# The Student Room Email Template Please fill in all required sections

## **Imagery**

#### **Header image:**

This image must include:

- Your logo
- Your main call to action (e.g. apply now etc.)
- Required image size: Width: 600px Height: 300px
- Format: .jpg/.png/.gif

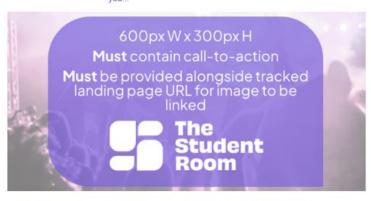
## **Brand/CTA colours**

Please supply the hex codes (e.g. #000000) **Top tip:** Use your brand colours.





At The Student Room, we partner with universities and other organisations to send you relevant information about courses, open days or other offers. Here's something that might be of interest to



Title goes here - please provide hex code for title

Body copy here - 300 words max

Remember to include tracked URLs for any links included - though we recommend during Clearing that you stick with a single call-to-action throughout.

Call to action - please provide hex code for button colour

## **Subject lines**

Please supply 2 subject lines. We will test the 2 subject lines using a percentage of the send with the winning subject line then being sent to the remainder.

Subject line 1 - Maximum 40 characters (including spaces)

Subject line 2 - Maximum 40 characters (including spaces)

## Tracked links

Header image:

**CTA Buttons:** 

#### Title text

### CTA Button text

## **Email copy**

Thank you for completing the brief