



Specifications Responsive sponsored e-mail WIJ.nl

Delivery specifications material sponsored e-mail WIJ.nl

Version: Lay-out delivered by advertiser

Explanation procedures responsive sponsored e-mail:

Before sending a responsive sponsored e-mail WIJ Special Media uses the following procedure:

- U request a responsive sponsored e-mail a sponsored e-mail at WIJ Special Media. In consultation with u, we will set a sending date and decide on which e-mail addresses (selection criteria) will be used for the sponsored e-mail.
- The material has to be delivered at least 10 working days before the sending date. The materials delivered have to meet the criteria set in this document, unless agreed otherwise.
- The responsive sponsored e-mail will be made by WIJ Special Media and will be sent to you for approval.
- Any changes have to be reported at least one day before sending date.
Be aware: We have maximum of 2 changing rounds
- As soon as we receive your approval on the lay-out of the responsive sponsored e-mail, we will send it on the date that was agreed.

Deadline material:

At least 10 working days before the date the responsive sponsored email will be sent.

Delivery address:

materiaal@wij.nl

Please note: the maximum email capacity of WIJ Special Media BV is 10MB per e-mail message! Larger files can be delivered via WeTransfer. If you have any question regarding the delivery, please send an e-mail to materiaal@wij.nl or contact Jacqueline van Ammers, phone number 0229 – 21 26 72.

Materials that have to be delivered are:

- **HTML-files** in zip-format.
The text has to be written in the “je-vorm”(second – person singular), the sponsored email may not be wider than **600 pixels** and may not contain flash-animations!

NB.: in case of a **responsive** sponsored email, please deliver a liquid design, that will scale between the breakpoints. For the breakpoints we use in some cases 600 pixels (420 pixels – 600 pixels wide) and 420 pixels (for use on mobile devices like a smartphone). In that case there will be a maximum of 360 pixels available for the content, considered our template.
- **Text version of the e-mail** in .txt-format and written in the “je-vorm”(second – person singular).
- **Subject line:** preferably not longer than 35 characters. Please do not use exclamation marks or words that only consist out of capitals.
- **Snippet :** sentence on top of the e-mail that will be shown after the subject line.
- An **email address** to which we can sent substantive comments.
- **Test addresses** (if necessary): in xls-format with a description of the columns in the first row. In case the mail will be personalised, please deliver the data that have to be personalized for each test address individually.

Points of interest:

- **Salutation:** in most of the sponsored emails a salutation will not be used. If you want to use a salutation, we can give you the following possibilities:
 - “Beste” (Dear) <surname mother>
 - “Beste ouder van” (Dear parent of) <name child>

The surname of the mother is not always available. Due to this the number of available addresses will be lower.

A preference for the above mentioned salutation possibilities have to be indicated at the time of booking. Extra costs can be charged for this.
- **Tone of voice:** receivers from WIJ.nl will always be approached with “Beste”. Therefore the receiver will always be approached in the “je-vorm”(second –person singular).
- **Newsletter:** To prevent spam complaints, recipients can only receive our newsletters if they have explicitly subscribed themselves therefor.
- **Headers and footers:** WIJ Special Media BV includes a header and a footer in your sponsored email. The header contains the logo of WIJ.nl. The footer contains an url to the sign out for our partner emails and our privacy statement. If you want to receive an example of a sponsored email please send an email to materiaal@wij.nl.
- **Background images:** If you deliver the e-mail in html it is not possible to place images as back round in the html. A few email programs are not able to show this images and this will do harm to the sponsored e-mail.