

Delivery specifications newsletter item

FORMULE 1

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

Title

Catchy title containing at most 100 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

	<u>Option A:</u>	<u>Option B:</u>
Fitting image:	Vertical; No standalone logo.	Horizontal; No standalone logo.
Format:	270x300 pixels, 72dpi.	560x200 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 newsletter of Formule 1 appears 2x a week on Monday and Thursday.

Example (in Dutch)

- Advertorial -

Alles binnen bereik

Wil je emissievrij rijden, dan is er geen logischer overstap dan de nieuwe ŠKODA ENYAQ iV. Dit is ŠKODA's eerste volledig elektrische SUV: een sportieve familieauto die ook zakelijke rijders duurzaam rijplezier biedt. Met zijn superieure techniek, onvermoede trekkracht en forse bagageruimte kom je niets tekort. Kortom: een echte ŠKODA. Dat is instappen en wegrijden!

[Lees hier verder >](#)



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