

FOOD&WINE

DIGITAL

## DEDICATED NEWSLETTER SPECS

FOOD & WINE's dedicated email provides a blank canvas to distribute your own branded creative to a list of qualified and engaged opt-in subscribers. Simply provide a coded HTML or JPG image (with links) and we'll transform it into a high impact e-blast, sent as a partner of Time Inc.

## GUIDELINES & SPECIFICATIONS

### ASSETS REQUIRED

**.HTML or .JPG IMAGE FILE** 640x480px, 100k Max

+ Active clickthrough URL/click command

**SUBJECT LINE** 50 characters/6 words or less

**OPT-OUT** Link or **PRIVACY POLICY** allowing subscribers to remove themselves from future client correspondence

### TIMELINE (BUSINESS DAYS)\*

**20 DAYS** Client submits assets to [randall.pease@timeinc.com](mailto:randall.pease@timeinc.com)

**15 DAYS** F&W generates an internal test email for legal review

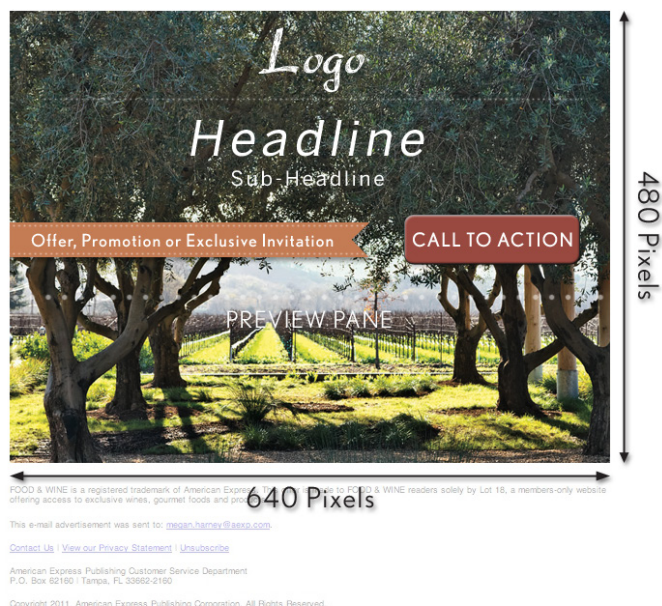
**10 DAYS** F&W provides detailed feedback on all email elements including creative, subject line, clickthrough and rules (if applicable)

**8 DAYS** Client submits revisions (if necessary)

**5 DAYS** F&W generates a final client-facing test email for approval

**3 DAYS** Client provides final approval and email is set for launch

*\*Based on client feedback. Delays could result in postponed launch.*



## CREATIVE TIPS

### KEEP IT SIMPLE

Per Time Inc. legal, the subject line must clearly state that the offer is from an advertiser and cannot contain claims. Instead of cramming every piece of information in your copy, take a more concise approach with plain language and a consistent theme.

### BE EXPLICIT

Instead of "CLICK HERE", use descriptive terms such as "ORDER NOW", "LEARN MORE" or "VIEW MORE DETAILS".

### USE YOUR SPACE WISELY

Make the click area prominent and visible and incorporate a header/introduction into the top 250px of the email (see preview pane above) to ensure that it appears above the fold.

### PLAN AHEAD

Giveaways, special offers and recognizable names/photos tend to get hung up in legal approvals. Please provide detailed rules, terms & conditions and release forms (respectively) along with assets to ensure a timely deployment.