DELIVERY SPECIFICATIONS — NEWSLETTER ITEM HAPPINEZ

happinez

Delivery specifications newsletter item

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.
We prefer text in image, but text block is possible if required.
Maximum text length is 2 lines. **No bullet points.**

Image
Fitting image: Horizontal; **No standalone logo.**
Format: 1200x630 pixels, 72dpi., JPG, max. 500kb
Position: Bottom of newsletter

Call-to-Action (button)
The text leading to the advertorial's website, for instance 'Click here'.
Maximum of 3 words.

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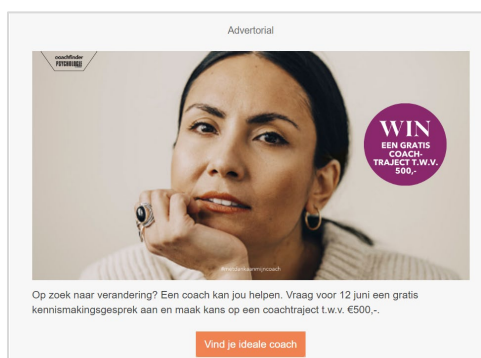using a UTM-code.

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 Happinez newsletter is sent once a week on Thursday.

Example (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

Roularta
Media Nederland