

DELIVERY SPECIFICATIONS — NEWSLETTER ITEM COLUMBUS

Columbus
TRAVEL

Delivery specifications newsletter item

For the creation of your newsletter item, we would like to receive the following:

Subtitle

A powerful subtitle containing approximately 5 words.

Title

Catchy title containing approximately 6 words.

Introduction

State your preference regarding the offer/editorial promo you wish to draw attention to. The text should be approximately 22 words.

Beeld

Fitting image: Horizontal; No logo.
Width: minimum of 1200 pixels, 72dpi.

URL + UTM-code

The URL to the landing page the advertorial/redactional promo leads to, we recommend using a UTM-code.

Other

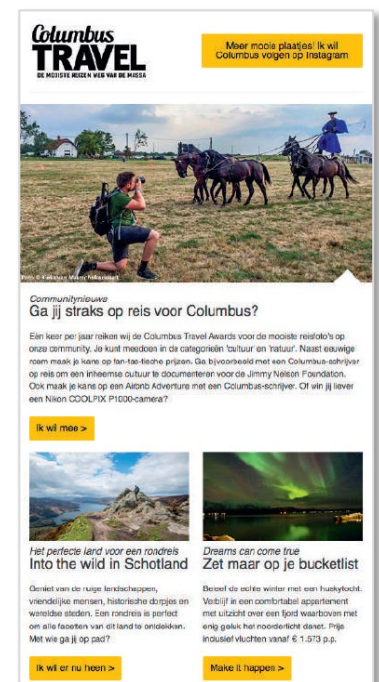
Clicktracker: Possible
Tracking pixel: Not Possible

**The Columbus editorial remains the rights to edit texts & images to obtain optimal attractivity and response of the newsletter.*

Frequency

The Columbus newsletter is sent every week on Thursday.

Examples (in Dutch)



Submission

You can submit your advertising material 10 working days before going live.

Please include in the subject line the name of the client, the campaign and the title.

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