

# IN FOCUS NEWSLETTER

## ATTRACT ATTENTION TO YOUR PRODUCT OFFERING

Our InFocus Newsletter is customized using your content and product images to tell your brand story to 15,000 design professionals.

### MATERIALS

All we need is:

- ▶ Your company logo (eps format)
- ▶ Hero product image, 580 pixels wide x max of 315 pixels high, 30k, 72 dpi
- ▶ Body copy in Word doc., 150 words max.
- ▶ Product photos, 3 images, 280 x 280 pixels, 30k each, 72 dpi
- ▶ Click-thru URL

You provide the materials and we will do the rest. This custom email offering is a responsible digital campaign with an easy to track ROI. Shortly after your newsletter campaign you will receive a comprehensive performance report including total number sent, open rate, and clicks.

**RATE: \$2,500 NET**



- 1 HERO PRODUCT IMAGE**  
An image of your product(s) in their setting
- 2 BODY COPY**  
Strong content to tell your product story and captivate the attention of our design professionals.
- 3 PRODUCT PHOTOS**  
Support images help complete your product story.