



# Custom Email Specifications



## CUSTOM EMAIL

### AD UNIT SPECS & CREATIVE BEST PRACTICES

#### Email Subject

Business Name: 50 characters (including spaces)

#### Pre-Header Text

40 characters (including spaces), appears under subject line

#### Header

Title 1: 40 characters (including spaces)

Title 2: 40 characters (including spaces)

Logo: max width 126 pixels; max height 60 pixels; provide as .jpeg

#### Main Image/Feature

Provide a large, immersive image and compelling headline to attract attention to your formatted content below.

Headline: 20 characters (including spaces)

Button Copy: 75 characters (including spaces)

Include an action word (ex: "Click to", "Visit", "Explore", etc)

URL for Link:

Photo: 570px(w) x 312px(h) (.jpg)

Logo: Please submit both a black and white version and a transparent version.

#### Formatted Content/Spotlight

Provide a secondary image, headline and descriptive body copy to entice and inspire readers to click and visit your site.

Headline: 60 characters (including spaces)

Body Copy: 500 characters (including spaces)

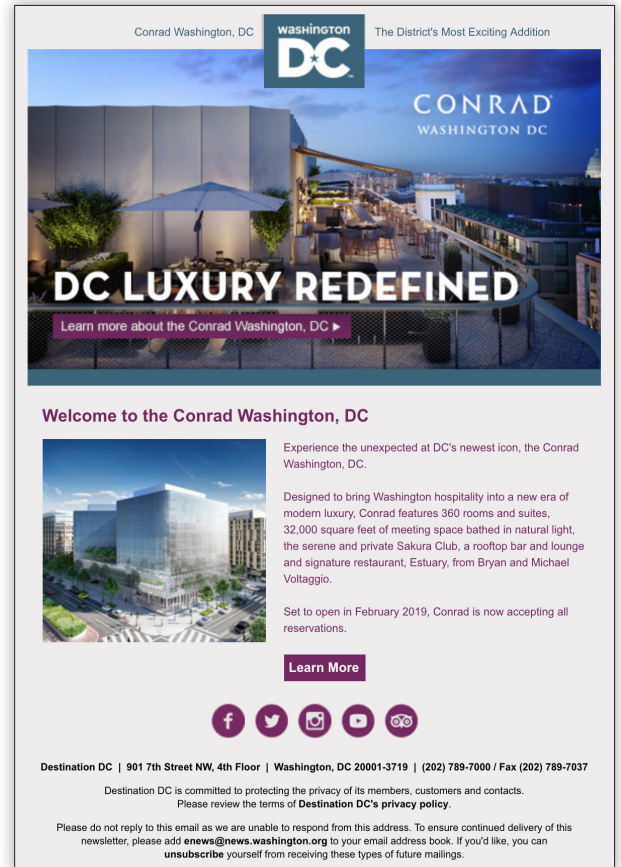
Button Copy: 50 characters (including spaces)

Include an action word (ex: "Click to", "Visit", "Explore", etc)

URL for Link:

Photo: 222px(w) x 198px(h) (.jpg)

Receive **100% share of voice** with our custom email program.



# 100% SHARE OF VOICE

## DEADLINES AND DETAILS

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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