ELEKTRONIKFOKUS



Customized newsletter

TechMedia

Building a customized newsletter with ElektronikFOKUS

Intro:
The ElektronikFOKUS newsletter has a total width of 600 pixels and can - in principle - have any length wanted.
Elektronikfokus´ graphic designers build the customized newsletter on behalf of our advertisers – based on the advertiser´s input.
The newsletter design is quite flexible and can have several different layouts.

Building:
When considering a layout prior to building the newsletter, the advertiser can choose amongst five modules.
These modules contain texts, pictures or illustrations - except for module 5 which is only text - and can be combined and repeated in any order the advertiser should wish for.
We call it mix & match.
The text in each module can have a max of 2 weblinks (URL´s).
Larger pictures/illustrations can also be added in between the modules - in width max pixels 600
The modules are described in the following pages.

Banners:
As well clickable banners can be added in between the modules, if wanted.

Deadlines for material:
To ensure the best possible conditions for a flawless workflow between us – which also include the advertisers proofreading prior to publishing – we need to have the ready and workable material with us no less than 14 days prior to publishing.

Questions:
If you have any questions, please do not hesitate to call me.

Jesper Bækmark
Sales Manager
Tel. +45 51 34 82 43
jb@techmedia.dk

Customized Newsletter | Modules

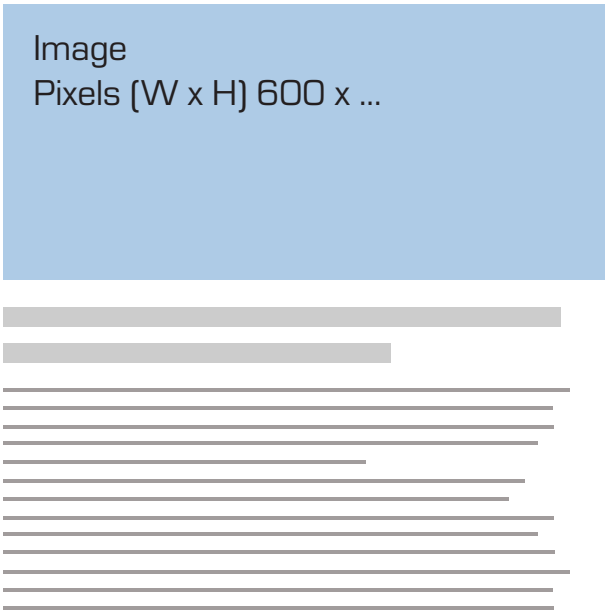
Standard top with Company name

Will appear on all newsletters



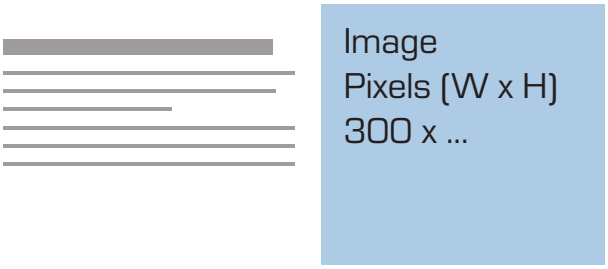
Module 1: Wide image and text

Image is 600 px wide (white borders).
The text in Module 1 is also shown in full width of the newsletter.
Recommended length of excerpt text for this module is 500 characters (including spaces), which is equivalent to 6 lines of text in the newsletter, as shown here in this text example.



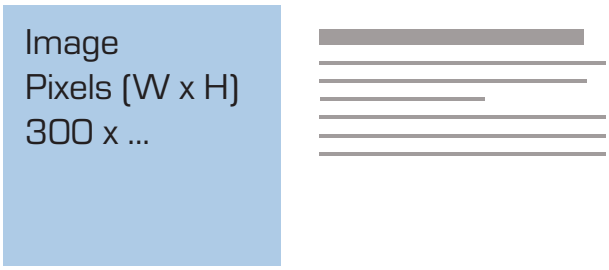
Module 2: Image right and text left

Image is 300 px wide (half width of newsletter with white border). Recommended length of excerpt text for this module is 220 characters (including spaces), which is equivalent to 6 lines of text in the newsletter, as shown here...



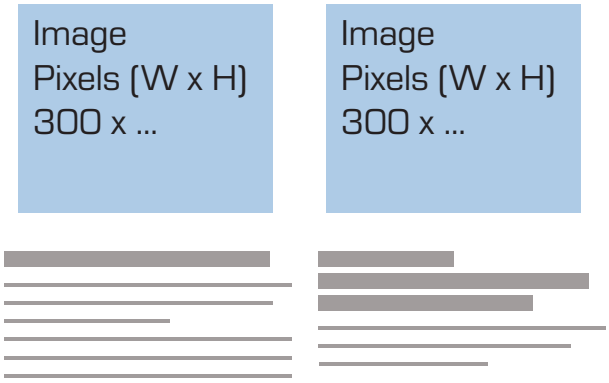
Module 3: Image left and text right

Image is 300 px wide (half width of newsletter with white border). Recommended length of excerpt text for this module is 220 characters (including spaces), which is equivalent to 6 lines of text in the newsletter, as shown here...



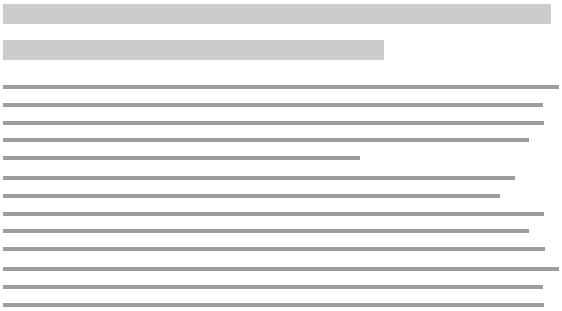
Module 4: Columns

Left and right side of Module 4's two columns. Image is 300 px wide (half width of newsletter with white borders). Both images must be the same height. Recommended length of excerpt text for this module is 220 characters (including spaces), which is equivalent to 6 lines of text...



Module 5: Text only

This module is only text (no image).
The text in Module 5 is shown in full width of the newsletter.



Separate banner

Clickable banners can be added in between the modules, if wanted.

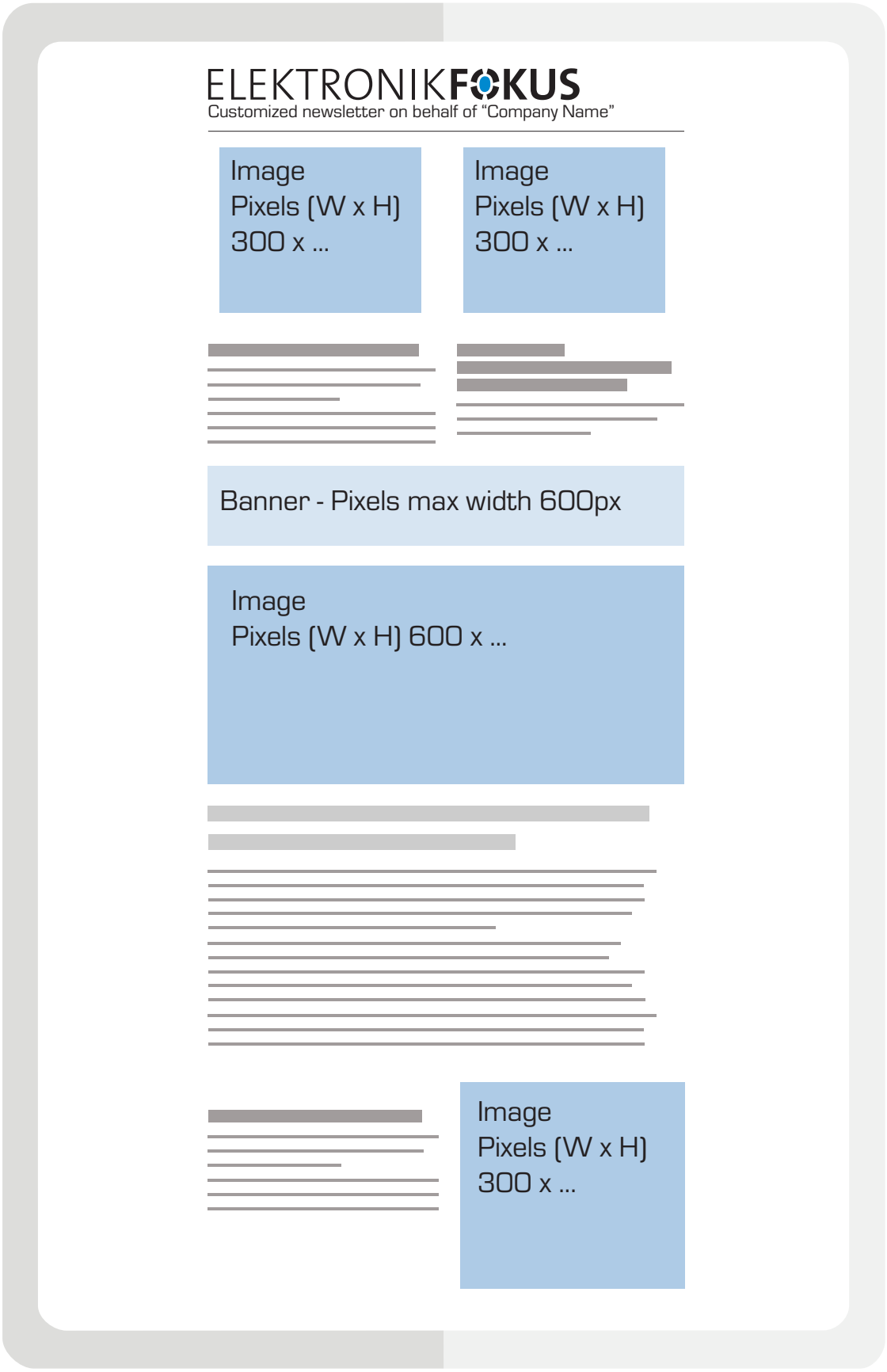
Banner - Pixels max width 600px

Separate image

Single image. These images must always have a max width of 600 pixels.

Image
Pixels (W x H) 600 x ...

- Every newsletter will have the standard top
- Modules can be mix and matched in any way and as many times as you wish.
- Image heights can vary, but width must be as described in the module.


ELEKTRONIKFOKUS
Customized newsletter on behalf of "Company Name"
Image
Pixels (W x H)
300 x ...
Image
Pixels (W x H)
300 x ...
Banner - Pixels max width 600px
Image
Pixels (W x H) 600 x ...
Image
Pixels (W x H)
300 x ...

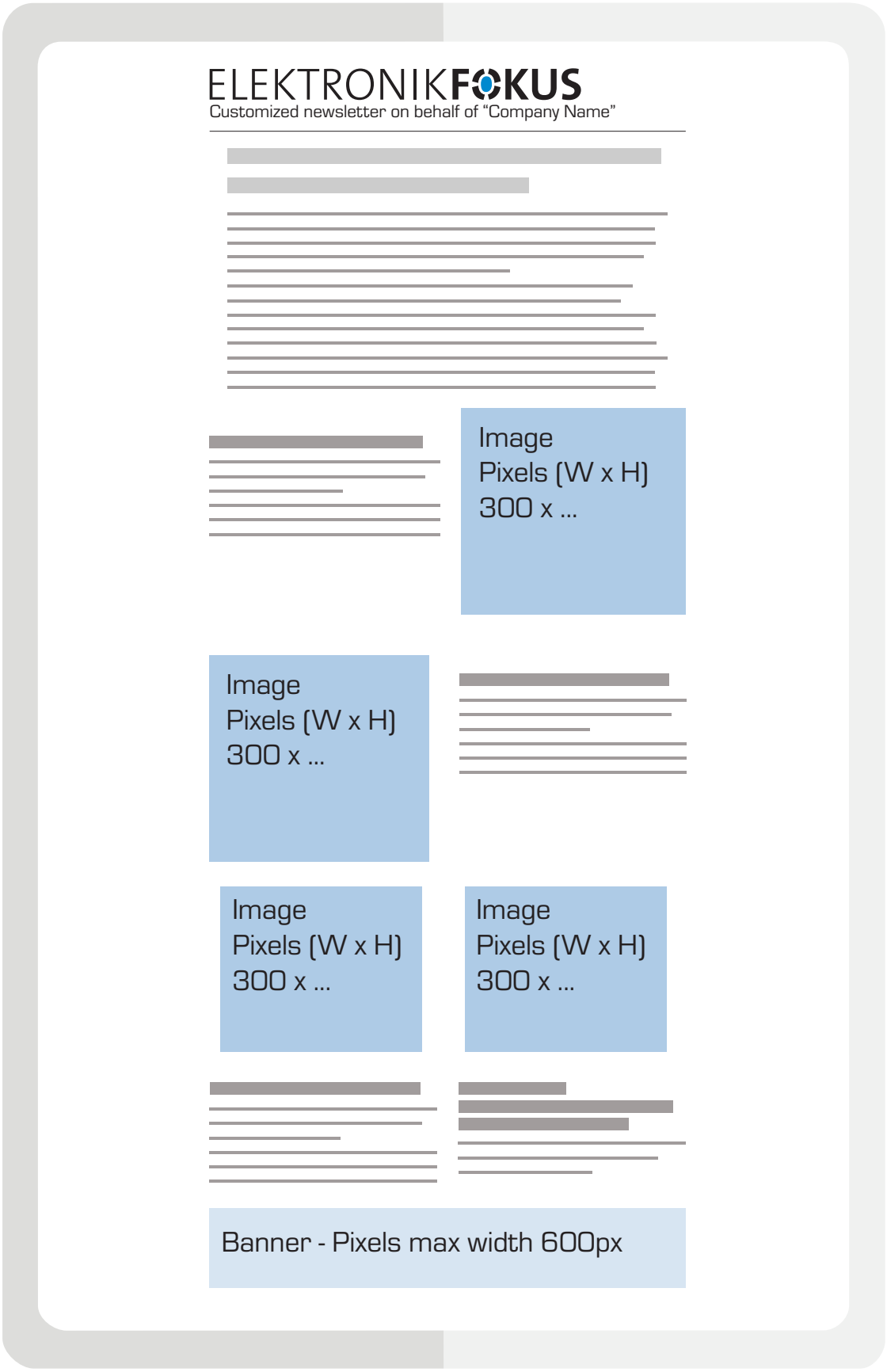
ELEKTRONIKFOKUS
Customized newsletter on behalf of "Company Name"

Banner - Pixels max width 600px

Image
Pixels (W x H) 600 x ...

Banner - Pixels max width 600px

Image
Pixels (W x H) 600 x ...


ELEKTRONIKFOKUS
Customized newsletter on behalf of "Company Name"
Image
Pixels (W x H)
300 x ...
Image
Pixels (W x H)
300 x ...
Image
Pixels (W x H)
300 x ...
Image
Pixels (W x H)
300 x ...
Banner - Pixels max width 600px

ELEKTRONIKFOKUS
Customized newsletter on behalf of “Company Name”

Image
Pixels (W x H) 600 x ...

Banner - Pixels max width 600px

Image
Pixels (W x H) 600 x ...

ELEKTRONIKFOKUS
Customized newsletter on behalf of "Company Name"

Image
Pixels (W x H) 600 x ...

Image
Pixels (W x H)
300 x ...

Banner - Pixels max width 600px

Image
Pixels (W x H)
300 x ...