

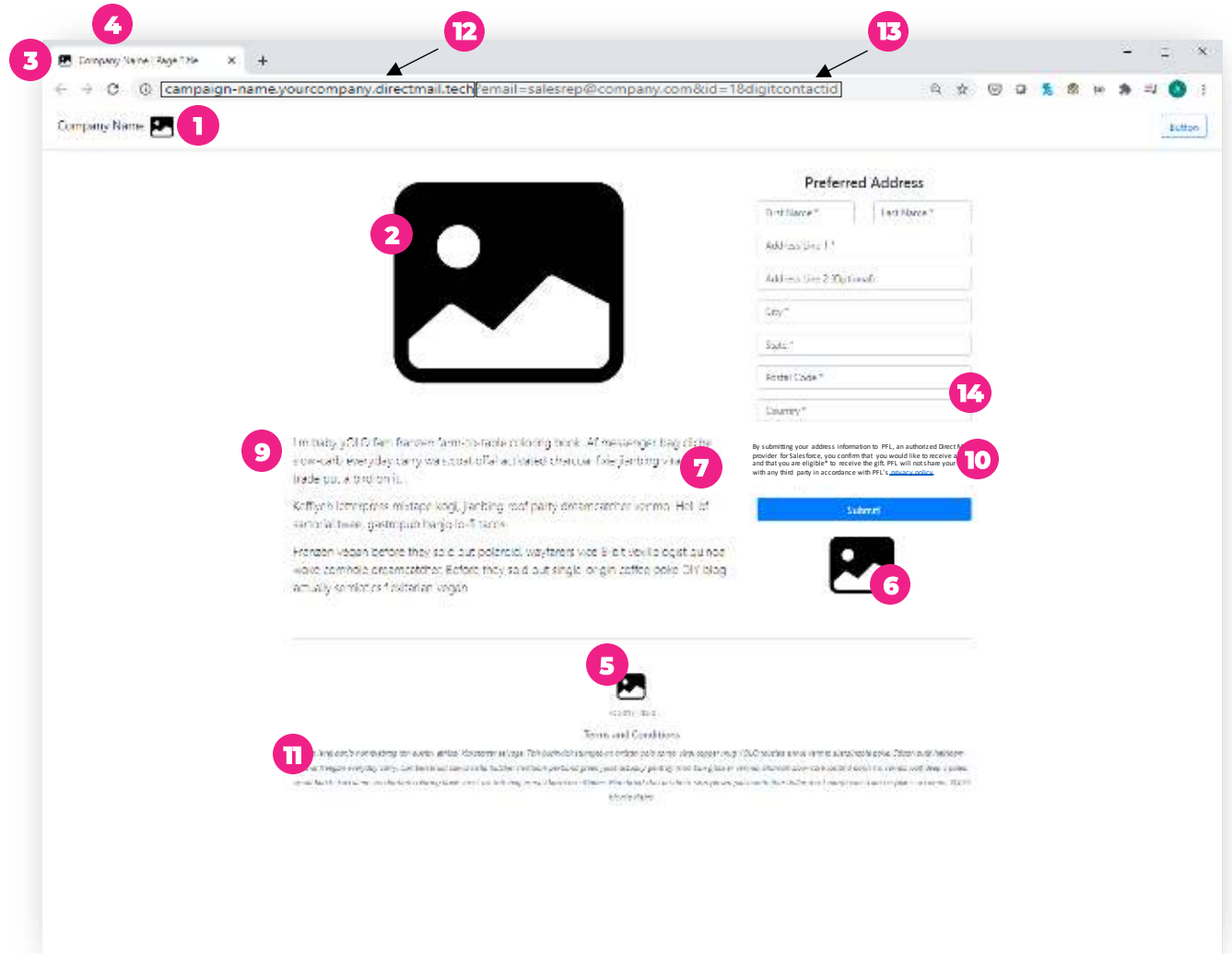
# Landing Page

Email the following assets in a zip folder to your Project Manager

## Requirements

- 1) Logo Image: Min width of 250px
- 2) Hero Image: 1920 X 1080
- 3) Favicon Image: 32x32
- 4) Page Title: Example (A Gift from Company Name)
- 5) Footer Image: 250 X 250
- 6) Product Image\* : 500 X 500
- 7) Font Preference: Name of font (Must provide ttf or woff for custom fonts)
- 8) Company Colors: Hex Preferred
- 9) Call To Action Copy: Typically 25-75 Characters
- 10) Submission Disclosure Language: Typically 25-50 Characters
- 11) Terms and Conditions: 75-150 Characters
- 12) Requested URL for directmail.tech or pfl.com:  
  
Examples: `companyname.directmail.tech/campaignName`  
`companyName.pfl.com/businessunit/campaignName`
- 13) Required Query Parameters: Examples are salesperson email (to tell us who to email upon form submission) or Contact ID (to communicate the ID of the recipient in the email)
- 14) Full list of cities / times available for session selection

\*optional: PFL will provide.



1



## Banner Image

2

Dear Recipient,

7  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Bibendum est ultricies integer quis auctor. Dui sapien eget mi proin sed libero enim sed. Tempor orci dapibus ultrices in iaculis nunc sed. Odio eu feugiat pretium nibh ipsum consequat nisl vel pretium. Mauris vitae ultricies leo integer malesuada. Viverra accumsan in nisl nisi. Sapien faucibus et molestie ac feugiat. Feugiat vivamus at augue eget arcu dictum. Tellus id interdum velit laoreet id donec ultrices tincidunt. Vivamus at augue eget arcu. Ultrices gravida dictum fusce ut placerat.

3 Button Message

4

Cheers!

Name  
Title  
Email Address

5

Sapien faucibus et molestie ac feugiat. Feugiat vivamus at augue eget arcu dictum. Tellus id interdum velit laoreet id donec ultrices tincidunt. Vivamus at augue eget arcu. Ultrices gravida dictum fusce ut placerat.

6 Unsubscribe Link

# Email

Email the following assets in a zip folder to your Project Manager

## Requirements

- 1) Banner Image: 2000 X 1260
- 2) Email Copy: 30-50 Words Suggested
- 3) Button Message: 2-3 Words
- 4) Salutation: Closing and Displayed Fields
- 5) Terms and Conditions
- 6) Unsubscribe Link: Link Name and URL
- 7) Font Preference: Name of font (Must provide ttf or woff for custom fonts)
- 8) Company Colors: Hex Preferred