

Delivery specifications newsletter item

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

Title

Catchy title containing at most 10 words.

Text

The text used in the advertorial/editorial promo to catch the reader's attention.

The length of the text can be at most 50 words. **No bullet points.**

Image

Fitting image: Vertical; **No standalone logo.**

Format: 350x266 pixels, 72dpi.

Call-to-Action (button)

The text leading to the advertorial's website, for instance "Click here". There is a maximum of 5 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 newsletter of Psychologie Magazine is sent weekly on Wednesday.

Example (in Dutch)

Advertentie

A photograph of two purple gift boxes with celestial designs (a starry night and a moon) and a small white figurine of a person standing next to them. The background is dark with some greenery.

Magische decembercadeaus in de Happinez webshop

Ook dit jaar vind je in de Happinez webshop weer magische decembercadeaus. Van fonkelende sieraden en betekenisvolle (woon)items tot het luxe Happinez Tarotdeck en de nieuwe Astrology Giftboxes. Tip: schrijf je in voor de Happinez nieuwsbrief en ontvang 10% korting op je eerste bestelling.

Shop met 10% korting »

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