

### PRODUCTLINE

Productline is our popular entry-level email marketing service for new product launches. It also provides a cost-effective platform for you to drip-feed your product information to a huge audience. As you build your full campaign, use Productline as a targeted tool to back up your high-visibility activity.

A premium Featured Productline option appears in an expanded middle section of a Productline email and is further promoted at www.electrooptics.com

- Both options comprise: headline, image, product description and web link
- Both options sent to opt-in database of 10,000 industry professionals

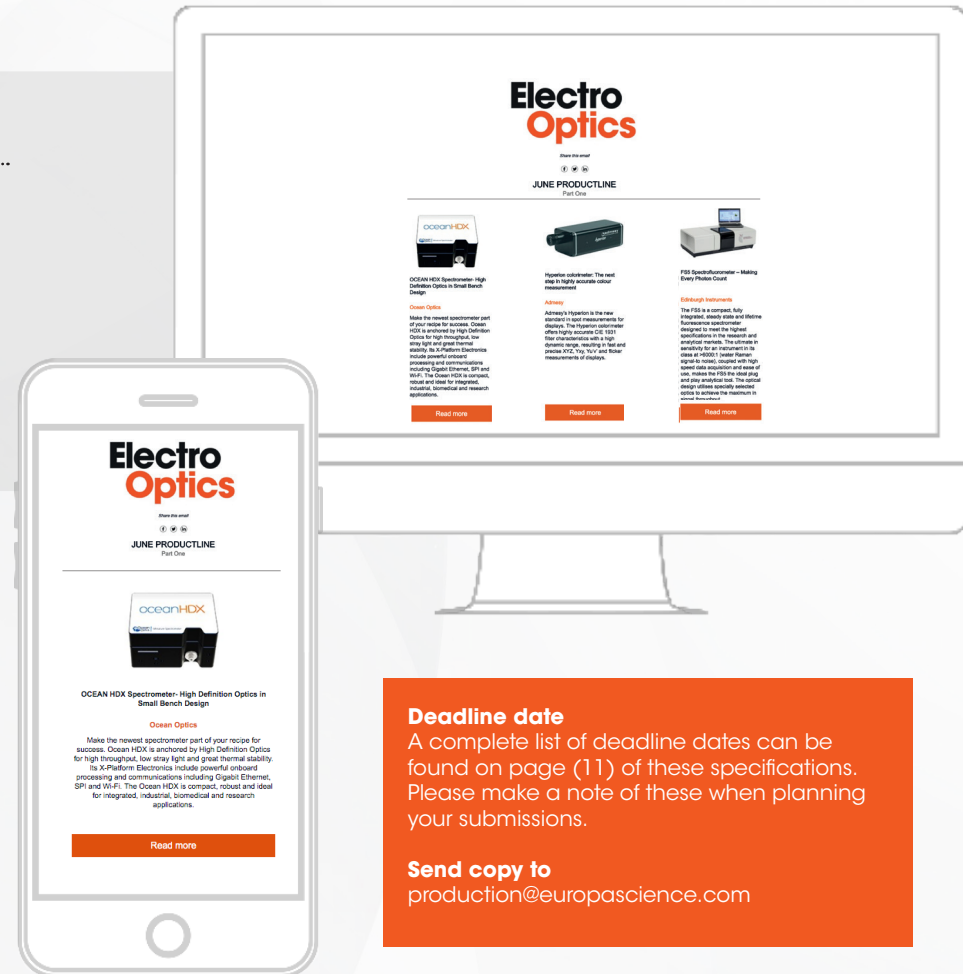
### SPECIFICATION

#### Productline

- Up to eight words in title
- Up to 40 words body text
- A 190px x 190px image (png, 72dpi, RGB)
- A destination URL

#### Featured Productline

- Comprises headline
- Up to 100 to 120 words body text
- A 300px x 300px image (png, 72dpi, RGB)
- A destination URL



**Deadline date**  
A complete list of deadline dates can be found on page (11) of these specifications. Please make a note of these when planning your submissions.

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