

# SPECIFICATIONS – THEME NEWSLETTER

## Specifications Theme Newsletter

A Theme Newsletter contains various editorial and commercial content based on an overarching theme. This exclusive newsletter is sent to our subscribers by one of our brands listed below.

### Brands

PlusOnline, Plus Vrije Tijd, Plus Geld & Recht, Plus Gezondheid and Landleven.

### Structure

The Theme Newsletter begins with an introduction (editorial, A). Below this, you will find three articles (editorial, B), which are selected or written by the editorial team based on the theme. The Theme Newsletter also contains three advertisements (commercial, C). A banner will appear at the bottom of the newsletter (commercial, D). Finally, banners will be placed around the three editorial articles on the relevant website; for this, six banner formats must be supplied, including a URL and UTM code

## Specifications material

To help us put together a Theme Newsletter, we like to receive the following:

### 3 advertisements

- Title: max. 25 signs including spaces
- Content: min. 100 and max. 180 characters including spaces
- Image without text: 560x320 in JPG or GIF (<50kb)
- URL to the landing page, including UTM-code

### Newsletter banner

- 1160x170 in JPG or (animated) GIF (max. 250 kb) Please note: in Outlook only the first frame is displayed
- URL to the landing page, including UTM-code

### 6 bannerformats

In JPG or (animated) GIF or third party HTML5 tag (SSL compatible). HTML5banners must include a click tag. The use of MP4 files in HTML5banners is not permitted. View the HTML5 guidelines [here](#).

- 728x90 Leaderboard max. 150 kB
- 300x250 Medium rectangle max. 150 kB
- 320x100 Mobile max. 50 kB
- 468x60 Tablet max. 50 kB
- 300x600 Halfpage max. 350 kB
- 970x250 Billboard max. 350 kB

Per format: URL to landing page, including UTM-code

## Example Theme Newsletter

[Example PlusOnline](#)

[Example Plus Geld & Recht](#)

## Important

URL's to landing page must be secure (https). If your site is not yet secure, you must ensure this is rectified as soon as possible. Non-secure sites trigger security warnings and bounce rates for newsletters, which affects our reach.

Where applicable, it is mandatory to provide a KOAG/KAG number with every communication.

## Submission

Please submit advertising material no later than 4 weeks before the dispatch date. Please include in the subject line the name of the client, the campaign and the title for which it is intended.

E: [roulartanieuwsbrieven@roularta.nl](mailto:roulartanieuwsbrieven@roularta.nl)

