

Editorial guidelines

- The content of a newsletter drop message, provided by a partner must be nopCommerce-related. This means that all the promoted services/features should be described in order to be useful for nopCommerce users, not in a general way.
- A partner must insert links to a partner's dedicated page and a marketplace page on nopCommerce site into a newsletter drop. Also, links to the official partner site or any relevant resources can be put.
- A partner chooses a content for a dedicated newsletter drop by himself, but nopCommerce has the right to moderate and reject any part of it.
- nopCommerce logo or partners title as nopCommerce partner must be present in the newsletter

Layout guidelines

- A partner makes a layout of a dedicated newsletter drop in HTML format, but nopCommerce has the right to moderate it to fit nopCommerce design standards.
- The following disclaimer should be inserted in a newsletter drop footer:

This material was prepared by nopCommerce partner _____. It is an advertisement and was made according to dedicated newsletter drop conditions.

- Prepared newsletter drop must be responsive (all mobile devices supported).
- All the content blocks should be made as HTML text, using screenshots instead of it is not recommended.
- A partner should consider nopCommerce corporate style (colors and fonts) when preparing a newsletter.