



Delivery specifications newsletter item

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

Title

Catchy title containing at most 60 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 300 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 Knipmode newsletter appears weekly on Fridays.

Example (in Dutch)

Advertorial

Op Black Friday je verlanglijstjes afvinken?

éerst **Reclamefolder.nl** checken!

Op Black Friday je verlanglijstjes afvinken? Eerst Reclamefolder.nl checken. In deze app vind je de komende weken waanzinnig veel aanbiedingen. Met de fijne zoekfunctie doorzoek je in een keer alle folders. Graag wat inspiratie voor de feestdagen? Blader lekker de folders door en zet je favoriete aanbiedingen op je lijstje.

[Download gratis de app](#)

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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