



## Premium Newsletter Reference



With this blank we want to support you when preparing your **English Premium Newsletter Reference** for the LUMITOS portals. All grey fields must be filled in.

### 1 Identification

- Please indicate the name of your product or catalog (for internal use only)

Identification:

### 2 Headline

- Crisp and catchy phrase in journalistic style
- Company names or other proper nouns are often dispensable
- Focus on users' applications

Headline:

### 3 Subheader

- Conveys the most important product feature or application
- Product or catalog name can be mentioned

Subheader:

### 4 Short Introductory Newsletter Teaser Text

- Short description of product and its main features / Catalogs with naming the main content/product groups
- Text should arouse the readers' curiosity, enticing them to read the detailed presentation
- Grammatically complete sentences only

Teaser Text:

You have succeeded almost. Now save the file and send to [order@lumitos.com](mailto:order@lumitos.com) by e-mail.

#### Contact:

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