

SEASONAL EVENTS EMAIL ADVERTISING SPECIFICATIONS

Partner provides images, talking points, body copy links to inform content written and developed by Miles Partnership. Proof for review will be provided prior to the email deployment.

PARTNER NAME:

A FEATURED PARTNER

Image Size: 350 x 252

Theme

Event Date(s)

Headline Section 30 characters or less including spaces

Body Copy Section 145 characters or less including spaces

Call to Action 15 characters or less including spaces

Clickthrough URL

B FOOTER DISPLAY BANNER

Image Size: 634 X 74

Must be high resolution

Clickthrough URL

MATERIAL DEADLINES

Spring: 01/10/23

Summer: 04/11/23

Fall: 07/11/23

Holiday: 10/10/23

File Submission:

Ad materials can be emailed directly to Ally.Drees@milespartnership.com

Once contracted, assume all offerings are non-cancellable. All content (text, ads, images, etc.) placed on Explore Georgia owned media channels must adhere to Explore Georgia's brand voice and look-and-feel and is subject to edits if content strays too far.