

# SPECIAL OFFER NEWSLETTER

## PRODUCT ELEMENTS

The following elements need to be included and given to FindLaw at least ten (10) working days before the product will be distributed

<b>Copy</b>	<ul style="list-style-type: none"> <li>• Text is to be delivered in a Microsoft Word document (template provided upon request)</li> <li>• Word limit is 350</li> <li>• Sponsor should note color and font preferences but FindLaw producers will add font styles at their discretion</li> </ul>
<b>Links</b>	<ul style="list-style-type: none"> <li>• The body of the email can contain up to 3 different URLs</li> <li>• Active URLs must be provided</li> </ul>
<b>Sponsor's Contact Information (Optional)</b>	<ul style="list-style-type: none"> <li>• Email Address</li> <li>• URL</li> <li>• Street Address</li> <li>• Telephone Number</li> </ul>
<b>Sponsor's Logo</b>	<ul style="list-style-type: none"> <li>• Format is .JPG or .GIF</li> <li>• Flash (or .SWF) files will not be accepted</li> <li>• The height can be no more than 65 pixels tall</li> <li>• The file size can be no more than 10k</li> </ul>
<b>Images (Optional)</b>	<ul style="list-style-type: none"> <li>• Sponsor may include an image of the product or special offer, as well as an action-oriented image with directions for placement (i.e. right aligned).</li> <li>• Format is .JPG or .GIF</li> <li>• Flash (or .SWF) files will not be accepted</li> <li>• The width of the main image cannot exceed 560 pixels</li> <li>• The file sizes of all images combined cannot exceed 40k</li> </ul> <p><b><i>No Flash or other web-based rich media accepted. Third party tags are not accepted, with the exception of click commands for click-through URLs.</i></b></p>
<b>Tracking URLs</b>	<p>Sponsor may use a tracking URL (such as DFA) to track the performance of links within the copy. FindLaw will wrap our own DART tags around the supplied URLs to track clicks on our end.</p>
<b>Creative Deadline</b>	<p>Creative is due 10 days prior to flight start date</p>

## GENERAL GUIDELINES

- Sponsor has to purchase the entire subscriber list.
  - The newsletter MUST contain a special offer (e.g., free white paper, discount, webinar) and the offer must be clear to the user.
  - Sponsors can choose which day the newsletter drops but final drop date is based on availability.
  - It is recommended that newsletters drop on a Tuesday, Wednesday or Thursday.
  - There will be only one drop per day, per title.
  - A single subscriber to a title should not receive back to back emails from the same sponsor.
  - A sponsor is required to modify their content for each drop purchased.
  - DART tags will be inserted on all creative for the purpose of sending the customer performance metrics.
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## TEXT FORMATTING GUIDELINES

- Do not include any unusual characters (e.g. accents, curling quotes, etc) if possible. When copied into HTML, they may be rendered as squares or other symbols.
  - When adding URLs, use the http:// form (e.g. <http://lp.findlaw.com>). URLs cannot exceed 1024 characters.
  - Text display URLs must be less than 35 characters
  - Include links (all links will be tracked unless otherwise instructed).
  - Copy must be proofread and final before submission and must clearly indicate hyperlinked text and their associated click-through URLs. Creative changes are made at the discretion of FindLaw's production staff.
  - All copy is subject to review and revision by FindLaw. Layout is done with the discretion of the FindLaw production staff.
  - FindLaw recommends limiting the amount of text and using short paragraphs separated by 2 returns. This will make the message more readable.
  - Do not capitalize every word. Be extremely selective in using words with all caps
  - Avoid excessive use of \$ signs and exclamation points. Do not use multiple symbols one after another. For example, the following are not recommended: Free!! Now!! Save \$\$\$\$\$
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## CREATIVE GUIDELINES

Before creating a Special Offer Newsletter it is crucial to define the goal of the email. Email marketing goals can vary according to company, industry, customer lifecycle stage, and even type of campaign (acquisition or retention).

Typical goals include:

- Promoting a special product or service offer
- Increased revenue and sales using promotions
- More traffic to a Web site
- Improved brand awareness
- Conversions or "actions" (e.g., customer sign-ups)
- Deeper profile information using surveys, promotions, and sweepstakes
- Relationship building and management

Below are simple guidelines for creating a successful Special Offer Newsletter:

- Messaging in the email should be targeted to FindLaw's audience.
- If creative is provided to FindLaw in HTML it should be noted that many email clients have issues with CSS. Email layout should be as simple as possible.
- Effective emails are short and catchy, with a clear "call to action".
- Link(s) to sponsor's web site should be included at the beginning and end of the message. It is helpful to provide readers with a clue as to what clicking on the link will do. E.g. "Request more information".
- Avoid spam-like language, which could result in an email being blocked by servers. Examples include:
  - Free!
  - 50% off!
  - Click Here
  - Call now!
  - Subscribe
  - Discount!
  - Opportunity
  - Compare
  - Amazing
  - Promise You
  - Satisfaction Guaranteed
- Sponsors should capture as much information as possible from readers who click-through to their site.