

DELIVERY SPECIFICATIONS — NEWSLETTER ITEM ROOTS



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 250 signs (including spaces). **No bullet points.**

Image

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

Format: 600x300 pixels

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

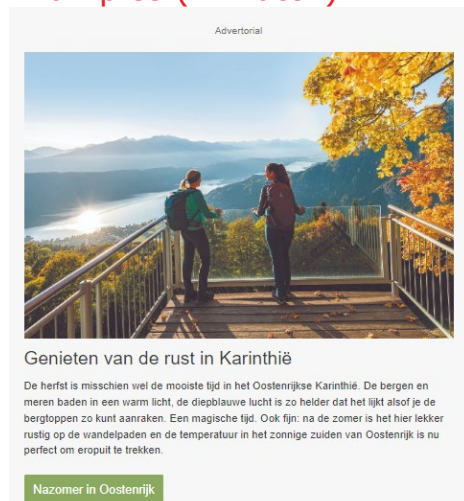
Tracking pixel: Not Possible

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

Frequency

The Roots' newsletter is sent every week on Thursday.

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