

# Zone Spotlight Newsletter

## Specs

- Logo: 3.1 Aspect Ratio or 165 x 65px
- Headline: 50 Characters including spaces
- Call-to-Action: 15 characters including spaces
- URL with Tracking Link

## Best Practices

### Call-to-Actions

- CTAs with “now” or “Now” tend to perform better
- “Read Now”, “Download Now”, etc.

## Assets & Lead Time

- Submit all assets 1 week prior to scheduled launch
- Emails will be rescheduled if materials are received late
- Assets will be reviewed and approved