Email Blasts

SPECIFICATIONS & MATERIALS NEEDED

For Email Blasts using a Campaign Monitor layout template

IMAGES

All images to be used within the email blast. High-resolution images preferred. Format can be JPG, GIF, PNG. (Static GIF is best as many email systems, including Outlook, disable animated GIFs so that only the first frame is displayed.)

TEXT/COPY

All the text to be included within the email. For example, headlines, body copy, link wording, subject line wording, and pre-header text that displays below subject line in preview mode of most email systems.

LINKS

Provide the full URL address(es) for the link(s) to be used within the email.

DESIGN

Provide a sample layout for the email blast. CTE will replicate the sample layout as close as is possible using an appropriate Campaign Monitor template. Many companies, for example, submit a PDF of the creative they want us to email out to our list. Word documents that provide a general layout are also acceptable.

For Email Blasts using custom HTML supplied by advertiser

HTML

An HTML page ready to be copied and pasted into the custom HTML option offered by Constant Contact. HTML page should contain all text and links to be used.

IMAGES

All images to be used within the HTML email blast. High-resolution images preferred. Format can be JPG, GIF, PNG. (Static GIF is best as many email systems, including Outlook, disable animated GIFs so that only the first frame is displayed.)