

# STYLECampaign

## Contact

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# Adorama modules

## Standard product email

<http://stylecampaign.com/mobile/Adorama/standard.jpg>

- 1 - Header
- 2 - Navigation
- 3 – More than a camera store
- 4 – Tall image ~250px
- 5 – Short image ~80px
- 6 – 3 column product grid
- 7 – Medium image ~150px
- 8 – 3 column resources
- 9 – Preference center
- 10 – Footer

The screenshot displays the Amazon.com homepage during a promotional event. At the top, a banner reads "THE JULY 4TH SALE" with "FREE SHIPPING ON ALL ITEMS". Below this, a section titled "LE July Savings on LED HDTVs" features a large TV listing with a price of \$1,299. The main content area is organized into several product categories:

- Nikon D600 SLR Digital Camera:** A featured listing for the Nikon D600 SLR Digital Camera, priced at \$1,996.
- Canon Cameras:** A grid of Canon camera models, including the Canon 70D, Canon 700D, and Canon 7000D, with prices ranging from \$499 to \$1,299.
- Canon PowerShot Cameras:** A section titled "Shop On Select Canon PowerShot Cameras" featuring models like the Canon PowerShot SX700HS and Canon PowerShot SX620HS, priced from \$199 to \$399.
- Mitsumi Infrared Search Small Form Factor:** A listing for the Mitsumi Infrared Search Small Form Factor, priced at \$159.
- GaragePro 200 Digital 2.0 MiKamcorder:** A listing for the GaragePro 200 Digital 2.0 MiKamcorder, priced at \$199.
- Other Electronics:** Various other products are listed, including a 15.6" LED HDTV, a 10.1" LED HDTV, and a 15.5" LED HDTV, with prices ranging from \$199 to \$1,199.

The bottom of the page features a "10-DAY PRICE GUARANTEE" and "SAME DAY SHIPPING" banner, followed by a footer with the Amazon logo and navigation links.

## Notes on standard template:

A ) Consider adding a 2 column and 1 column product grid to test against 3 column. As we recommend you reduce width of template down to 640px.

e.g. 1 col list view

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**REFURBISHED**

**Nikon D7000 Digital SLR Camera Body - Refurbished by Nikon U.S.A.**

SKU: INKD7000R MFR: 25468B

★★★★★ (126 reviews)

[Watch tour](#)

[Save up to \\$30.00 with bundle.](#)

Special Price  
**\$729.99**


[ADD TO CART](#)

[Add to wish list](#)

[Free Shipping \(USA\)](#)

another

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**Adorama Slinger Bag, Single Strap Backpack / Shoulder Bag, Black**

SKU: GBSLBK MFR: SLBK

**\$59.95 value!**  
Yours FREE with purchase

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**Nikon WU-1b Wireless Mobile Adapter for D600, Nikon 1 J3, Nikon 1 S1, Nikon 1 V2**

SKU: INKWU1B MFR: 13186

**\$59.95 value!**  
Yours FREE with purchase

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**Manfrotto 394 Aluminum 4 Section Photo-Movie Monopod, 60" Maximum Height, Silver**

SKU: BGMM394 MFR: MM394

**\$24.95 value!**  
Yours FREE with purchase

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B) Some of your content is dense for mobile. You might want to either swap desktop images for a different mobile image, or rethink it for the desktop.

e.g. Featured product image (Tall image module ~250px)

## Nikon D600 SLR Digital Camera



FX-quality images and HD videos Nikon's most compact full-frame HD-SLR. Passionate photographers who seek exceptional full-frame, high-resolution performance rely on Nikon FX-format HD-SLRs. For the first time ever, that level of performance is available in a compact, affordable HD-SLR. D600's 24.3 megapixel FX-format CMOS sensor captures every detail with lifelike sharpness.

**Save Big!**

**From: \$1,996<sup>.95</sup>**  
Save up to \$560 with Instant Rebates  
Reg from: \$2,096.95

[SEE THEM ALL](#)

Could be simplified to something like this, so it reads better on mobile (though with bigger pricing call out). Not all mobile clients support responsive design, so you want your fallback – desktop creative - to be somewhat mobile friendly and scalable. Also consider that users are going to try and read this on tablets.

## Nikon D90 Digital SLR Kit

With AF-S DX NIKKOR 18-105mm Lens  
Special Price \$799

[BUY NOW](#) [LEARN MORE](#)



You could make the left-hand side of this HTML text, right side an image. Then on mobile stack the image under the text. Obviously with prominent pricing...

## Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mauris mauris, varius sit amet tincidunt ut, venenatis a mi. Praesent sit amet lectus odio, ut iaculis enim vitae porta nisl.

[BUY NOW](#)



## Product name



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mauris mauris, varius sit amet tincidunt ut, venenatis a mi. Praesent sit amet lectus odio, ut iaculis enim vitae porta nisl.

[BUY NOW](#)

c) I'm assuming the four image sizes – short, medium, tall and extra- tall - will be fluid on mobile. But you may also want the additional option to swap them for alternate mobile images, which would be 4 extra modules. This is optional...

# Postcard style email

<http://stylecampaign.com/mobile/Adorama/postcard.jpg>

1 – Extra-tall hero image ~800px

Final Hours To Save!  
This email was sent to you by Adorama. Did your email system mangle this newsletter? [See it Online.](#)

**ADORAMA**  
FIRST TAKE A FASTER TAKE

SHOP WATCH RENT LEARN PRINT SELL

MORE THAN A CAMERA STORE... ADORAMA ED ARC ADORAMA PROX TIGER -USED

**FINAL HOURS!**  
**The Adorama Street Fair Extravaganza!**

Over 100 Deals and Exclusive Specials From The Biggest Names in Photography, Technology, and Home Theater!

**DON'T MISS OUT >**

PRESENTING DEALERS:  
CANON ASUS SONY TOSHIBA PANASONIC SAMSUNG LG WACOM PENTAX TOSHIBA  
EPSON LEXAR ADORAMA PROX TRANSCENDENT SONY LG MIKRO SEC

Cameras & Lenses Bags & Cases Mobile Computing TVs & LCDs Home Office

**IN-STORE PICKUP**  
NOW AVAILABLE FOR ALL ONLINE ORDERS

FREE EDUCATIONAL RESOURCES FOR PHOTOGRAPHERS AT EVERY SKILL LEVEL

**AdoramaTV**  
Watch and learn on our exclusive photography channel.  
• B&W Landscape Photography  
• Environmental Portrait Lighting  
• 8 Tips For Pinpoint Photos  
[Learn more >](#)

**Tutorials + How-To's**  
The latest articles designed to make you a better photographer.  
• Digital Street Photography  
• A Pro Shoots His First Rocket  
• How To Shoot A Composite  
[Learn more >](#)

**Gear Guides + Reviews**  
We want to help you find equipment that suits your needs.  
• Laser vs. Inkjet Printers  
• APIS Storage Compact Short-Out  
• Show Me! LG V900 Camcorder  
[Learn more >](#)

NEWSLETTER SUBSCRIPTION PREFERENCE CENTER

[update your subscriptions >](#) [unsubscribe >](#)

TO: damiena@adorama.com  
Okay, you may not want great photo tips, juicy special offers, limited discounts or timely news (seems odd you wouldn't...)  
Control what you get from Adorama in your [preference center](#).

**ADORAMA** FIRST TAKE A FASTER TAKE  
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To make sure our email updates are delivered to your inbox, please add Adorama@email.adorama.com to your email address book or white list.  
Products are subject to price change and availability.  
Not responsible for typographical errors.  
Copyright © 2013 Adorama Camera, Inc. All Rights Reserved.

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# New product announcement email

<http://stylecampaign.com/mobile/Adorama/new-product.jpg>

1 – Extra-tall hero image ~800px. Alternatively you could use the tall and medium image module, and then create an HTML text module for the gray area (title text & body copy) which will be better for mobile as lighter file weight, text will reflow and be crisp and legible.

The screenshot shows an email interface for Adorama. At the top, there's a navigation bar with icons for Shop, Search, Add to Cart, Learn, Print, and Sell. Below this is a banner for the Canon EOS 70D camera, featuring a large image of the camera and the text "Just Announced! Canon EOS 70D". The price is listed as "Starting at \$1,199.00 Pre-Order Now".

The main content area is titled "Meet the New Game-Changer" and includes a sub-header "Check out the ALC First Look at this amazing new camera! Learn More". The body text describes the camera as a "trailblazing powerhouse" and lists several key features:

- Canon's innovative Dual Pixel CMOS AF**: Shoot video like a camcorder with smooth, fast, and accurate autofocus, enjoy instant and precise autofocus even when shooting stills from a variety of angles with the freedom provided by the Van-angle LCD.
- Built-in wireless technology**: Wirelessly transfer your images to social networking sites and use your smartphone for remote camera control and operation.
- 20.2 Megapixel CMOS (APS-C) sensor**: with 14-bit A/D conversion, ISO 100-12800 (expandable to H: 25600) and High Performance DIGIC 5+ Image Processor.
- EOS Full HD Movie mode**: with Movie Servo AF for improved continuous focus tracking of moving subjects, manual exposure control and multiple frame rates plus built-in stereo mic with manual level adjustment.

Below the features is a section titled "Rebates Expiring Soon..." with a sub-header "See Them Now" and a grid of product categories: Camera & Lens, Bags & Cases, Mobile Computing, TVs & LCDs, and Home Office.

The email also includes promotional banners for "IN-STORE PICKUP" and "SAME DAY SHIPPING". Below these are three columns of educational resources: Adorama TV, Tutorials + How-To's, and Gear Guides + Reviews.

At the bottom, there is a "NEWSLETTER SUBSCRIPTION PREFERENCE CENTER" with options to "update your subscriptions" and "unsubscribe". The footer contains the Adorama logo, contact information, social media links, and a copyright notice for 2013.



## ESTIMATE (\$500 PER MODULE)

### Basic modules:

Standard product – 10 modules

Postcard – 1 module

Featured new product – 1 module

**Basic 12 modules total = \$6,000**

### 8 optional modules:

swapping 4 sized desktop images for mobile images

Featured product with HTML left and image right

Single column product grid (list)

Two column product grid

Primary messaging (html text title and body copy)

**8 optional modules total = \$4,000**

### Project management

**8hrs - \$880**

# RESPONSIVE DESIGN VIDEO 101

A one hour introduction to responsive email design:

<http://stylecampaign.com/blog/2013/03/responsive-email-design-red/>

## What have we missed?

Didn't find what you were looking for? Drop me an email - [anna@stylecampaign.com](mailto:anna@stylecampaign.com) - and I'll get back to you within 24hrs.

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