



Specifications

Responsive sponsored e-mail WIJ.nl

Delivery specifications material sponsored e-mail WIJ.nl

This document is for those who provide the material for the preparation of a dedicated sponsored e-mail.

Planning

In consultation with you we will set the sending date and decide on the target audience(selection criteria)that will be used for the sponsored e-mail.

- No later than 10 workdays before the sending date, you have to provide the requested materials. The materials must meet the specifications described in this document, unless agreed otherwise.

Be aware: If the material input is not delivered on the agreed date we cannot ensure that the agreed sending date will be maintained. In that case we will decide with you on a new sending date.

- The responsive sponsored e-mail will be made by WIJ Special Media and will be sent to you for approval.
- Any changes you want to make have to be reported at least two days before the sending date (before 12.00). **Be aware:** We have a 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.

Delivery address

The input have to be sent to materiaal@wij.nl. If you have any questions regarding the input or mail itself you can contact Jacquelyn van Ammers by phone at 0229- 21 26 72.

(The maximun e-mail capacity is 10 MB, larger files can be delivered via WeTransfer).

Material delivery

To ensure that the e-mail is readable on mobile (and thus is responsive), we handle four different templates: Single, Double 1, Double 2 en Triple.

There are also possibilities for a custom made e-mail. To do this we will charge additional costs.

The layout of the mail will be the WIJ Partner template. This contains that above the header image the logo of WIJ will be showed and under the footer image there will be an url to the unsubscribe environment and privacy statements of WIJ.

For the material delivery, please follow the next steps:

1. [Choose a template](#)

Make a choice between the templates Single, Double 1, Double 2 or Triple. For further explanation of the templates go to page four.

2. [Image delivery](#)

Deliver the images at the correct formats you choose from according the diagram below

3. [Material input document](#)

Fill in the material input document and send this together with the images to: materiaal@wij.nl.

Image formats	Header image, 600 pixels wide. (max 300 pixels high)	Image 1, 360 pixels wide. (max 250 pixels high)	Image 2, 360 pixels wide. (max 250 pixels high)	Image 3, 360 pixels wide. (max 250 pixels high)	Footer image, 600 pixels wide. (max 200 pixels high)
Template Single	X				X
Template Double 1	X	X			X
Template Double 2	X	X	X		X
Template Triple	X	X	X	X	X

Guideline text delivery:

- Tone of voice: The receivers of the mails will always be approached in the “je-vorm” (second- person singular).
- Salutation: If you want to use a salutation after the header, or instead of a header, you can choose to personalize it in the name of the mother or the child’s name (if the child is younger than four years old). We advise you to use one of the following options: “Beste” (Dear) <surname mother>” or “Beste ouder van <naam kind>” (Dear parent of) <name child>. If the surname of the mother or the name of the child is not available the salutation will be for example, adjusted to: “Dear mother” or “Dear parent”. A preference for the above salutations should be indicated at the time of the reservation. This may incur additional charges.
- The text that is provided, will be edited by our editorial staff.
- The HTML text in the e-mail will standard be put in the Arial type. If you prefer a different type, please discuss this with us.

Points of attention

Templates responsive

The most e-mails are viewed on a mobile device. Therefore all of the sponsored dedicated e-mails will be sent responsive. Responsive means that both the image and text scale up, so that the e-mail is clearly visible on any device whether this is a desktop, laptop, tablet or mobile.



NB: The header and footer image in the responsive version of the mail will be scaled by 600 pixels to 360 pixels wide. Make sure that added texts in the image remain readable.

<p>Let op dat eventuele tekst in dit beeld goed leesbaar blijft.</p> <p>wij</p> <p>Let op dat eventuele tekst in dit beeld goed leesbaar blijft.</p> <p>Header tekst</p> <p>Cupcake ipsum dolor sit amet icing I love I love. Biscuit marshmallow jujubes chocolate gingerbread sweet roll halvah I love. Muffin cookie pastry ice cream sugar plum. Dessert brownie halvah I love jelly chocolate cake.</p> <p>Read More</p> <p>Sugar plum I love toffee tramisu lemon drops. Croissant marzipan tootsie roll candy canes gingerbread macaroon jelly. Applicative gummies brownie croissant topping.</p> <p>Jelly-o candy canes lemon drops. Jelly gummi bears sesame snaps I love water. Donut pudding jujubes sugar plum.</p> <p>I love gingerbread jelly beans brownie marshmallow sweet cupcake icing tootsie roll. Wafer tootsie roll lemon drops jelly-o toffee gummi bears cupcake. Cookie dragée candy underwear.com sugar plum I love candy canes.</p> <p>600x200</p>	<p>Let op dat eventuele tekst in dit beeld goed leesbaar blijft.</p> <p>wij</p> <p>Let op dat eventuele tekst in dit beeld goed leesbaar blijft.</p> <p>Header tekst</p> <p>Cupcake ipsum dolor sit amet icing I love I love. Biscuit marshmallow jujubes chocolate gingerbread sweet roll halvah I love. Muffin cookie pastry ice cream sugar plum. Dessert brownie halvah I love jelly chocolate cake.</p> <p>Read More</p> <p>Sugar plum I love toffee tramisu lemon drops. Croissant marzipan tootsie roll candy canes gingerbread macaroon jelly. Applicative gummies brownie croissant topping.</p> <p>Jelly-o candy canes lemon drops. Jelly gummi bears sesame snaps I love water. Donut pudding jujubes sugar plum.</p> <p>I love gingerbread jelly beans brownie marshmallow sweet cupcake icing tootsie roll. Wafer tootsie roll lemon drops jelly-o toffee gummi bears cupcake. Cookie dragée candy underwear.com sugar plum I love candy canes.</p> <p>(600x200) 360x120</p>	<p>wij</p> <p>Let op dat eventuele tekst in dit beeld goed leesbaar blijft.</p> <p>Header tekst</p> <p>Cupcake ipsum dolor sit amet icing I love I love. Biscuit marshmallow jujubes chocolate gingerbread sweet roll halvah I love. Muffin cookie pastry ice cream sugar plum. Dessert brownie halvah I love jelly chocolate cake.</p> <p>Read More</p> <p>Sugar plum I love toffee tramisu lemon drops. Croissant marzipan tootsie roll candy canes gingerbread macaroon jelly. Applicative gummies brownie croissant topping.</p> <p>Jelly-o candy canes lemon drops. Jelly gummi bears sesame snaps I love water. Donut pudding jujubes sugar plum.</p> <p>I love gingerbread jelly beans brownie marshmallow sweet cupcake icing tootsie roll. Wafer tootsie roll lemon drops jelly-o toffee gummi bears cupcake. Cookie dragée candy underwear.com sugar plum I love candy canes.</p> <p>600x200</p>	<p>wij</p> <p>Let op dat eventuele tekst in dit beeld goed leesbaar blijft.</p> <p>Header tekst</p> <p>Cupcake ipsum dolor sit amet icing I love I love. Biscuit marshmallow jujubes chocolate gingerbread sweet roll halvah I love. Muffin cookie pastry ice cream sugar plum. Dessert brownie halvah I love jelly chocolate cake.</p> <p>Read More</p> <p>Sugar plum I love toffee tramisu lemon drops. Croissant marzipan tootsie roll candy canes gingerbread macaroon jelly. Applicative gummies brownie croissant topping.</p> <p>Jelly-o candy canes lemon drops. Jelly gummi bears sesame snaps I love water. Donut pudding jujubes sugar plum.</p> <p>I love gingerbread jelly beans brownie marshmallow sweet cupcake icing tootsie roll. Wafer tootsie roll lemon drops jelly-o toffee gummi bears cupcake. Cookie dragée candy underwear.com sugar plum I love candy canes.</p> <p>(600x200) 360x120</p>
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Templates desktop

De images within the Double 1, Double 2 and Triple e-mail will be scaled in the desktop version.

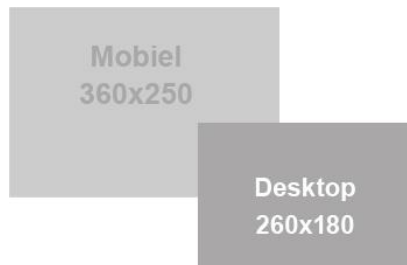
For Double 1: from 360 pixels wide to 260px (height is variable).

For Double 2: from 360 pixels wide to 285px (height is variable).

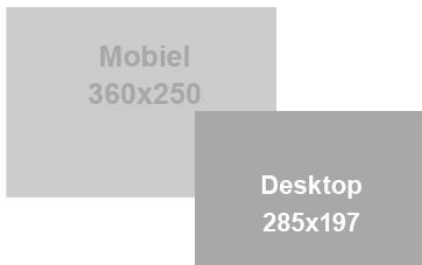
For Triple: from 360 pixels wide to 189px (height is variable).

Please make sure that added texts in the image remain readable.

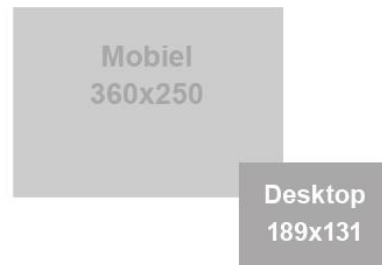
Format Double 1



Format Double 1

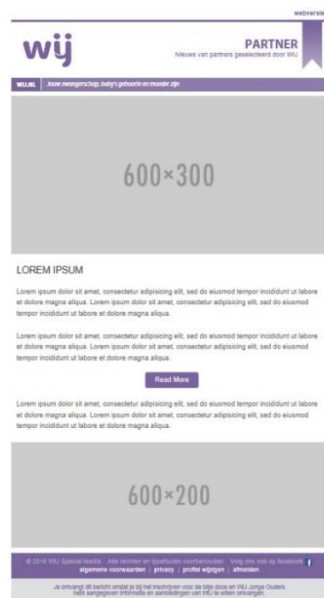


Format Triple

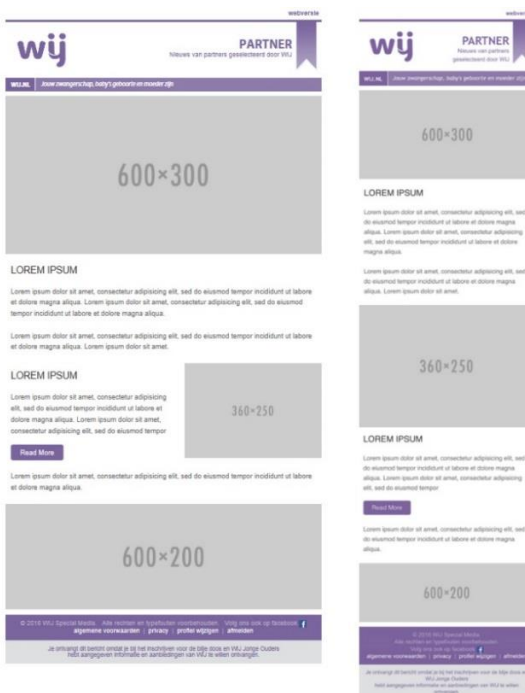


The four different formats (desktop en mobile)

Template Single



Template Double 1



Template Double 2

Template Triple