

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: Destiny.Oliver@MilesPartnership.com

You are receiving this message because you signed up for the CHICAGO Leisure e-Newsletter. [Unsubscribe](#) | [Online Version](#)

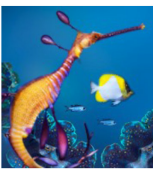
CHOOSE CHICAGO FORWARD | SHARE >  

A Message From Our Partner



A new special exhibit opens May 25

A world worth celebrating. Beauty worth saving.



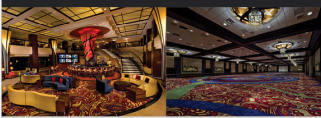
Glance the grandeur living in our oceans, lakes and rivers as 100 species from around the world come together in one evocative space. Shedd's new special exhibit will spark your curiosity as you see all the ways beauty moves and coexists. Feel the rhythms as sea jellies pulse, eels ripple and tiny shrimp dance. Embrace the colors as a rainbow comes alive with reef fishes. Savor the patterns that conceal, reveal, or deceive! And see how every aquatic animal is beautifully adapted to survive and thrive. Experience a world worth celebrating—and saving—in Underwater Beauty at Shedd Aquarium!

[LEARN MORE >](#)

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