

# CHOOSECHICAGO.COM DEDICATED EMAIL

## THE PROGRAM

Custom emails are available with leisure, meeting or travel newsletters.

### A OPTION 1 (STANDARD)

Miles representative will reach out for the following:

- Headline** ..... up to 39 characters (including spaces)
- Sub-Headline** ..... up to 53 characters (including spaces)
- Body** ..... up to 600 characters (including spaces)
- Main Image (JPG)** ..... 600 pixels x 300 pixels
- Secondary Image (JPG)** ..... 178 pixels x 190 pixels
- Link Text (call to action)** .... up to 35 characters (including spaces)
- URL Link** ..... no character limit

[Pick your own Subject Line](#)

### B OPTION 2 (ADVERTISER SUPPLIED)

Designed by advertiser in HTML:

**Custom Ad (JPG)** ..... 600 pixels wide  
*Email-compliant HTML with images hosted on your server. No CSS, no div tags.*

**URL Link** ..... no character limit

[Pick your own Subject Line](#)

## COLOR SPECIFICATIONS AND RESOLUTION

- All colors used must be RGB or Index (Web safe recommended)
- All photos and graphics must be RGB or black and white.
- All images, graphics and logos must be 72 dpi.

## FEES AND PRODUCTION SERVICES

- **There will be a \$100 fee for ad materials that are not received by deadline.**
- Charges will be assessed for electronic file intervention including production changes and altering supplied advertiser materials.
- If non-template (HTML) ad materials are built by Miles, production fees will be added.
- **Ad design production is available.** Contact your Advertising Coordinator for rates and samples of work.

## SUPPLYING ELECTRONIC MATERIALS

Email assets to: [Jose.Martinez@MilesPartnership.com](mailto:Jose.Martinez@MilesPartnership.com)

