

# 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. E: [roulartabrandstudio@roularta.nl](mailto:roulartabrandstudio@roularta.nl)