As of 2019, CTE is urging all email blast advertisers to use email templates provided through our ConstantContact email service, which is the third-party service CTE uses to send out its eNewsletter and exclusive advertiser-only email blasts. While CTE will continue to accept custom HTML for advertiser-only email blasts, custom HTML emails do not perform as well as those that are created using a ConstantContact template.

The 2 main benefits of using a ConstantContact template versus custom HTML:

1. An exclusive advertiser-only email blast that is created using a ConstantContact template ensures that the email design will be responsive, meaning the email appearance will automatically adapt to the electronic device being used to view the email (smartphone, tablet, desktop computer).

2. Emails created using a ConstantContact template have the option to be resent to anyone who does not open the email when it is first sent out. Usually, CTE schedules these resends to go out 4 days after the original blast. This simple feature significantly boosts the email open rate (from 10% to 14% in many cases).

**Materials to be supplied by advertiser**

**Using a ConstantContact Email 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 for the link or links 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 ConstantContact template. Many companies, for example, submit a PDF of a print magazine ad that CTE then recreates in email form using a ConstantContact template. Word documents that provide a general layout are also acceptable.

**Using Custom HTML supplied by advertiser**

**IMAGES**
Supply 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.)

**HTML**
An HTML page ready to be copied and pasted into the custom HTML option still offered by ConstantContact.

**TEXT/COPY**
Text to be used for the subject line of the email. (*NOTE:* Custom HTML does not allow for pre-header text.)

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**Send materials via email to:**

Julie Distenfield, Controller, at julied@ctemedia.com.