



# Custom Email Specifications

## CUSTOM EMAIL

### AD UNIT SPECS & CREATIVE BEST PRACTICES

**Email Subject** 50 characters (including spaces)

**Photo** 600px(w) x 450px(h) (.jpg) →

#### Header

**Title:** 50 characters (including spaces)

**Body Copy:** 450 characters (including spaces)

#### Button Copy (Call to Action):

15-20 characters (including spaces)  
Include an action word (ex: "Click to", "Visit", "Explore", etc) →

**URL for Link:**

**Photos (3):** 200px(w) x 200px(h) (.jpg) →

**ALT Text for Image 1:**

**ALT Text for Image 2:**

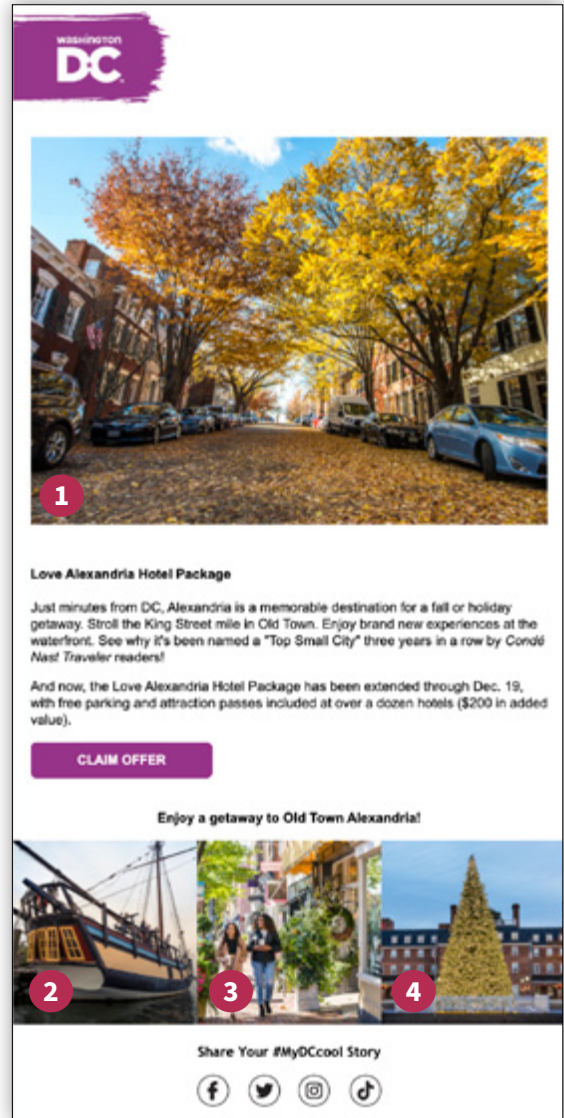
**ALT Text for Image 3:**

**ALT Text for Image 4:**

#### Email Preview Text:

Preview of the first 120 characters of the body text or you may submit additional text (120 characters including spaces)

**100%** SHARE OF VOICE



## DATES & DEADLINES

Materials are due 4 weeks prior to deployment date.

### MATERIALS FOR YOUR AD

- Any supplied electronic file is subject to return if it does not meet Miles' requirements. New materials will need to be provided.
- All images must be a JPG. You must own rights to all imagery and aspects of your ad.
- All colors used must be RGB or Index (Web safe recommended).

FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT:

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