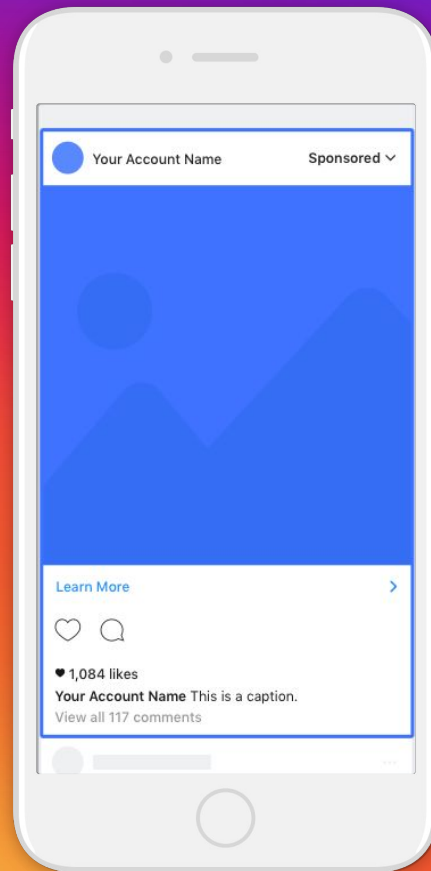
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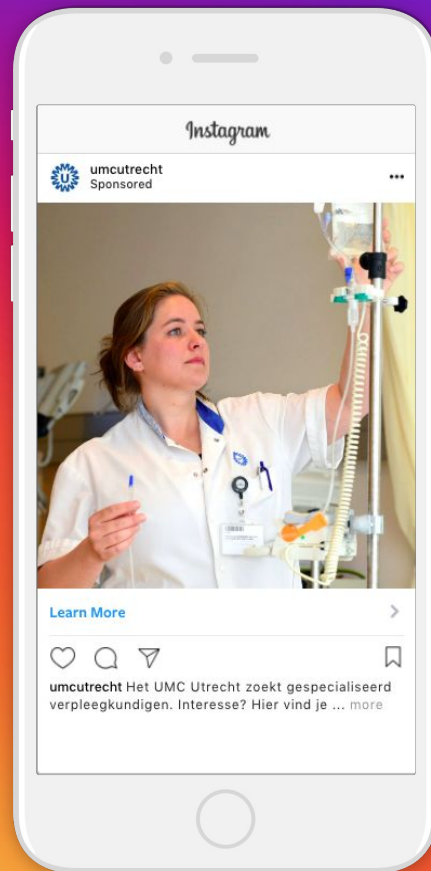
# Image Ad

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**Title:** Max 50 characters





# Stories Image Ad

**Recommended phase:** Awareness & Interest/Desire & Action

**Size:** 9 : 16, min 1080 x 1920 px

**Additional:** Add text in image





LinkedIn



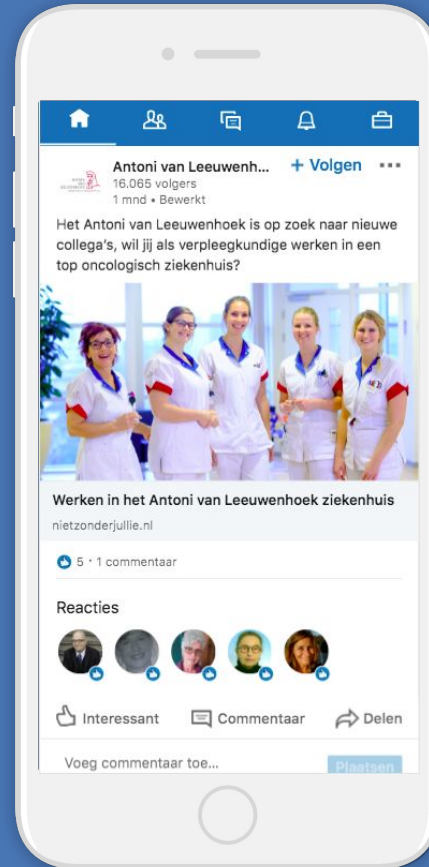
## Image Ad

**Recommended phase:** Interest/Desire & Action

**Size:** 1,91 : 1, min 1200 x 627 px

**Text:** Max 125 characters

**Title:** Max 50 characters



Job: Risk manager - Risk manager gezocht bij BNG Bank in Den Haag. Bekijk hier de vacature! Advertentie ...



## Text Ad

**Recommended phase:** Awareness

**Logo:** Any size

**Text:** Max 75 characters

**Title:** Max 25 characters

**Remark:** No mobile targeting possible

Gepromoot ...

 **Job: Risk manager**  
Risk manager gezocht bij BNG Bank in Den Haag. Bekijk hier de vacature! >

 **Uitnodiging van LinkedIn**  
Plaats advertenties op LinkedIn. Vind nieuwe klanten voor uw bedrijf. Probeer het nu.

 **Uitnodiging van LinkedIn**  
Plaats advertenties op LinkedIn. Vind nieuwe klanten voor uw bedrijf. Probeer het nu.



Twitter



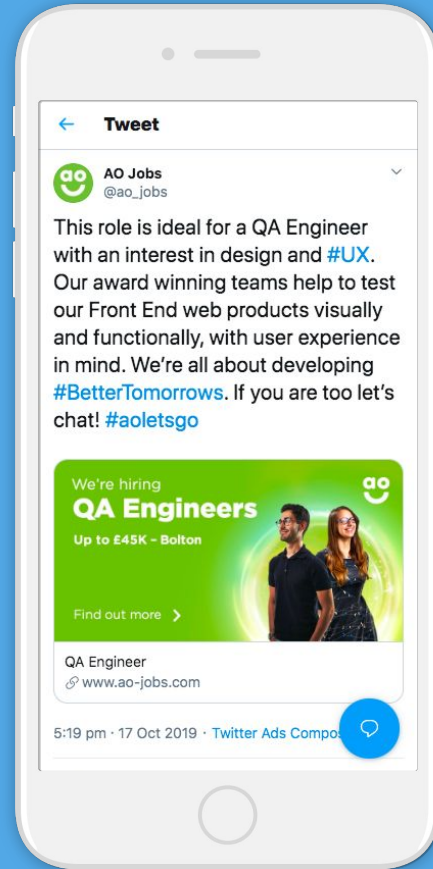
# Image Ad

**Recommended phase:** Interest/Desire & Action

**Size:** 1.91 : 1, min 1200 x 627 px

**Text:** Max 200 characters

**Title:** Max 50 characters





# Image Ad

**Recommended phase:** Interest/Desire & Action

**Size:** 1,91 : 1, min 1200 x 627 px

**Text:** Max 200 characters

**Title:** Max 50 characters





The background of the image consists of four vertical stripes of equal width, colored from left to right: blue, red, yellow, and green. The word "Google" is centered horizontally across these stripes in a large, bold, black, sans-serif font. The letters are positioned such that they span across the boundaries between the colored stripes.

Google

# Google Search

## Recommended phase:

Interest/Desire, Action

## Short Headlines (3):

Max. 30 characters

## Descriptions (2):

Max. 90 characters

## Vonq.com | VONQ Recruitment Marketing | Target Toptalent

[Advertentie](#) [www.vonq.com/](http://www.vonq.com/)

Smart Recruitment Marketing oplossingen en slimme Job Marketing Technologie. Verlaag je Cost-per-Hire en Time-to-Hire. Schrijf je vandaag nog in! Snelle Online Plaatsing. Data Driven Recruitment. Altijd de Juiste Kanalen. Ideale Kandidaat Bereiken. Doeltreffende Mediamix.

📍 Westblaak 175, Rotterdam - 010 201 4800

### Voorspel Sollicitanten

Krijg inzicht in de verwachte resultaten van je campagne.

### Ontdek Mediakanalen

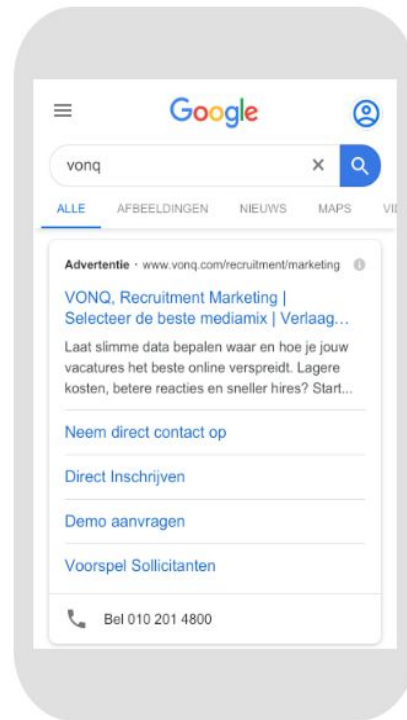
Vind bekende mediakanalen en ontdek nieuwe kanalen.

### Direct Inschrijven

Schrijf je nu direct in voor het JMP van VONQ

### Integreer met jouw ATS

Integreer Job Marketing Platform gemakkelijk met jouw ATS.



# Responsive Banners

## Recommended phase:

Awareness, Interest/Desire

**Landscape Image size:** 1.91 : 1, min 600 x 314 px

(max filesize 5120 kb)

**Square Image size:** 1:1 min 300 x 300 px

(max filesize 5120 kb)

**Square Logo Size:** 1:1 min 128 x 128 px

(max filesize 5120 kb)

**Landscape Logo Size:** 4:1 min 512 x 128 px

(max filesize 5120 kb)

## Short Headlines

Max. 30 characters (1 - 5 variations per ad)

## Long Headlines

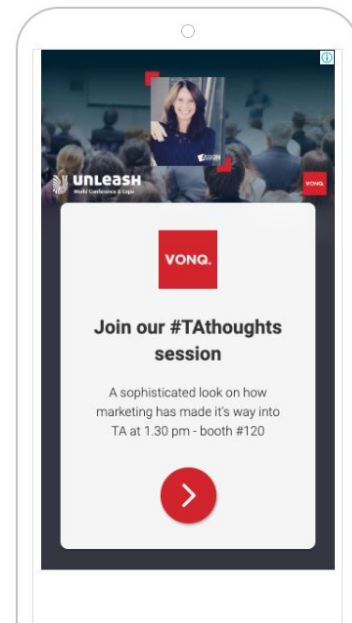
Max. 90 characters (1 - 5 variations per ad)

## Descriptions

Max. 90 characters (1 - 5 variations per ad)



A banner for Ziekenhuis Amstelland recruitment. The top image shows a nurse in a white uniform talking to a patient in a hospital bed. Below the image is the headline "Baan als verpleegkundige" in bold black text. Underneath the headline is the Ziekenhuis Amstelland logo and the text "Kom je ook bij ons werken? We hebben vacatures op elk niveau." To the right of this text is a green circular button with a white right-pointing arrow. A small information icon (i) is in the top right corner of the image area.



A mobile responsive banner for VONG. The top image shows a woman speaking at a podium in a dark room with an audience. Below the image is the VONG logo in a red square. Underneath the logo is the headline "Join our #TAtoughts session" in bold black text. Below the headline is the text "A sophisticated look on how marketing has made it's way into TA at 1.30 pm - booth #120". At the bottom is a red circular button with a white right-pointing arrow. A small information icon (i) is in the top right corner of the image area.



# Image Ads

## Format:

PNG, JPEG, GIF or HTML5 (zip)

## Filesize:

- Max 150 KB

## Sizes:

- Leaderboard: 728 x 90
- Square: 250 x 250
- Small square: 200 x 200
- Large rectangle: 336 x 280
- Inline rectangle: 300 x 250
- Skyscraper: 300 x 600
- Skyscraper: 300 x 1050
- Broad skyscraper: 160 x 600
- Banner: 970 x 250
- Mobile: 320 x 100



Ben jij verpleegkundige?  
Werk mee aan beter worden

Ontdek jouw mogelijkheden

Erasmus MC  
Universitair Medisch Centrum Rotterdam

Erasmus

This advertisement features a dark blue background with a white grid pattern. At the top right is a small information icon. The main text is white, and the call-to-action button is light blue. The Erasmus MC logo is at the bottom.

Het begint pas.  
Werk mee aan de nieuwe  
mogelijkheden.

Meer info

kpn

This advertisement has a green background with a blurred image of a man's face. It includes a light blue call-to-action button and the KPN logo at the bottom right.



**Creating real  
value for real  
people**

*Discover Data &  
Analytics at Rabobank*

Watch the story

