

NEWSLETTER PROGRAM

Specifications:

- All newsletters have the ad options of Top Banner and Panel Ads
- File size of the creative for the Top banner can be maximum up to 12 kb
- Creative for the Panel Ad can be maximum up to 8 kb
- Creative to be in .gif format only
- Click through URL to be given separately along with the creative
- Creative to be given 3 working days prior to the activity
- Loop Limit is forever/continuous
- Creative tags – Not Applicable

Reports:

Mailer report will be provided 3 days after the mailer blast

Reports will comprise of

- Community sent to
- Total Database sent to
- Open Rate
- Click Rate

Newsletter	Weekly Schedule
DQ Channels Solutions Alert	Mon - Fri
IOL CyberTimes - News Daily	Mon - Fri
CIOL CyberTimes – Enterprise Weekly	Tuesday
CIOL CyberTimes – SMB Weekly	Wednesday
CIOL CyberTimes – Developer Weekly	Thursday
CIOL CyberTimes - Technology Weekly	Friday