Newsletter brief for Stockmann branded newsletters:

Please read this brief before providing materials for Stockmann newsletters.

Please provide the following materials:

- Ready copy texts in Finnish. If you do not have the chance to provide Finnish texts, English copies will be translated by the newsletter specialist at Stockmann
- Ready photos in the correct sizes as jpg. files.
- Subject line for the email
- CTA texts for each block
- Links to the brand/product on the Stockmann website. Please note: If the product is still unavailable on the Stockmann website then please provide a product number or a product name so that it can be easily found when online

Blocks:

- The newsletter consist of different blocks and each block contains a subject line, a copy text and an image
- There are different blocks and image sizes available to use
- Please choose from the following examples:
  - 1 main content block (always needed)
  - 1-4 other content blocks (40x450 or 300x350)
  - 1 product image block if wanted

Please see examples of the blocks and links to example newsletters in the following pages.
Content blocks:

- Please provide 1 main block in size 620 x 400 OR 620x800

Block: 620 x 800

Text up to 150 characters.

[CTA]
Block: 620 x 400

Text up to 250 characters.

CTA

If wanted please provide 450x450 product blocks:

Block: 450x450

Text up to 250 characters.

CTA
• If wanted please provide blocks in 300x350 px:

Block: 300 x 350
Text up to 250.

CTA

• If wanted please provide 4 product images in size 128x179:

Content block for products
4 images in size 128x179 px