

Dedicated Email

Specs

- Subject Line
- Send-Ready HTML File
- Please remove the following links:
unsubscribe, view in browser, tokens, and share with friend
- All images must be hosted by sponsor/advertiser

Best Practices

Subject Line

- Descriptive of what the email entails
- Shorter than 40 characters w/ spaces

Call-to-Actions

- CTAs with “now” or “Now” tend to perform better
- “Read Now”, “Download Now”, etc.

Time of Week/Date

- Sunday evenings through Thursday mornings are good
- Fridays and Saturdays should be avoided

Assets & Lead Time

- Submit all assets 1 week prior to scheduled launch
- Send-Ready HTML File with click URL or trackers
- Subject Line (40 characters or less with spaces)
- Emails will be rescheduled if materials are received late
- Assets will be reviewed and approved