



## How to book featured listings on a newsletter – N&S

### E-newsletters for N&S. (NB: Digital Orders only, not manual-built newsletters)

Start a new Digital Order booking. Choose Type = Newsletters.

sylvie test Call Sheet Advertising History N

Basic Details Copy Campaign Payment

Digital Order Type

Website  Newsletters  Application

Payment

Account  Prepaid  Free  Brand Imp Yes

Campaign Information

Format FEATLS Featured Listing C

Format = FEATLS

On the Campaign Tab, pick the newsletter you want (from Edit Placements)

Then tick just ONE of the 2 listings for that newsletter



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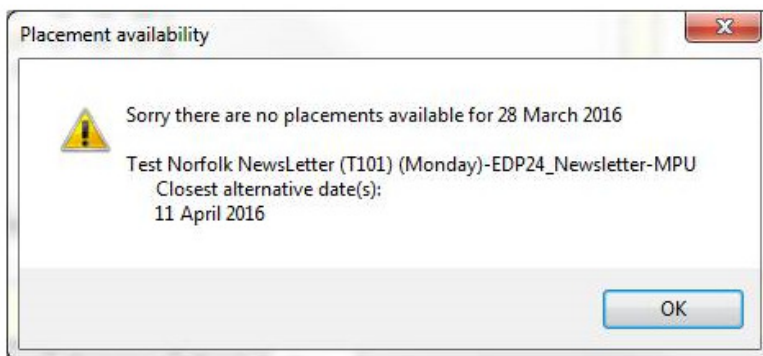
Choose the start date, and see if the listing you ticked is available.

The screenshot shows a web form with tabs for 'Basic Details', 'Copy', 'Campaign', and 'Payment'. The 'Campaign' tab is active, showing 'Campaign Information'. There is an 'Edit Placements' button. Below it, there are two 'Start Date' fields. The first is a calendar for April 2016 with the 11th selected. The second is a text input field containing '11 April 2016 00:00'. Below these is an 'End Date' field containing '17 April 2016 23:59' and a '1 Week' duration indicator.

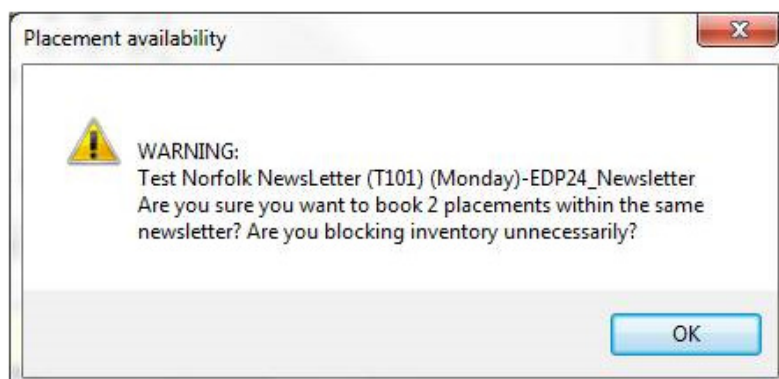
The campaign duration is always 1 week by default, so you choose the Start Date, and the End Date is always 1 week later.

NB: Start Date = Charge date. That's when the customer gets charged. Give yourself time to make sure copy is created before that.

If all placements are gone for the date you chose, you will get a message, as shown below. It also suggests the nearest alternative so you can book the next available slot.



**Do NOT tick more than one feature per newsletter.** If you tick several features, you will get a warning message:



### Newsletters: always 1 guaranteed impression

For newsletters, the concept of impressions is irrelevant so the field is automatically populated with '1' and you won't have to confirm that again.