



OUT & ABOUT WITH KIDS SOLUS eDM MATERIALS SPECIFICATIONS

Materials you need to supply us for the eDM:

- 1 x image or banner in .jpg format **600 px (width) X 380 px (height)**. If you wish to have a logo on your banner or image, you must supply the image with the logo already watermarked, as we are unable to do this for you. There is no facility within our template for banners/hero images to have captions.
- A Word document (**no pdf files**) containing:
 1. Maximum 8 word header
 2. 300- 450 (maximum) words of copy
 3. One URL for call to action
 4. Please **DO NOT** include additional hyperlinks in the text

We prefer to limit our eDM distribution to one offer or promotion per week and these are usually scheduled for issue on Thursdays at 7.30pm.

You **MUST** utilise your eDM within 6 months of booking or it will expire.

You **MUST** supply the following materials **EXACTLY** as specified and by the **DEADLINE DATE** given to you at the time of booking. Unless otherwise advised, we **MUST** receive your material **NO LATER** than close of business seven days prior to your scheduled eDM date. Please email all assets to digitaleditor@oawk.com.au

A **TEST eDM** will be forwarded to you several days prior to the scheduled distribution date of your solus eDM. You must be available to respond promptly with sign off/approval. The eDM **WILL NOT** be released if sign off/approval is not received within a reasonable period of time and **AT LEAST 24 hours** in advance of the scheduled release date/time.

Please check the copy you supply carefully before submitting. The copy must be **FINAL** at the time of submission. Time constraints mean that we will only accommodate **a maximum of two sets of changes** to supplied final copy. You will be sent a **TEST** to approve and sign off.

Out & About with Kids (OAWK) will make all corrections that may be necessary as a result of OAWK'S creation of your eDM.