

# DELIVERY SPECIFICATIONS – NEWSLETTER ITEM FLOW



## Delivery specifications newsletter item

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

### Title

Catchy title containing at most 70 signs (including spaces).

### Text

The text used in the advertorial/editorial promo to catch the reader's attention.  
The length of the text can be at most 250 signs (including spaces). **No bullet points.**

### Image

Fitting image: Vertical; **No standalone logo.**  
Format: 1200x600 pixels, 72dpi.

### Call-to-Action (button)

The text leading to the advertorial's website, for instance "Click here". There is a maximum of 35 signs (including spaces).

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

## Frequency

The Flow newsletter is sent once a week, on Saturday.

## 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. E: [roulartabrandstudio@roularta.nl](mailto:roulartabrandstudio@roularta.nl)