

Email Blast Specifications

Material Specifications

Subject Line

Compelling, specific subject line containing a call to action or sense of urgency

Dimensions

Width should be no more than 600px

File Size

50kb size limit

Submission Options

HTML 4.0

Use inline styles; avoid CSS

Templates

Choose which template best fits your message. Send high resolution photo, text, link, and/or logo file

Creative Services

Offered at an additional cost; contact your sales rep for details

Deadlines

Submit the above materials no later than 5 business days prior to deployment

Tips for Improving Opens & Clicks



Call-to-action

Bright or contrasting colored button in prominent location

Hyperlinks

Add links to all images; include alt tags on images and title tags on links

Balance images and text

100% image email blasts are prohibited - they are known SPAM triggers

Exercise brevity

Keep text to 100 words or less; use bullet points

Featured content

Place in top 300 pixels of the email

Avoid special characters (" ", \$, %, &, *, #)

Prohibited: SPAM trigger words

Free, Win, Discount, Offer, Prize, Buy, Order, Best, Rate, Trial, Give-Away, etc.

Prohibited: Exclamation points in subject line

Terms, Conditions & Restrictions

Email blasts must pass our SPAM filter testing to be eligible for deployment to our audience. Use of SPAM trigger words noted above and exclamation points in the subject line and text elements of the email blast HTML are prohibited.

Exclusive email blasts can only be cancelled or rescheduled up to 15 business days prior to the deployment date without incurring a re-deployment fee. Cancellations or reschedules less than 15 business days will be assessed a fee of up to 50% of the original price.

Failure to deliver materials by the deadline may result in the cancellation of media.