

SWR Rewards - Copy Requirements

General Guidelines: Please use static, clear, clean images in either .jpeg or .png format (min 150 dpi). We recommend images without text if possible.

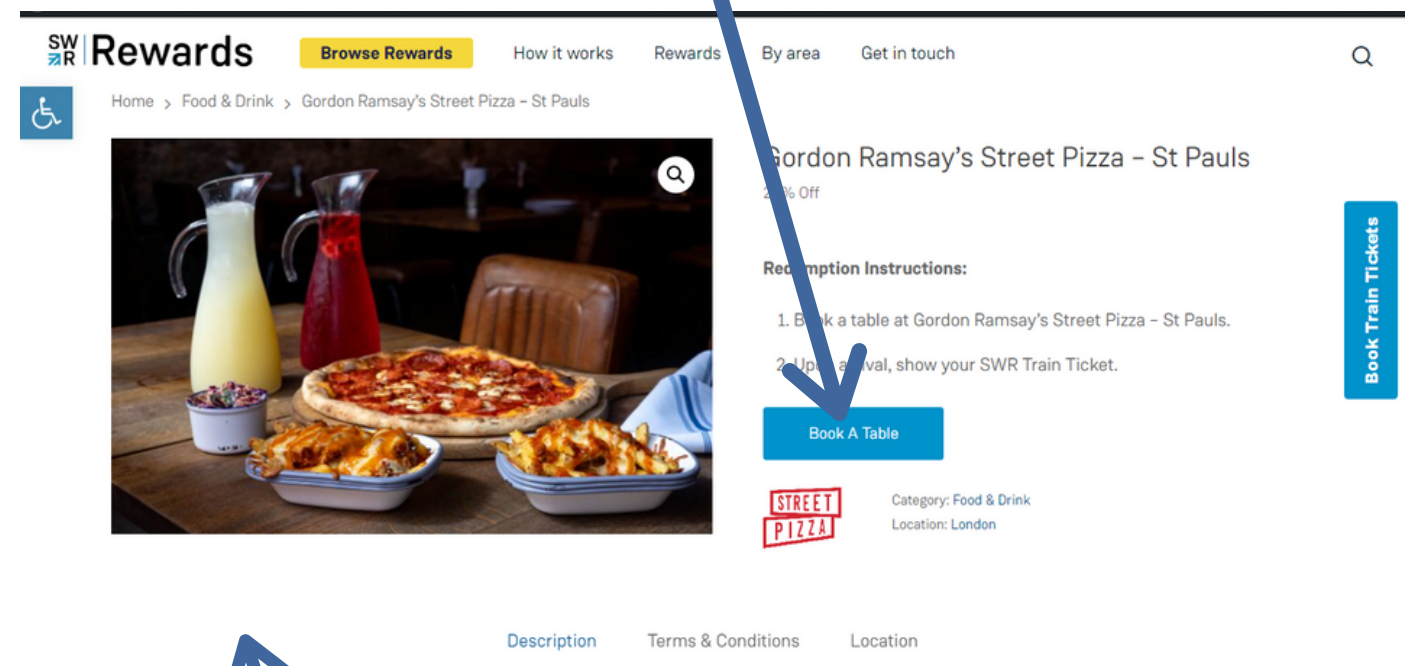
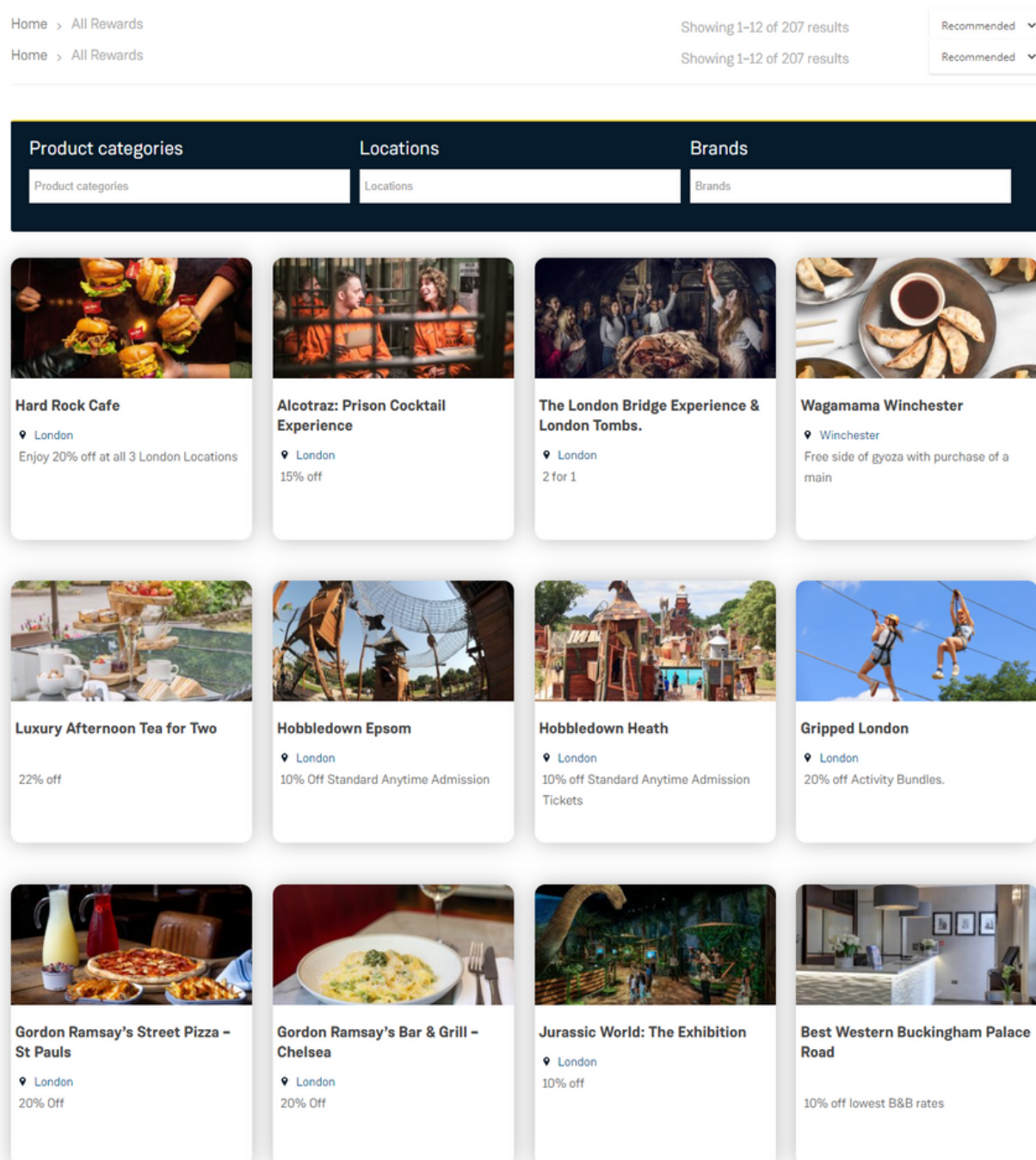
Please provide the following:

1. Merchant logo - High quality PNG or a JPEG file.
2. Photo - High quality PNG or JPEG. (4MB max file size)
3. The offer detail (i.e. % off) - Text (please check for errors this will be used to copy and paste).
4. Method of redemption (i.e. present valid train ticket / discount code / code embedded link)
5. Description of offer - (up to 50 words) Text as above
6. The URL for the click through - Text
7. The validity date - Text
8. Any terms and conditions - Text
9. Venue address

Please check text for any errors as all text will be duplicated onto the site from your submission.



1. Merchant logo - An image with an official company logo of the merchant.



Calling all pizza lovers! We have some very exciting news for you...
 Street Pizza has gone and outdone themselves with a selection of new mouth-watering sides and super-sized cocktail pitchers, and they're even sporting a hot new look.
 Savoury lovers are in for a real treat with Street Pizza's delicious new J.F.C dirty fries and flaming Hotter Than Hell wings, while sweet-toothed diners will love their new bottomless ice cream!
 Check out the menu here!
 Validity:
 Only valid Monday - Friday

2. Image

An image used to illustrate services and products of the company. The same image will be used on the 'browse rewards' page and the 'reward detail' page. Needs to be eye catching to draw consumers to the offer.