

CUSTOM EMAIL

100% SHARE OF VOICE

It's all about you. The 100% Share of Voice Custom Email focuses solely on your business, destination or event, driving all clicks to your website.

BENEFITS

- Reach an engaged opt-in audience of more than 200,000.
- Receive 100% Share of Voice.

SPECS

Subject: 50 characters (incl spaces)

Headline: 35 characters (incl spaces)

Hero Image: 528 pixels wide by 318 pixels high (.jpg)

Accent Image/Logo: 130 pixels wide by 82 pixels high (.jpg)

Body Copy Headline: Up to 60 characters (incl spaces)

Body Copy: Up to 385 characters (incl spaces)

URL for Link:

CREATIVE TIPS

- **Main image:** Choose your most powerful, eye-catching image.
- **Headline:** Should attract attention and deepen your story.
- **Body:** Tell the reader who you are, why they can't miss staying with you and then tell a deeper story about the experience they will have so they can picture themselves there.
- **CTA:** Make your Call to Action very compelling.



FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT:

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