

KENTUCKY MONTHLY EMAIL

THE PROGRAM

Kentucky's monthly newsletter gives regions, CVBs, attractions, hotels and events the opportunity to promote themselves to the state's highly qualified opt-in email database.

BENEFITS

Reach an engaged opt-in audience of more than 200,000.

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.

FORMATTED MESSAGE

Headline: 45 characters (including spaces)

Body Copy: 260 characters (including spaces)

Image: 500 x 510px

URL for Link:

SPONSORED ROW 1

SPONSORED ROW 2

SPONSORED ROW 3



FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT:

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PARTNERSHIP