

# Supplying copy for inclusion in our monthly newsletter

September 2011

# Introduction

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This document has been put together in order to help you with preparing your copy for inclusion in our monthly newsletter.

Please ensure you read the following carefully as mistakes cannot be rectified once the newsletter has been broadcast.

If after reading this document you are still unsure of our requirements, please feel free to contact either:

[Vikki@theyachtmarket.com](mailto:Vikki@theyachtmarket.com)

# Supplying copy

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TheYachtMarket requires receipt of your copy (and images, where applicable) **at least 4 days prior to the scheduled broadcast**. This time frame has been put in place to allow our designers to integrate the content supplied into our template and manually test the newsletter in various mail clients prior to broadcast.

We use a feature called, 'Time Warp' to send our mailers. This is a campaign scheduling feature that ensures that our campaign's are delivered to recipients at that time, in their time zone. Instead of sending campaigns all at once, Time Warp delivers incrementally to each time zone making it easier for us to reach inboxes at more optimal times, therefore increasing open and click-through rate.

**As this feature requires to be scheduled a minimum of 24 hours in advance, this now means that for ALL mailer content we need to receive FINAL copy by the previous Thursday morning (preferably before) and approval by Monday PM at the latest in order for us to schedule the send.**

**We unfortunately cannot deviate from this deadline, so if you cannot meet these requirements you need to advise us ASAP.**

## Proof Reading

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**Please note that it is your responsibility to proof read the copy you supply to us PRIOR to us integrating it into the mailer.**

If we receive any amends to your copy AFTER we have already integrated it to the template, you will be charged an amendment fee of £37.50 +VAT.

If you do not have the time to proof read your copy before sending over to us, you can use our 'Proof Reading' service.

A member of our team will check your copy for grammatical and spelling accuracy and amend if required and then forward back to yourselves for final approval before integrating it into the newsletter. If we notice errors in the copy after we have integrated the copy, the amendment fee above will be waived.

This proof reading service costs £50 +VAT.

If you are interested please advise when you send over your copy.