

EMAIL COPY DECK

Instructions:

1. Please fill out one copy deck for **each** media placement (CTI, Outreach, etc.)
2. Ensure that the CTA link is a Google URL Tracking link only (<https://ga-dev-tools.appspot.com/campaign-url-builder/>)
3. Once the form is filled out, please submit directly to editorial. Once you receive the copy deck back, please send the **FINAL** copy deck and images in a zipped folder to **Leela Kim (external emails)** or **Chloe Renzema (internal emails)**.

Project Owner: Andrea Garcia

Product (Title)/Campaign: Jerusalem Assassin

Outlet/List: Relevant

Run Date/s: 3/17

List approvers (include a back-up if out of the office): Andrea Garcia, Maria Eriksen

Pick-up project (yes or no): Yes, the Strand email. Similar in format to the Persian Gamble release day emails

(Note: If it is a pick-up, please submit revisions to the existing project (Include file if possible))

Subject* Line:	Time is running out in this new thriller
Snippet Line:	Bestselling author Joel C. Rosenberg is back!

*Note: Subject field should be 35 characters or less. Snippet field should be 85 characters or less.

Product

HERO

(The top portion of your email)

Headline :	The body count is rising.
(No more than 6-8 words)	An invisible enemy is moving fast. And Marcus Ryker's time is running out.
Featured Product or Image:	Standing 3-D pages-out HC cover image
CTA wording:	
(No more than 3 words)	
CTA link (Google	http://www.joelrosenberg.com/product-details/?isbn=978-1-4964-3784-6&utm_source=relevant&utm_medium=eblast&utm_campaign=jerusalem_assassin

URL Tracking link only):	Launch
Notes: (Additional creative assets to use, etc)	

*Note: CTA = Call To Action (i.e. Buy Now, Learn More, Read Excerpt)

Product Info	
Copy: (No more than 2 short paragraphs that will reinforce the headline and main product)	<p>CIA operative Marcus Ryker has spent his entire career studying killers. One thing he knows for sure: a peace summit in Jerusalem is the ultimate stage for an assassination.</p> <p>[if there's not enough room, this paragraph can be cut:] Ryker soon uncovers a chilling plot: a secret international alliance is determined to terminate the Middle East peace treaty—and to take out the American president.</p> <p>With all eyes on Jerusalem and the president in the crosshairs, it's up to Ryker to eliminate the terrible evil that's been set in motion.</p> <p><i>The Jerusalem Assassin</i> [title treatment] by Joel C. Rosenberg</p> <p>Now available wherever books are sold.</p>
Image:	<p>Dedicated eBlast SPECS: Emails are 640PX wide. This for a great experience across desktop, tablet and mobile devices.</p> <p>We also support and encourage images for high resolution and retina displays. To do this, serve an image that is 2X the size into the same space. For instance if your layout has 640X900 block for an image, make sure your image resolution is 1280X1800 going into the block that is defined at 640X900. You must provide an HTML file and any referenced assets not already being hosted as part of your submission. We will not accept any email campaigns that are submitted as design assets (PSD, JPG, PNG, etc.). ADDTL specs included in Relevant Specs PDF.</p>
CTA wording: (No more than 3 words)	Get your copy now!

Commented [EES1]: If this paragraph has to be cut, it'd be nice to finish the last paragraph with something like "it's up to Ryker to stop an international alliance from carrying out its chilling plot."

CTA link (Google URL Tracking link only):	http://www.joelrosenberg.com/product-details/?isbn=978-1-4964-3784-6&utm_source=relevant&utm_medium=eblast&utm_campaign=jerusalem_assassin_launch
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Author Info (i.e. Author Info)	
Copy: (No more than 1 short paragraph)	
Image:	
CTA wording: (No more than 3 words)	
CTA link (Google URL Tracking link only):	
Twitter:	
Facebook:	

Additional Slices:

Copy and paste the “Slice 2” table for additional section in this email and place it here:

LEGAL	
Legal copy to be placed in footer: (Disclaimers, trademarks, offer dates, etc)	

When the above form is complete please send to Editorial for editing and **THEN** submit to Leela Kim or Chloe Renzema. They will send to the appropriate designer.

EDITORIAL	
Editor Name:	EES
Review and hand-off date:	1/28/2020

