

DELIVERY SPECIFICATIONS – NEWSLETTER ITEM ZIN

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 Zin newsletter is sent every week on Thursday.

Examples (in Dutch)

Zin en SRC Reizen
Zie méér op je vakantie
Geniet van het Griekse Licht met SRC Reizen. Ontdek de mythes van Griekenland. Naast mooie opgravingen geniet je van kleine stadjes, prachtige kerkjes en verstuide dorpen. Reis mee met onze reisleiders!

Boek jouw Griekenland-reis

Najaar in Vlaanderen
De mooiste tentoonstellingen
In het Brusselse Dynastiepaleis komen de drie Vlaamse grootmeesters Jan Van Eyck, Pieter Bruegel en Peter Paul Rubens tot leven. Of bezók de pas gerestaureerde Sint-Pieterskerk in Leuven, erkend als UNESCO Werelderfgoed. Ook leuk: maak een bijzondere fietsstocht of wandeling vol kunst rond Borgloon.

Ontdek cultureel Vlaanderen

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