

## Guidelines for content marketing in Lääkäriportaali

The customer produces 1) **an article** and 2) **a kicker to the article** (a short highlight/introduction text which raises interest to read the article).

The article can cover any topic the client wants to inform the medical target group. The content can be a matter of general interest, or a current high-interest topic, or a specific newflash. When planning the content, it is important to consider which points in the article are new and of particular interest to doctors - in compliance with the Ethical Guidelines of the Pharmaceutical Industry.

### The article consists of the following parts

- **Title** of interest to doctors (concise, informative and compelling to read), title length approx. 60–70 characters.
- **Ingress** (approx. 230–250 characters of text that serves as a compelling introduction to the article).
- **The article with text and subheadings.** The recommended number of characters for the article is 2,500–3,000 characters without spaces. The article may contain text, images, videos, infographics and links.
- **Image** related to the topic (horizontal image, no product advertisement, no text, size: 690 x 360 px, jpg format).
- If necessary, **a listing of additional information links**, for example SPC (summary of product characteristics).

The one-month-long content marketing co-operation includes article visibility in Lääkäriportaali and kicker visibility in Lääkäriportaali's newsletters for one week.

### The kicker consists of the following parts

The article kicker, used in Lääkäriportaali's newsletters, consist of the article's title, ingress and image (size 300 x 250 px, jpg format). The image must not be a product advertisement or contain text.

**Note!** Most readers end up reading the article via kicker in the newsletter. We advise to highlight the news aspect that is of interest in the kicker and title.

The kicker's attention value directly affects the number of times the article will be read.

Terve Media adds the following text in the beginning of the article: COMMERCIAL COOPERATION and the following text in the end of the article: "Commercial partner: Company. This content is produced by a commercial partner and the partner is responsible for the editorial content."

Kind regards,  
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