

# STYLECampaign



## Contact

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# Existing High Line templates

Take these existing desktop only email templates, and rework them to be responsive, while maintaining as much of the original design as possible.

Appeal: <http://www.thehighline.org/newsletters/022814-a3-appeal.html>

Renewal: <http://www.thehighline.org/newsletters/021914-a2-renewal.html>

Newsletter: <http://www.thehighline.org/newsletters/031114.html>

Announcement: <http://www.thehighline.org/newsletters/042914.html>

Postcard: <http://www.thehighline.org/newsletters/043014.html>

# All Modules:

1: Header

2: Footer

3: Hero image medium, fluid on mobile

4: Primary messaging

5: renew header and CTA

6: Renew two col block

7: Hero image short, fluid on mobile

8: In this issue

9: News Article, text left image right

10: News article image top, text bottom

11: News article text only

12: Highlights, icons with text

13: Article with two call-to-actions

14: Hero image deep, fluid on mobile

14: Large postcard image, fluid on mobile

15: Social bar

# Estimate

15 Modules \$500 each = \$7,500

Project management and consulting = \$3,000

Total = \$10,500

## **Deliverable**

One master HTML file, containing all the modules. Along with any supporting image assets. Each module in the code is well commented e.g. “Start and end of header module” for easy internal management. Does not include ESP integration.

## **Testing**

We test your modular template on real devices. This allows us to interact with the creative when designing for touch and assess performance. We currently have **33 devices in our mobile lab** covering a range of platforms and form factors.

## **Training**

Usually the comments in the code is enough. Though if further support is required, we can provide documentation or a screencast walking through how to use your modular template, and explaining the responsive code. Cost depends on no. of modules e.g. 10 or 20.

## **Extra modules**

Once the project is completed, if you require extra modules e.g. six months from now, it is charged at \$750 for one module or \$500 for more than one.

## **Timeframe**

Start date of June 1<sup>st</sup>. Deliver HTML prototypes for review two weeks after project approval. Two rounds of revisions, and final QA. Estimate final delivery by June 30th

## What have we missed?

Email Anna Yeaman at [anna@stylecampaign.com](mailto:anna@stylecampaign.com)

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