

DELIVERY SPECIFICATIONS – NEWSLETTER ITEM YOGA BY 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 Yoga by 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.

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