Native *Declaration*

1. Native content must not use fonts or colors associated with JP/Politikens Hus.
2. The editorial layout must be distinct from that of JP/Politikens Hus publications.
3. Headlines must not be black.
4. No byline; no red, green, or blue quotation marks.
5. Clear identification of the advertiser, with a logo in the bottom corner
6. A box containing the word “**ANNONCE**” (Advertisement) must appear at the top.
7. The box must have a white background and a black border, measuring 41 mm x 8 mm. “ANNONCE” must be in uppercase, 14-point, bold Helvetica, must be on both sides if douple page.
8. If the advertisement is to appear in an advertising section, the “ANNONCE” box may be omitted.

JP/Politikens Hus reserves the right not to publish a native advertisement, even if it has initially been accepted or has previously been published.

Slogans or taglines (”pay-offs”) must not be used in wordplay—for example:
”If you want to know more,” ”Dare where others…,” ”Deadline every five minutes,” ”Attitude since…,” ”The Ekstra Bladet effect,” etc.

Color codes and fonts that must not be used

C:0	C:0	C:100	C:100	Guardian	Flama / Antenna
M:100	M:100	M:10	M:80	Pointer	Nimrod
Y:100	Y:66	Y:100	Y:0	Egyptienne	Coranto / Meta
K:0	K:35	K:20	K:40	Capitolium	


ANNONCE

Til Hamborg med Amalie Klæstrup og Otto Olrik:

»Der er områder, hvor man tænker: ‘Hvad fanden sker der lige nede i den der kælder?’«

Native in editorial section


REJS MED DSB TIL HAMBORG

LOGO

Native In Advertising section


Til Hamborg med Amalie Klæstrup og Otto Olrik:

»Der er områder, hvor man tænker: ‘Hvad fanden sker der lige nede i den der kælder?’«

REJS MED DSB TIL HAMBORG

LOGO

! Editorial staff at JP/Politikens Hus may neither provide advice on nor participate in the creation of native content.

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